

ea

ASSESS INNOVATE CREATE

EVOLUTIONARY
ARCHETYPES





10+
Years of
Experience

EA PHILOSOPHY

Prime Directive: **ASSESS, INNOVATE & CREATE**

*"Follow your bliss.
If you do follow your bliss,
you put yourself on a kind of track
that has been there all the while waiting for you,
and the life you ought to be living
is the one you are living."*

Joseph Campbell, Mythologist

We aspire to get inspired on our path by preparing for different scenarios in a changing world, intending to stay positive up and down the business cycle, and taking responsibility for our decisions.

We are experts in innovation research, science communication and collaborative proposals. In this trend towards specialization, collaborations open up synergies and enable all involved to win.

We believe the most inspired work happens when balancing seemingly mutually exclusive concepts: the Invisible vs. the visible, science vs. art, capitalism & collaboration, quantitative vs. qualitative, facts vs. intuition.



EA INTRODUCTION

EA CONSULTING

Evolutionary Archetypes Consulting SL is an innovation research and science communication company. EA explores and assesses innovation strategies, resources, and technologies to empower future game changers. The future we envision for our children starts with us.

“What is the calculus of innovation? The calculus of innovation is really quite simple: Knowledge drives innovation, innovation drives productivity, productivity drives economic growth.” – William Brody, Scientist (born 1944)

Innovation Research

ASSESS

With innovation research, we study and analyze knowledge that can inspire innovators and entrepreneurs to innovate and succeed.

Science Communication

INNOVATE

With science communication, we take encouraging insights from scientific and technology research and share the knowledge in everyone’s words.

Horizon Europe Collaboration

CREATE

Horizon Europe collaboration allows us to get involved directly in R&D projects supporting the researchers with technology and resources.

REFLECT WITH US TO CHANGE THE FUTURE

Innovation **RESEARCH**

“One does not become enlightened by imagining figures of light, but by making the darkness conscious.” **Carl Jung**

With **innovation research**, we study and analyze knowledge that can inspire innovators and entrepreneurs to innovate and succeed.

Innovation and entrepreneurship are an **art** and a **science**.

The art lies in embracing the intangible: intuition, inspiration, intention and personal metaphysical beliefs to create novel ideas and translate them into successful businesses.

The science of innovation and entrepreneurship involves studying, knowing, understanding and applying business-related facts such as economic principles and markets and competition research, all the way to legal, operational, financial, sales, marketing and human resources management.

With our innovation research activities, we aim to understand how everything is connected.



UNDERSTAND THE PARADIGM TO CHANGE IT

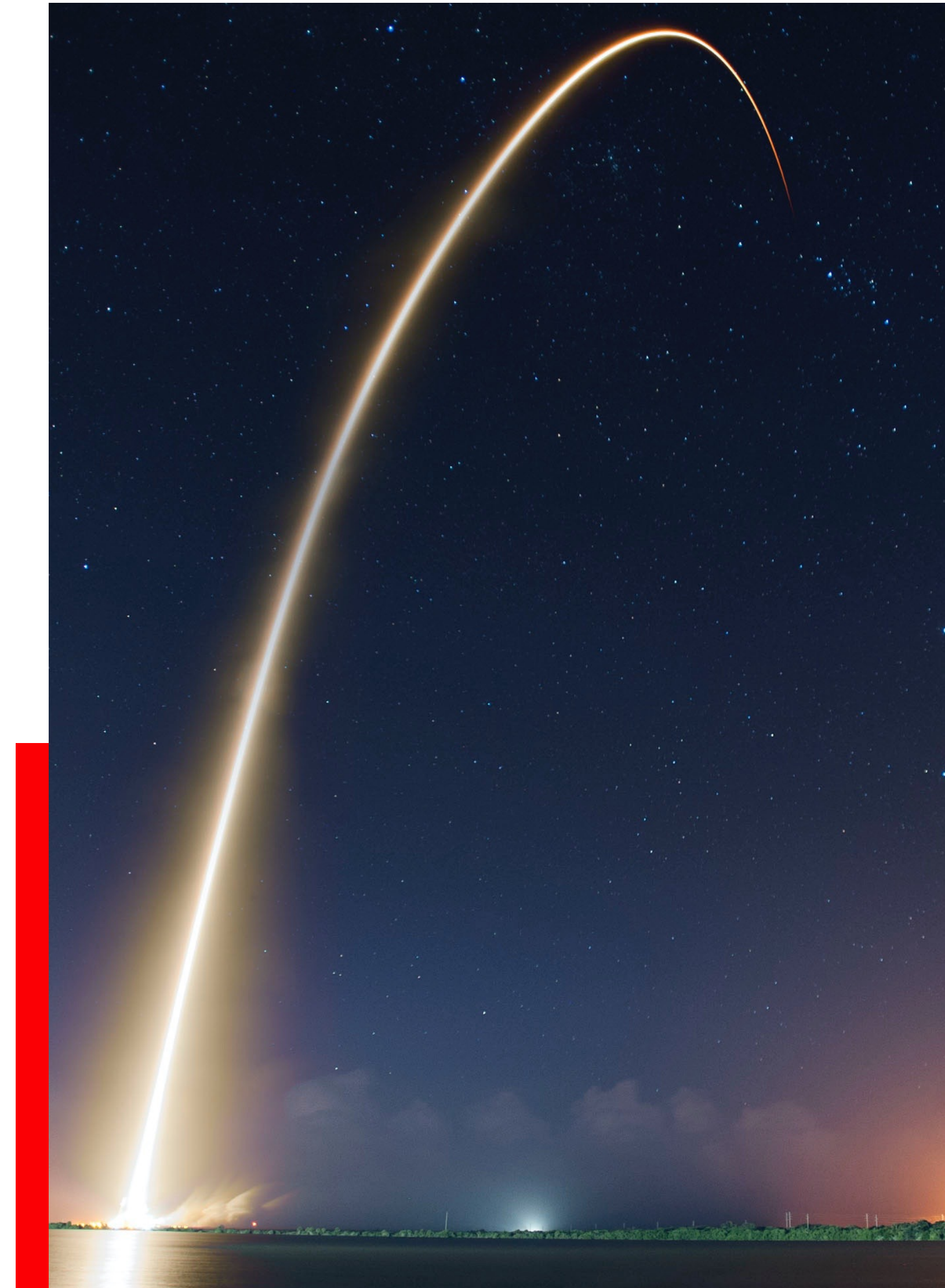
Science COMMUNICATION

“The historian of science may be tempted to exclaim that when paradigms change, the world itself changes with them.” **Thomas Kuhn**

With **science communication**, we take encouraging insights from scientific and technology research and share the knowledge in everyone’s words.

We are interested in the ontology and epistemology of science, particularly as we agree with Almond and Genco in a sense that depending on whether we are dealing with “clock” or “cloud” behavior, specific methods are required.

We are particularly interested in how we could use scientific methods to discover our cognitive blind spots, to unearth what we didn’t know that we didn’t know. The goal of it not being to know everything but to discovering new ways of thinking and innovative solutions.





Synergies in an AGE OF SPECIALIZATION

Horizon Europe COLLABORATION

“Great things in business are never done by one person; they’re done by a team of people.” Steve Jobs

Horizon Europe collaboration allows us to get involved directly in R&D projects supporting the researchers with technology and resources.

Ricardo’s trade theory on specializing in our comparative advantage can also be applied to individuals. The benefits of specialization can only work if nations trade with each other, i.e. individuals collaborate with each other.

This also means that we have to widen our horizon regarding the skills we consider of value. And this also means that the more diverse the team, the higher the potential for unexpected groundbreaking results.



Technology & REPORTS

✓ E-Learning

- E-learning platform development and maintenance
- Instructional design of digital course material
- Open source or custom LMS

✓ Collaboration Proposal

- Collaborative platform for consortia and other groups
- Functionalities according to project requirements
- Open source, off-the-shelf or custom development

✓ Cascade Funding Platform

- Bidding portal for FSTP cascade funding
- Management of grant process, selection and review
- Customization of existing platform or custom development

✓ Impact Assessment

- Impact assessment of project activities
- Identification and quantification of metrics and measurements
- Data collection and analysis of the key factors

✓ Science Communication

- Social media science communication
- Project website, wikis, blogs, podcasts
- Document design, user guides, white papers, infographics

✓ Sustainability Activities

- Exploitation and sales plans
- Toolkits, curricula and other long-term resources
- Creating a long-lasting legacy



Business **RESOURCES**

Work Programs and Cascade Funding

Find a list of programs and
cascade funding opportunities:

ea.consulting/resources/

Regional Tenders

Browse a list of Interreg
opportunities by regions and topic:

ea.consulting/regional-tenders/

Horizon Europe Topics

Explore selected Horizon Europe
opportunities by keywords and dates:

ea.consulting/open-calls/

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nanoscent



TOSHIBA

Atos

uni.systems

AI SIGHT

Berlitz