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ENTREPRENEURSHIP AT THE UNIVERSITY: THE SPANISH CONTEXT

Technology Transfer Office (TTOs):

Technology Transfer Activities => Spinoffs

Little effort in Entrepreneurship Education

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Leadership,
governance,
organisational
capacity

Internationalisation
strategy

HEInnovate (2015)

Gibbs (2013)

Pathways for
entrepreneurs

Business /
external
relationships

Entrepreneurship
development in
teaching and
learning

Knowledge
Transfer,
Exchange
and Support



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Entrepreneurship is not solely about business skills or starting new ventures; it is a way of thinking and behaving relevant to all parts of society and the economy.



The actions that University of Granada does to enhance the entrepreneurship and entrepreneurial mindsets with the aim to generate innovation and contribute to the generation of economic and social value.

GENERAL GOALS UGR **emprendedora**



Vicerrectorado de Estudiantes
y Empleabilidad

- The employability of our students (undergraduates, postgraduates and alumni) through self-employment, business creation and the improvement of entrepreneurial skills to foster innovation and value creation to community.
- The knowledge transfer to production sector through creation of spinoff and innovative projects for firms.
- Entrepreneurial orientation in teaching and management.



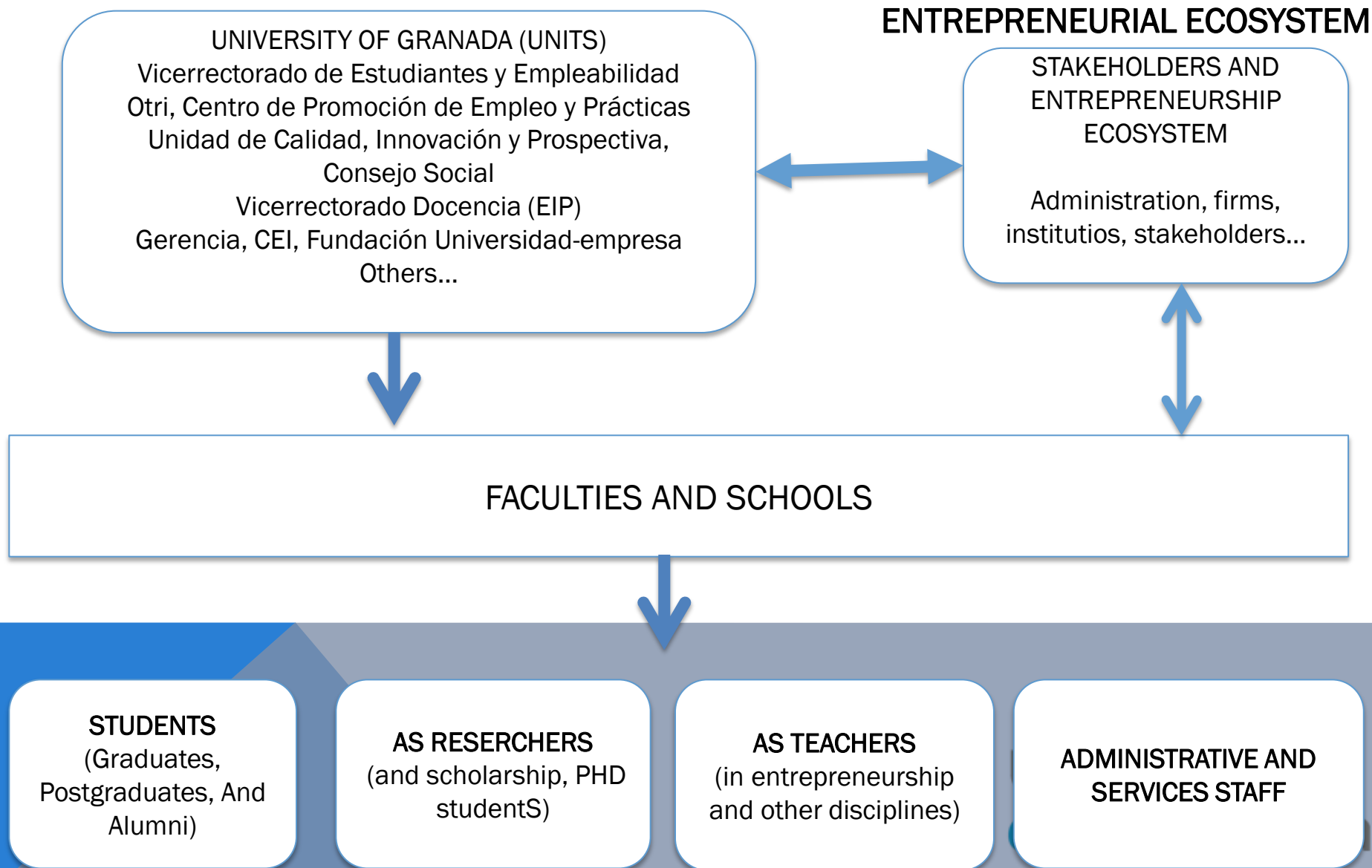
OFICINA DE TRANSFERENCIA
DE RESULTADOS DE INVESTIGACIÓN
UNIVERSIDAD DE GRANADA

Unidad de calidad,
innovación y
prospectiva,
Gerencia, etc.

PRINCIPLES UGR **emprendedora**

1. SEEKING TO **COMBINE** EFFORTS AND **SYNERGIES**
2. SEEKING **COLLABORATION** AMONG PEOPLE AND INSTITUTIONS INSIDE AND OUTSIDE
3. SEEKING **INTERACTION** WITH ENTREPRENEURS, FIRMS AND INSTITUCIONS OF ENTREPRENEURIAL ECOSYSTEM.
4. ACCESSIBLE TO THE **WHOLE COMMUNITY.**

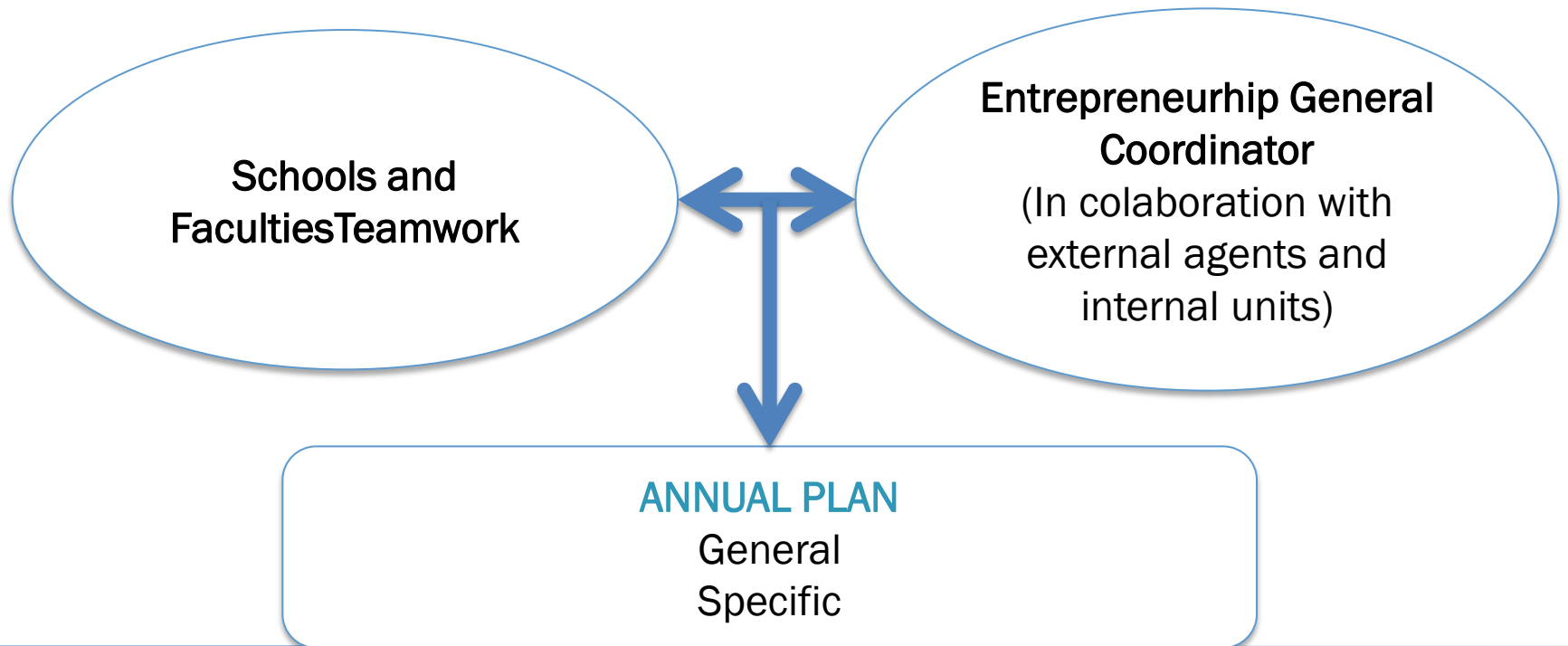
A MODEL FOR COORDINATING AND INTEGRATING ENTREPRENEURIAL ACTIVITIES AT ALL LEVELS ACROSS THE UNIVERSITY



ANNUAL ACTIVITIES

Designed together

Interdisciplinary



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GENERAL ACTIONS

TRAINING
PROGRAMS

GRANTS AND
SUBSIDIES

AWARDS

FORUMS

SPECIFIC
ACTIVITIES

INDICATORS

Mentoring and
networking
Program

Financial
Program
(crowdfunding,
business
angels....

Pre-incubator
and incubator
Program



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TRAINING PROGRAMMES

- YUZZ (In collaboration with B. Santander)
- “UGR ENTREPRENEURIAL TALENT” (TALENTO EMPRENDEDOR UGR)
- “SOCIAL ENTREPRENEURSHIP LAB” (In collaboration with local Government).
- THE ENTREPRENEURIAL ROUTE OF RESEARCHERS (only researchers and PhD students).
- Workshops and seminars about specific business topics and entrepreneurial skills.
- Specific training programmes in Faculties.

SUPPORT PROGRAMMES

- University Entrepreneurship Award. Three categories: Entrepreneurial initiatives, Spinoffs and Junior enterprises.
- Grants and subsidies for students (Telefónica): Master Fees and training in startups.
- Grants and Subsidies to favour the creation of spinoffs.
- Investors and crowdfunding.
- Networking and mentoring programme (Students, academics staff and business agents).

AWARENESS AND PROMOTIONAL ACTIONS

- Annual Conferences in Faculties.
- The Annual University Entrepreneurship Forum
- The Annual Spinoff Forum
- Thematics Forums. This year: Female entrepreneurship

INDICATORS AND ANALYSIS OF ENTREPRENEURIAL ACTIVITY AT THE UNIVERSITY AND THE ECOSYSTEM

- Indicators system to measure the results of the activities performed.
- GUESSS (Global University Entrepreneurial Spirit Students´ Survey).
- GEM (Global Entrepreneurship Monitor).

THANK YOU

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