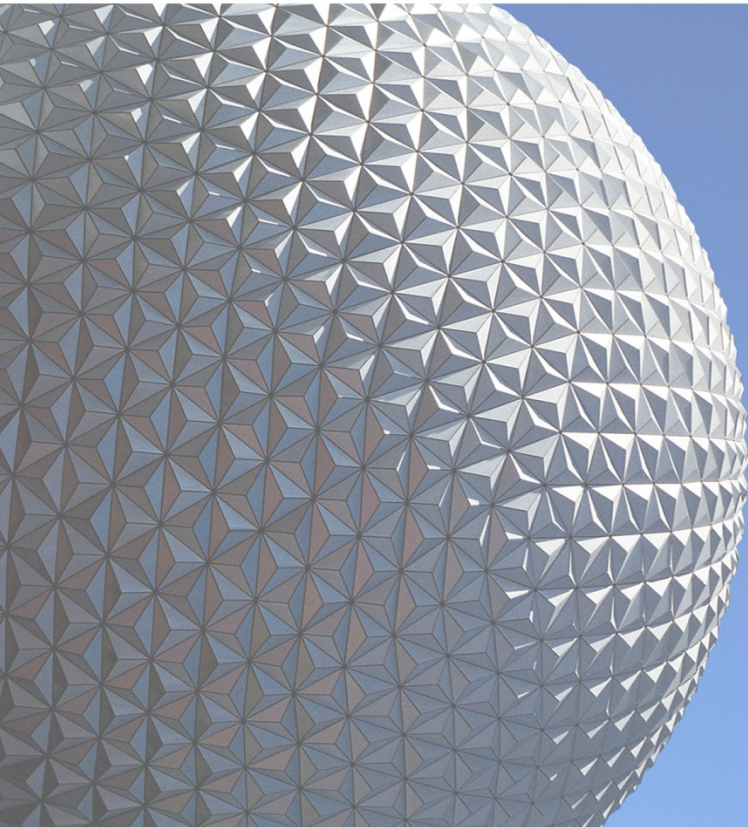




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GLOBAL-SPIN

ERASMUS + - KA2 Knowledge Alliances

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

WHAT IS GLOBAL-SPIN?

The project GLOBAL-SPIN Transnational Entrepreneurship and Corporate Learning: Fostering Effective Internationalization Strategies in Academic Spin-Offs, with the support of the European Union and the Erasmus+ Programme, is led by the Fundación General Universidad de Granada Empresa together with a team specialized in consultancy, training, and research.

This project focuses on working with the managers of academic Spin-Offs working in transnational entrepreneurship. Academic Spin-Offs are business initiatives launched by members of the University community based on the acquired knowledge and the results of the University. These businesses become transnational when they begin to establish transactions, partnerships, and operations in foreign countries.



HOW TO MAKE A DIFFERENCE?

GLOBAL-SPIN aims to develop an innovative and inclusive **training tool for managers** of academic Spin-Offs on **transnational entrepreneurship**, based in a new approach to corporate learning and using web and tablet technologies, to provide the knowledge, skills, and resources needed for these professionals to implement effective strategies of internationalization in their ventures.

WHERE DO WE IMPACT?

- The identification of knowledge, skills, and individual resources that define success for transnational entrepreneurs operating across sectors and countries.
- The assessment of effective internationalization strategies for Spin-Offs, impacting the commercialization of new products, services, or prototypes abroad and the attraction and recruitment of global talent.
- The design of a new approach to corporate learning by developing and implementing an innovative and inclusive training tool on transnational entrepreneurship.
- The testing and validation of the results in a sample of European academic Spin-Offs working in different sectors of activity.
- The design of Open Education Resources based on the corporate learning programme to be shared in the Open Education Europe Area.
- The creation of a Transnational Entrepreneurs Forum (TEF) at European level, aiming to share views and to support the transnational entrepreneurship.

SUPPORT FROM:

The project is co-funded by the **ERASMUS + Programme of the European Union**.



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