The project bearing the acronym "Peneza" and the title "Intelligent digital multi-channel communication platform using machine learning and business intelligence techniques" is being implemented by MY COMPANY PROJECTS GP within the framework of the "Research – Innovate" Action of Strategic Importance, which aims to link research and innovation with entrepreneurship. The Action is implemented by the Managing and Implementation Authority of Research and Innovation (EYDE-EK).

The enterprise MY COMPANY PROJECTS GP is supported under the Action "Key to Progress: Innovation, Extraversion, and Sustainable Development in the Region of Central Macedonia" of the "Central Macedonia 2021-2027" Programme, co-financed by the European Union and National Resources. The Action aims to support existing enterprises in enhancing their outward extroversion and competitiveness, reducing their environmental footprint, and introducing technological and organizational innovation, covering selected NACE codes across all sectors (Manufacturing, Tourism, Trade, Services). The project budget amounts to €80.000, and the public expenditure to €40.000.