

**GLOBAL SPIN – Emprenditorialidad Transnacional y Aprendizaje Corporativo:
Fomentando Estrategias Efectivas de Internacionalización en las Spin-Offs
Académicas**

ERASMUS + - KA2 ALIANZAS DEL CONOCIMIENTO

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Más información: www.globalspin.eu

Nos complace presentar el primer **Boletín Informativo del proyecto GLOBAL-SPIN**, apoyado por la **Acción Alianzas de Conocimiento del Programa Erasmus + de la Unión Europea** y desarrollado por un consorcio compuesto por siete instituciones procedentes tanto del ámbito académico como empresarial de seis países diferentes. El proyecto está dirigido por la Fundación General de la Universidad de Granada Empresa (FGUGREM) en España.

- El objetivo de este proyecto es mejorar la **competitividad de las spin-offs académicas europeas** apoyándolas para afrontar eficazmente los retos de la globalización de los mercados. Para ello los socios trabajan en el desarrollo de una **herramienta de formación innovadora e inclusiva** dirigida a los gestores de estas empresas en **emprenditorialidad transnacional**. Visite el sitio web y descargue el folleto del proyecto para obtener más información: www.globalspin.eu
- Los socios iniciaron el proyecto en enero de 2017, y celebraron el **primer meeting en Granada, España, el 3 de marzo de 2017**. Esta primera reunión fue el catalizador para la discusión de varios aspectos clave del proyecto y el punto de partida de la fase de investigación que se está llevando a cabo en estos momentos.



Socios participando en el primer meeting de GLOBAL-SPIN, celebrado en Granada, España, el 3 de Marzo de 2017

- Within the **research scope** of the project, the partners will participate in **four main phases** of study in order to maximize both qualitative and quantitative research analysis. The goal of this research is to have the knowledge necessary to later develop the training tool for academic spin-offs. These phases are:

- **Phase 1: Case studies and desk research.** This phase will be composed of 6 case studies and 1 research note per country.
- **Phase 2: Survey.** The surveys will be filled out by 500 total participants, 75 per country. These surveys will be based on the research in the previous phase.
- **Phase 3: Focus groups.** With 5 participants per country, 30 in total, the focus groups will elaborate on the information previously collected.
- **Phase 4: Research report.** This final phase will consist in six country reports and one overall project report combining the knowledge obtained in the previous phases.

- At the same time, the **webpage** is up and running with information about the project, weekly news stories relating to the GLOBAL-SPIN Project, and an area to publish results as they are discovered. The webpage is published in English and updated frequently.

- The dissemination phase of the project is also well under way, getting the word out there about the project. The **dissemination materials** have been developed, including a longer **flyer** and a shorter **leaflet**, and are ready to be distributed among interested groups. The materials can be seen in a PDF version in **six partner languages** on our website: <http://globalspin.eu/results/>

- In addition, in order to amplify the dissemination potential of the activities carried out, **European Multipliers** have been identified and contacted in order to establish collaborations with the GLOBAL-SPIN Project. To see the specific connections we have made, we have published a news article about the alliances already established on our webpage. These partnerships are being created to be **mutually beneficial**, where both entities gain from the relationship. Main benefits include:

- **Dissemination of activities;**
- **Gaining knowledge about best practices;**
- **Creation of positive networks** for businesses moving forward.



Sharing the GLOBAL-SPIN leaflet at a workshop for entrepreneurs at an event held in the University of Granada

- With the intention of maximizing the benefits that **networking can provide for entrepreneurs** at a national and international level, a **Transnational Entrepreneurs Forum (TEF)** is being created at a European level with the aim to share views and to support transnational business growth.



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