

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

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**DELIVERABLE 2.8  
NATIONAL WORKSHOP FOR DISSEMINATION  
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**ABOUT THIS DOCUMENT**

This document aims to present the impact results of the final dissemination event of the **Global-Spin project in Spain**.

During the **5<sup>th</sup> and 6<sup>th</sup> of April**, the **Fundación General Universidad de Granada Empresa** organized the **Global-Spin Work Table** within the framework of the great **Ideapolis** event ([www.foroideapolis.es](http://www.foroideapolis.es)) held at the **Conference and Exhibition Center of Granada on April 5, 6 and 7**. The event was coordinated by **Ideamark**, the Official Industrial Property Agency, with the collaboration of important entities of the city such as **Caja Rural Granada**.

The **impact evaluation** of the event will be presented following the next points:

**1. Introduction to the event Ideapolis**

- When and where the event was organised, how many people participated, names and organisations of the participants.

**2. Description of Global-Spin Work Table organized by the Fundación General Universidad de Granada Empresa**

- How the agenda of the event was developed, which activities have been organised, how much time was dedicated to each issue.

**3. Participants Feedback**

- The participants showed interest for the contents of the event, which topics were more interesting for them and which less, have they expressed needs not covered from the material.

**4. Strong points and points for correction**

- Which were the strongest points for the event and which weak points have been identified, what should be improved for the next time.

## 5. Conclusions

- General evaluation of the event. Have the learning objectives been reached? Any further comments.

## 1. INTRODUCTION TO THE EVENT IDEAPOLIS

During the 5<sup>th</sup> and 6<sup>th</sup> of April, the **Fundación General Universidad de Granada Empresa** organized the **Global-Spin Work Table** within the framework of the great **Ideapolis** event ([www.foroideapolis.es](http://www.foroideapolis.es)) held at the **Conference and Exhibition Center of Granada on April 5, 6, and 7.**

The event was coordinated by **Ideamark**, the Official Industrial Property Agency, with the collaboration of important entities of the city such as **Caja Rural Granada.**

The general objective of this meeting was to **bring together inventors and entrepreneurs in all areas of knowledge and sectors** (including industrial, semi-industrial, and technological sectors) to offer **networking opportunities** and **different solutions** to problems and challenges that these professionals experience when trying to launch their products into the market and when processing their patents: protection, manufacturing, marketing, internationalization, licensing, partner agreements, etc.



**Figure 1: Ideapolis Forum. Stands and Work Tables**

**Ideapolis, in its first edition held in the city of Granada,** was a great forum in which entrepreneurs have searched and found different tools and contacts that have served them as a lever to continue innovating, both nationally (regionally and locally) and internationally.

During the congress, entrepreneurs, inventors, investors, related industries, and professionals from all fields met during **3 days for innovative and dynamic work**. The main focus (apart from **lectures** on key issues for entrepreneurs) has been an **exhibition area** where they have organized **practical workshops** on capacity development and **networking**, together with the **inventive novelties** of the current participants.

Together with the **Fundación General Universidad de Granada Empresa**, other key players have participated in the promotion of entrepreneurship in the territory between academic spin-offs and start-ups, University offices of promotion of entrepreneurship, SMEs, Employers Association and HR organizations, etc. Some key participant entities are detailed next:

- **The CDTI, the Provincial Council of Granada, the Chamber of Commerce, the National Policy, and the Consultants Zahareña, Omologic, Sulayr, Cloner, Ariza Capital & Law, Gesolutio and Ecoley.**

According to official data the organizers of **Ideapolis**, in this first edition of the Forum and during the three days of the event, have passed more than **500 participants, 113 B2B meetings, 16,000 comments on twitter, 3,000 on Facebook, 1,200 visits to the web and almost 12,000 euros in awards.**

The **Fundación General Universidad de Granada** organized its **Stand and Work Table** during the **5<sup>th</sup> and 6<sup>th</sup> of April**, bringing together more than **50 participants**. The **list of signatures** where the entities and contact data of the represented organizations are reflected is attached to this results report.

## **2. DESCRIPTION OF GLOBAL-SPIN WORK TABLE ORGANIZED BY THE FUNDACIÓN GENERAL UNIVERSIDAD DE GRANADA EMPRESA**

The stand and the work table chaired by the **Fundación General Universidad de Granada Empresa** were organized during the 2 days held on April 5<sup>th</sup> and 6<sup>th</sup>, in order to become a point of meetings and practical **workshops** for the presentation of materials training and digital learning platform of the **Global-Spin project** with **inventors, entrepreneurs, representatives of the private sector, and, in general, civil society**. Prior to the event, the Foundation team convened representatives of various actors in the sector, such as University entrepreneurs and spin-offs and start-ups.

The attendance to the different activities organized in the work table during the two days was more than **50 participants**.



Figure 2: Global-Spin Work Table at Ideapolis Forum

Generally, the practical workshops that have been developed during these two days have been divided in two sessions. During the first session, the main project results have been presented to the participants, including the **Handbook of Transnational Entrepreneurship Skills and Effective Internationalization Strategies for Spin-offs** and the **Corporate Learning Tool**. During the second session, the technicians from the Foundation have trained the interested participants in the use of the Handbook and the Corporate Learning Tool, reproducing shorter training sessions already validated with academic spin off managers during the experimentation phase.

Namely, there have been **5 main activities** organized in the working table:

- **Activity 1:** Presentation of the main challenges for the internationalization of the academic spin-offs and start-up today and contextualization of the Global-Spin project.
- **Activity 2:** Presentation of the **training materials (Handbook of Transnational Entrepreneurship Skills and Effective Internationalization Strategies for Spin-offs)** and the objective, operation and possibilities of the **Global-Spin Digital Learning Platform for companies**.
- **Activity 3:** Presentation and debate on key issues for strengthening and profitability of these types of **businesses**.
- **Activity 4:** Presentation of **ideas and proposals** by the participants.
- **Activity 5:** **Networking** and open door to new business links with advice from the technicians of the **Fundación General Universidad de Granada Empresa**.

### 3. PARTICIPANTS FEEDBACK

In general, the **Ideapolis Forum** has been described by the local press as a success, both for the hundreds of inventors and entrepreneurs who have been able to promote their ideas and generate opportunities to launch and grow their businesses, as well as for the huge number of companies and individual participants who have come to know the proposals of the participants.

The **organization of the event** (with three days duration), the **treatment of the attendees** and the important **creation of synergies between companies and inventors** have been evaluated as the most outstanding elements by the participants.

Specifically, about the feedback received by the participants who have gone through the **Global-Spin Work Table** chaired by the **Fundación General Universidad de Granada Empresa** and those who have participated in the workshops to disseminate the training material of the project as well as the digital learning platform for spin-offs and start-ups' managers, we can highlight:

- Participants discussed the **challenges of the different stages in born-global development** for spin-offs and academic start-ups.
- They recognized that Spanish start-ups are being created with an increasing global attitude; they are born in Spain, but know that their market is global. However, it was discussed that **internationalization is not for all start-ups** and it is still not fast or simple process. Two main challenges were exposed: the **fact of adapting the product to different markets and the need to think at long term profitability**.
- In the case of academic spin-offs, the challenges of being less active in export than the above type of business were discussed. This challenge, together with a **missing of a set of key internationalization skills of spin-offs managers** (such as managing changes, attraction of financial capital or gaining access to market and knowledge channels abroad, etc.), makes more difficult for spin-offs to become global.
- During the presentation of the contents of the Global-Spin training material, with special emphasis on the **Handbook of individual resources and organizational strategies for internationalization**, attendees had the opportunity to learn new ideas to improve their business model for becoming global, and to reflect on key elements before taking the decision to internationalize their business (such as *“entrepreneurs and not investors must lead the way”, “slow and steady wins the race”, “look for investors at home and then abroad”, “it is better to be the leader in one country than to fail in many”, etc.*).
- In general, all the participants have highlighted the relevance and great utility of the **course and the platform**, pointing to the growing internationalization process of the start-ups and spin-offs in Spain as well as to **update their skills as global**

**entrepreneurs, to exchange experiences with other transnational entrepreneurs (in the Global-Spin Forum) and position and sell their products in abroad markets.**

- Additionally, the participants have had the opportunity to present their **ideas and business** proposals to the Foundation team, and to discover in which cases international expansion is recommendable or necessary road for success.

Much of the interest has been focused on deepening into the **skills to make their businesses more global** as well as new strategies and **formulas to favour cooperation between entrepreneurs and e-Commerce platforms** of support to companies of recent creation.

#### 4. STRONG POINTS AND POINTS FOR CORRECTION

In the **Ideapolis** event, it became clear that there is a **critical mass of inventors** with a **vocation** in the territory who still need the **market skills** to launch their businesses or improve their competitiveness.

In the stand and **work table** chaired by **the Fundación General Universidad de Granada Empresa**, the main results of the **Global-Spin project** (digitalized training materials) have been presented, highlighting the reflection on how spin-offs and start-ups' managers. In general, entrepreneurs in the territory can be more versatile when it comes to adapting to market demand and innovating in their products.

In addition, the two days were very useful **for some entrepreneurs to reconsider** whether their **business line** has enough external demand for the products they were making or to properly guide the planning of their businesses and their incorporation into international business networks to support the sale of their products.

In short, through the presence of **Global-Spin** in **Ideapolis**, a further step has been taken in enhancing the development of the skills of entrepreneurs to improve the opportunities of their businesses in the global market.

Events like this one, where **sectoral organizations, local governments and private companies meet**, are especially useful to consolidate the entrepreneurship of the networks of entrepreneurs, among which the spin-offs and start-ups are.

It remains to be seen if these joint and coordinated efforts bear fruit and are sustainable in the medium and long term, perhaps through a space dedicated to the evaluation of the impact in the next edition of **Ideapolis**.



Figure 3: Participants at workshops organized in the Ideapolis Forum

## 5. CONCLUSIONS

In general, the objectives of the dissemination and valorisation event have been **successfully** achieved, focusing on the opportunities and advantages offered by a local forum with regional and national projection.

Participants, together with the Foundation's technicians, and representatives of some of the key public and private entities of the province have been able to **reflect, debate, and evaluate the new challenges of entrepreneurs in all sectors**. In addition, the objective of showing the **main learning outcomes of the Global-Spin project** in terms of the skills, methodologies and business models for internationalization has been satisfactorily fulfilled, which will surely be relevant to improve their opportunities of business.