

GLOBAL SPIN - Transnational Entrepreneurship and Corporate Learning: Fostering **Effective Internationalization Strategies in Academic Spin Offs**

ERASMUS + - KA2 KNOWLEDGE ALLIANCES Reference Number: 574706-EPP-1-2016-1-ES-EPPKA2-KA

More information: http://globalspin.eu/

Finishing off 2017 we are pleased to share the second Newsletter for the GLOBAL-SPIN project, supported by the Erasmus+ - KA2 Knowledge Alliances Programme of the European Union. This project aims to help promote competiveness of European Academic Spin-offs and Start-ups in a globalized market via the development of an innovative and inclusive training tool.

> The project celebrated its second partner meeting in Patras, Greece on the 29th of September 2017, hosted by the partners at the University of Patras. This meeting

focused on checking in on the overall progress made by the group so far, discussing the results of the research carried out, the Training Programme that will result from these results, the **Transnational Entrepreneurs Forum** (TEF), and the EU Multipliers. The meeting was a good opportunity to update all partners on the current state of the project and to move forward with important questions.



Greece, 29^t of September 2017 with all partners

- The research scope has been carried out in four main phases: case studies and desk research, a survey, focus groups, and a research report. The information collected during this scope has been analysed by the Finnish partner VAMK, creating a final report about the current state-of-needs in partner countries. The results from this research phase are being incorporated into a training programme designed to target important skills and knowledge for the internationalisation of businesses.
- The training programme developed by GLOBAL-SPIN will include information in three main areas, with specific pillars of knowledge that have been identified as essential by the consortium according to the research collected.

















Learning and Growing for Transnational Entrepreneurs

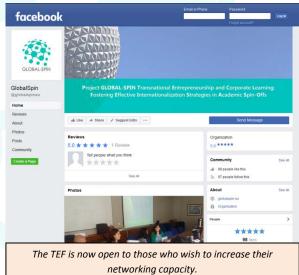
Commercialisation of Products and Services

Recruiting Global Talent

- Unit 1 is dedicated to the Learning and Growing for Transnational Entrepreneurs and will be focused on such sub-sections such as an "Orientation towards Innovation" and the "Management of Multicultural Organisations and Teams."
- Unit 2 will address the Commercialisation of Products and Services, working to provide insight into subjects such as "Company Branding" and "Digital International Marketing Strategies."
- Unit 3 will be oriented towards helping companies with Recruiting Global Talent and includes pillars such as "How to Keep Your Top Talent" and "Mentoring Strategies for Integration and Success."

Together, these pillars and units, offer a complete study process that can help Academic Spin-offs and Start-ups have a competitive edge in the international markets..

- The Transnational Entrepreneurs Forum (TEF) is now available for all interested and aiming to maximize the benefits that networking can provide for entrepreneurs. It can be accessed here. Join us on our journey to help Spin-offs and Start-ups find the best resources for their international success.
- In addition, EU Multipliers that will help the project achieve maximum impact can be found on this page.







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