

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

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**TRANSNATIONAL ENTREPRENEURS FORUM
(TEF)**

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Transnational Entrepreneurs Forum (TEF)

Description

TEF is a place for entrepreneurs to share their views and experiences about transnational entrepreneurship.

TEF is a part of the Project GLOBAL-SPIN Transnational Entrepreneurship and Corporate Learning: Fostering Effective Internationalization Strategies in Academic Spin Offs ERASMUS + | KA2 Knowledge Alliances.

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.

This project focuses mainly on working with the managers of academic Spin-Offs working in transnational entrepreneurship.

The Transnational Entrepreneurs Forum aims to:

- **Inspire** others by sharing views on what needs to be done for transnational entrepreneurs.
- Act as **role models** for those thinking of following a similar path.
- **Support** the implementation of the Commission's transnational entrepreneur initiatives.
- **Share experience and best practices** to improve transnational entrepreneurship skills and internationalization of spin offs.
- Feedback and validation on the Transnational Entrepreneurship Manifesto.

Structure of the Forum

TEF is organised in 3 main discussion categories:

What are you up to?

- a) Forum Introductions
- b) Ideas, needs and concept Feedback
- c) Networking and Meet-Ups

Internationalising

- a) General Entrepreneur Discussion
- b) Barriers and enablers of internationalisation

- c) Stories of success/failure
- d) Attraction and recruitment of global talent

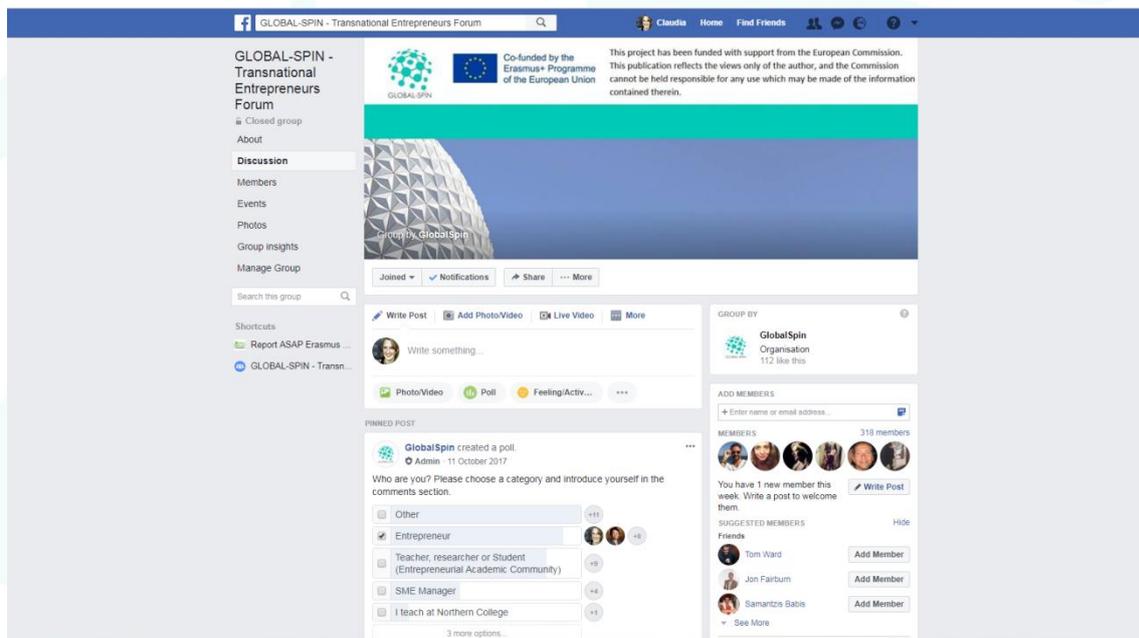
Learning and Growing

- a) Mindset, motivation and beliefs
- b) Education and learning
- c) Knowledge, skills and resources

The Forum was developed through the project's Facebook page as an open community (<https://www.facebook.com/groups/197058649982258/>) and can also be accessed through the project's website (www.globalspin.eu).

Note: All partners contributed actively to the Forum's contents and posts.

Number of Members: 318 which exceed the objective fixed in the project proposal (300).



The Forum has a **heterogeneous group of members**, from a **poll that we conducted** at the moment of its launch online, we can extract information about the **profile** of the members according to the project's target groups: 53% Teachers, Researchers, Students in Universities and HEI's, Entrepreneurs; 8% SME's, Spin-Off and Start Ups Managers; 4% HRM and Employment areas; Decision Makers (Regional, National and European level) and 35% Others (not specified). The poll conducted was not mandatory so the numbers may not express the full nature of the forum's members.

Transnational Entrepreneurs Forum Activities

The Transnational Entrepreneurs Forum has been an important platform for spin-offs and start up managers to **share** their **experiences** on transnational entrepreneurship. In terms of the Global-Spin project, it has also acted as a crucial project activities dissemination tool. Although this wasn't the primary aim of the Forum, it has become an **important tool to advertise** what was being done within the **project**, and by doing so, gather the target groups and wider audience attention.

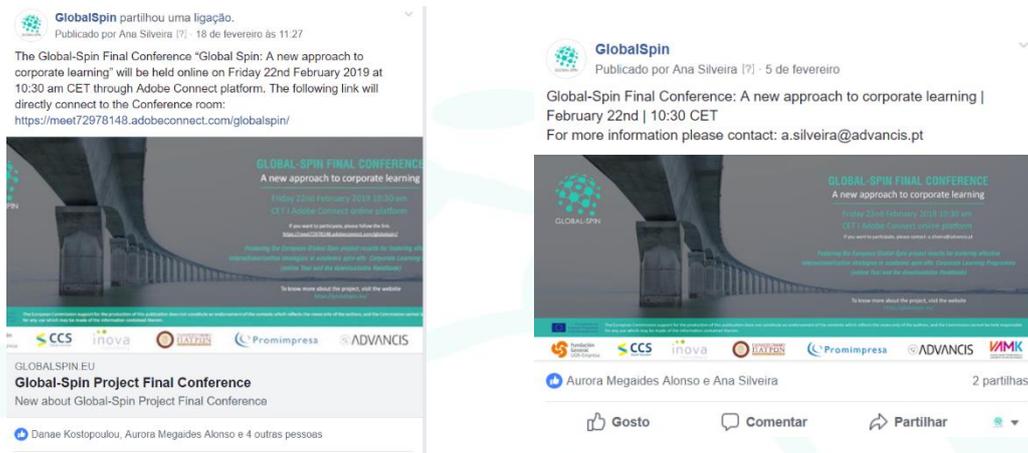


Fig. 1 Global-Spin Final Teleconference

The Forum was an important asset to **disseminate** Global-Spin Final Teleconference, helping the partnership to exceed the initial expected number of participants.

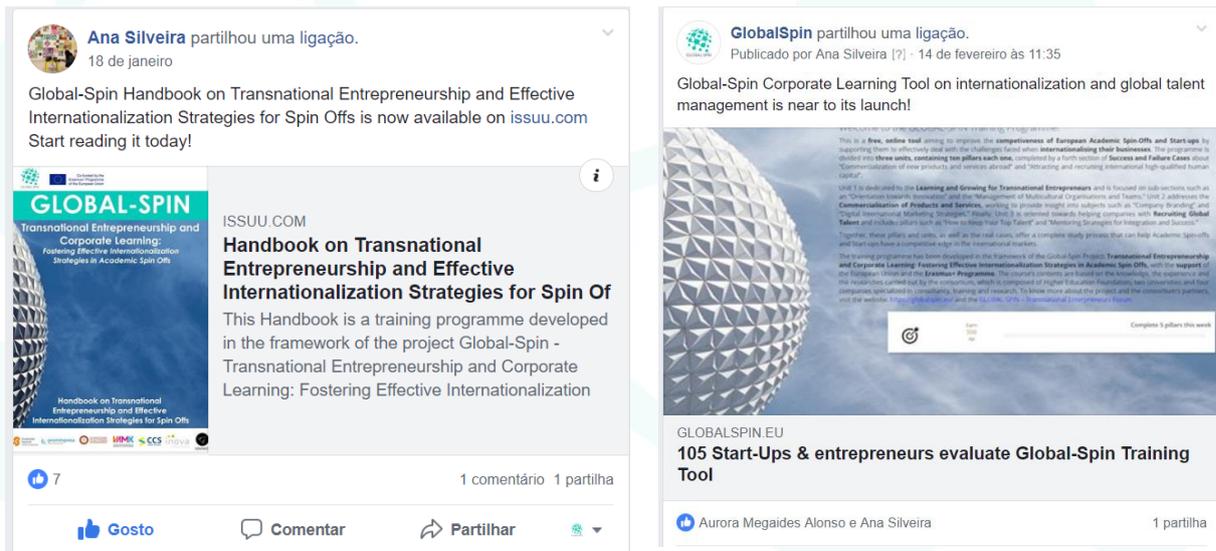


Fig. 2 Global-Spin Handbook on Transnational Entrepreneurship & Corporate Learning Tool

It also allowed partners to **continuously share** what was being develop during the project, namely gathering attention around the official release of the **Handbook on Transnational Entrepreneurship and Effective Internationalization Strategies** online, feeding the interest on the launch of the *Global-Spin Corporate Learning Tool* by following closely the pilot testing activities and as a platform for partners to advertise and recruit participants for the **National Workshops**.



Fig. 3 Global-Spin National Workshops (ES, GR and PT)