



Co-funded by the
Erasmus+ Programme
of the European Union



TECHNICAL UNIVERSITY
OF KOŠICE



UNIVERSIDAD
DE GRANADA



University
of Hradec
Králové

M05 – Commercialization-spin off

TEST

Question 1: What is the definition of spin-off.

Question 2: What are the main differences between spin-off and start-up?

Question 3: Describe the life cycle of start-up companies.

Question 4: Describe Death Valley curve.

Question 5: What is the most important for successful spin-off

Practical task:

Design and build a business and marketing plan for a real case of research, establish the steps that need to be follow in order to design a spin off associated to that research. Submit a report containing all this information.