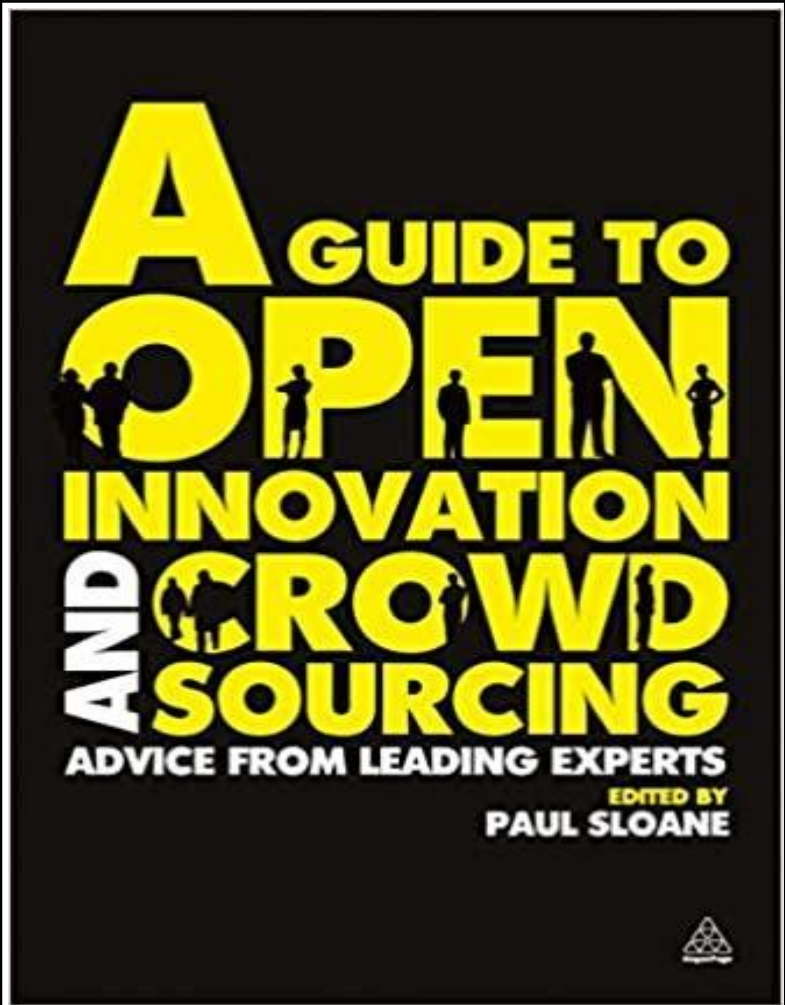




# AGILITE

Developing the digital and entrepreneurial competences  
of VET trainers to support agile entrepreneurship training

SELF-DIRECTED ACTIVITY  
IMAGE OR LOGO



DEVELOPER/PROMOTER

Professional Foundation

PROBLEM IDENTIFICATION

If our ideas are worth something then how do we value them?

WHAT DO WE KNOW ABOUT THE PROBLEM?

TED speaker and author, Derek Sivers (Sivers 2009) has suggested a tongue in cheek formula to compute the worth of an idea but convincing propositions are hard to come by. As we now know, a billion dollar idea in right hands is worth a billion dollars. In the wrong hands nothing.

WHAT DO WE NEED TO KNOW?  
SELF-STUDY  
(learning resources)

A good idea is exactly that, good. People can create hundreds of ideas but this doesn't mean any of them are good. Because so many of the parts of a startup have become systematic, the most valuable thing now is a tool to determine the value of an idea. What we need is an idea to value ideas. Now that is something valuable and worth much more than any single idea. It is something VCs have

	struggled with for years and still seem not to have cracked it. If you have one great idea, then this should be it. Any takers?
WHAT DID WE LEARN? PROBLEM SOLUTION	If you have a great team who can execute on your billion idea, then it is worth exactly that. Companies such as Rocket Internet have shown us that a good execution can be orchestrated. The wide range of businesses they have entered also show that being an expert in the given field is not necessary and so the value of the team is less. Once we realize that all the different parts can simply be clipped on to generate success, then all that is left to drive value is the idea. Each part of the business becomes a commodity apart from the one thing which isn't formulaic.
REVIEW, REFLECT AND REPORT (instructions to VET Tutors)	<ul style="list-style-type: none"> <li>● Demonstrate how to identify and seize opportunities to create value by exploring the social, cultural, and economic landscape</li> <li>● Recognise how to identify needs and challenges that need to be met</li> <li>● Guide learners to establish new connections and bring together great ideas to create opportunities that create value</li> <li>● Explore how to understand the "others" who will benefit from your idea</li> </ul>
TARGET GROUP	VET Tutors
LANGUAGE	English
LINK TO THE RESOURCES	<a href="https://innovationmanagement.se/2015/12/03/the-true-value-of-your-ideas/">https://innovationmanagement.se/2015/12/03/the-true-value-of-your-ideas/</a>