

1.2 Value Creation in Smart Entrepreneurship	
What are we going to do today	<p>Duration of the session- 2 hours, divided into these parts:</p> <ul style="list-style-type: none"> • Presentation of the theoretical part- 20 min • Answers to questions-10 min. • Activity 1- My business vision: critical investigation - 30 min • Activity 2- Team Project Listing creative ideas “- 60 min. during this workshop, continued at home.
Overall description	<p>The session invites you to practice the value creation process applying critical thinking skills. A model of value creation of the business idea will require an application of the design thinking approach. You will work on the team project exceeding the time of the workshop to prepare the value creation model to implement your smart and sustainable business idea.</p>
Key learning points	<ul style="list-style-type: none"> • You will apply the critical and creative thinking competences as a smart entrepreneur. • You will outline a value creation model of your innovative business idea. • You will select the main activities of value creation to implement a smart & sustainable business idea.
What will you prepare during this session	<p>You will work out a list of verified arguments related to your business vision which will help you steer clear of assumptions and fears</p> <ul style="list-style-type: none"> • You will draw a concrete model of value creation of your final sustainable business idea. • You will select the main activities of value creation to implement a business idea.
To do list AFTER this session	<p>The final result of the session will show you the detailed picture of the value that the sustainable business idea brings to the entrepreneur and to society.</p> <p>The session might give you a clearer quite clear which is business model lthough this is necessary for this chapter.</p> <p>In case at the end of the session you will be still unsure, take the time to let your minds flow for a while. The intuition should bring you back to the right choice.</p>