

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

**ERASMUS +  
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**TRANSNATIONAL ENTREPRENEURS MANIFESTO**

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## Transnational Entrepreneurs Manifesto

### Description

The TE Manifesto was developed through a process of consultation, feedback and validation with the members of the Transnational Entrepreneurs Forum. Partners in the consortium produced the TE Manifesto with the objective of inspiring other entrepreneurs by sharing views on what needs to be done for becoming a transnational entrepreneur.

The Manifesto was configured as an action plan with main recommendations (drawn of the combined experience of partners and the members of the TEF) that can give European entrepreneurs (and their Spin Offs) the best chance of internationalization and growth. The Manifesto has continuously been shared with key actors of the European Multipliers Database to help move towards the adoption of specific plans for the EU.

The Global-Spin Transnational Entrepreneurs' (TE) Manifesto is available in short and extended versions and can be accessed through the project's [webpage](#). The goal of the Manifesto is to help each individual navigate his or her own journey into the world of transnational entrepreneurship. This Manifesto is based on the content of the Global-Spin research and course development and aims to inspire entrepreneurs and their support systems. It is centred on the following philosophies:

#Become global

#Embrace continuous learning

#Nurture agile teams

#Know your market

### **TE MANIFESTO SHORT VERSION**

#Become global

Think big. Embrace uncertainty. Be open to diversity. Create a culture of networking. Take the best from innovation. Be prepared to overcome adversities. Be aware of your environment. Have a safe place for reflection.

#Embrace continuous learning

Don't take knowledge for granted. (Re)Learn on a daily basis. Build on what you already know. Overcome language barriers. Empathise with different cultures. Look at mentors as a source of inspiration and support.

#### #Nurture agile teams

Know your team locally and virtually. Keep an active communication flow. Build a trusting environment and follow ethical principles. Hire for growth. Foster hidden talent. Lead by example. Have fun together.

#### #Know your market

Make sure your branding works locally and globally. Find key contacts. Plan for action. Be aware of legal requirements. Use technology strategically. Take advantage of funding opportunities. Build alliances for the future.

### **TE MANIFESTO EXTENDED VERSION** (Download [here](#))

#### # BECOME GLOBAL

Think big. Embrace uncertainty. Be open to diversity. Create a culture of networking. Take the best from innovation.

Be prepared to overcome adversities. Be aware of your environment. Have a safe place for reflection.

Think big. Don't let everyday obstacles get in the way of your dreams, adopt a freethinking mind-set! Aspire beyond your daily routine and work towards your goals.

Embrace uncertainty. And be comfortable with chaos. Uncertainty is a constant force in the lives of entrepreneurs.

In our ever changing and accelerated world, those who are willing to embrace uncertainty and act accordingly will obtain the highest rewards.

Be open to diversity. Encourage multiple views and contributions. By embracing people's differences, we can trigger

innovation and gain a competitive advantage. It also makes the workplace a more interesting and enriching environment for everyone by creating a collaborative and safe space.

Create a culture of networking. Start achieving results through relationships. Networking empowers entrepreneurs to learn and grow from each other, leading to greater business success and an enriched personal life.

Take the best from innovation. What makes an entrepreneur exceptional is the ability to think that something impossible may be possible (be creative!). Properly preparing yourself to embrace innovation can mean the difference between success and failure.

Be prepared to overcome adversities. No one knows the answer to everything and often entrepreneurs are faced with so many different obstacles that they cannot possibly have the right answer to everything. Create a strong environment around you that encourages you to focus on your goal. Those who persist and persevere for long enough, will succeed in the end. Just keep moving forward.

Be aware of your environment. The ecosystem is not going to adapt itself to your needs so you must adapt to what is around you. Having this increased awareness greatly increases your chance of discovering new opportunities.

Have a safe place for reflection. Create a space (emotional or physical or both) to think things through properly. This may prevent you from wasting energy, effort and resources.

#### # EMBRACE CONTINUOUS LEARNING

Don't take knowledge for granted. (Re)Learn on a daily basis. Build on what you already know. Overcome language barriers. Empathise with different cultures. Look at mentors as a source of inspiration and support.

Don't take knowledge for granted. Learn as much as possible. Find ways to explore. Implement what you have learned.

(Re)Learn on a daily basis. Commit to continuous learning. Share knowledge and ideas to empower others. Create value.

Build on what you already know. Take every opportunity to help you reach your full potential.

Overcome language barriers. Don't let language barriers stand in the way of your success. It can be a challenge but working with people from different cultures and backgrounds is what drives innovation, creativity, and success.

Empathise with different cultures. Put yourself into the shoes of others. It will help you understand how different countries approach business, society, law, economics or politics and get a clearer view of your employee's perspectives.

Look at mentors as a source of inspiration and support. Build a mentorship network. Knowledge exchange and expert advice must be fostered. Have mentors to lead the way.

#### # NURTURE AGILE TEAMS

Know your team locally and virtually. Keep an active communication flow. Build a trusting environment and follow ethical principles. Hire for growth. Foster hidden talent. Lead by example. Have fun together.

Know your team locally and virtually. Your team does not need to be where your market is. It won't be easy, it won't be perfect, you may have to over-invest in your internal communications, but you must adapt to your constraints.

Keep an active communication flow. Make people feel comfortable. Work hard together. Trust people. Believe in connections.

Build a trusting environment and follow ethical principles. Your culture is strong when there is alignment between what you think, what you say and what you do.

Hire for growth. Hire for the future. The right time to focus on hiring is when you are growing you need to find the right people to sustain that growth.

#### # KNOW YOUR MARKET

Make sure your branding works locally and globally. Find key contacts. Plan for action. Be aware of legal requirements. Use technology strategically. Take advantage of funding opportunities. Build alliances for the future.

Make sure your branding works locally and globally. The world is your playground! The more international, the more successful.

Find key contacts. Foster the creation of a strong network and implement measures that facilitate the access to investors and funding.

Plan for action. Turn your vision into reality and increase efficiency and accountability within your organisation. It can be a powerful tool for shaping your entrepreneurial career.

Be aware of legal requirements. Know which laws apply to your new business. You may wish to consult a legal professional for advice on what you must comply with.

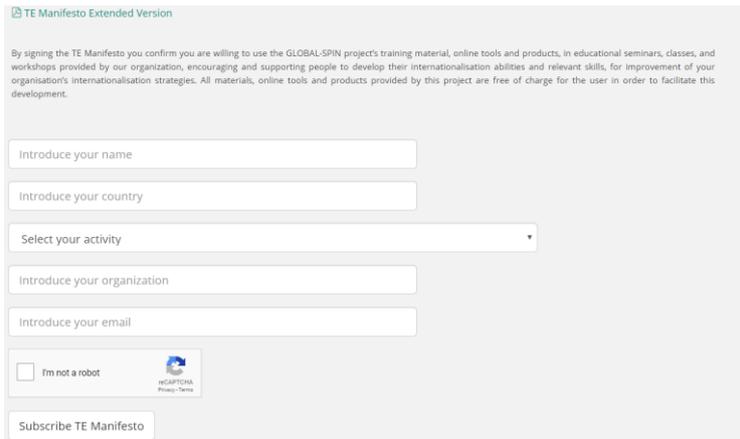
Use technology strategically. Never forget technology is your ally, it helps you with your communication, client relationships, bookkeeping, project management, e-commerce, inventory, manufacturing and more. Leveraging technology is the perfect choice to improve your business efficiency and increase your success.

Take advantage of funding opportunities. Implement measures that facilitate the access to investors and funding. Mastering your finances is one of the most important skills for your long-term success.

Build alliances for the future. Forge strategic partnerships to ensure financial success in an ever-changing and highly competitive environment. A strategic alliance will help catalyse your company's growth.

## HOW TO SIGN THE MANIFESTO

The partnership organised a simple online form available in the project's webpage (<https://globalspin.eu/temanifesto/>) for people to fill in specific information as a way to allow individuals to sign the Manifesto, but at the same time, gather information about the geographic reach of the project and the access to the target groups.



TE Manifesto Extended Version

By signing the TE Manifesto you confirm you are willing to use the GLOBAL-SPIN project's training material, online tools and products, in educational seminars, classes, and workshops provided by our organization, encouraging and supporting people to develop their internationalisation abilities and relevant skills, for improvement of your organisation's internationalisation strategies. All materials, online tools and products provided by this project are free of charge for the user in order to facilitate this development.

Introduce your name

Introduce your country

Select your activity

Introduce your organization

Introduce your email

I'm not a robot

Subscribe TE Manifesto

Fig. 1 Global-Spin Manifesto subscription form

Individuals who signed the Manifesto received a message confirming that they support the effective internationalisation strategies developed during the project and were invited to follow our activities and make use of the project's outputs.

The total number of signatures 303 can be access in the excel file attached to this Report.

According to their precedence, the subscribers of the Manifesto come from:

|                |     |
|----------------|-----|
| United Kingdom | 5   |
| Spain          | 116 |
| Portugal       | 46  |
| Finland        | 37  |
| Greece         | 51  |
| Italy          | 13  |
| Rumania        | 4   |
| Belgium        | 5   |
| France         | 4   |
| Hungary        | 3   |
| Sweden         | 3   |
| Iceland        | 2   |
| Lithuania      | 2   |
| Malta          | 2   |
| Cyprus         | 2   |



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|             |     |
|-------------|-----|
| Germany     | 1   |
| Poland      | 1   |
| Türkiye     | 1   |
| Switzerland | 1   |
| USA         | 1   |
| Mexico      | 1   |
| USA         | 1   |
| Morocco     | 1   |
| TOTAL       | 303 |