



AGVA

Authorized Growth Venture Assessor

GUIDEBOOK

Overview – The GInI Authorized Growth Venture Assessor

A GInI **Authorized Growth Venture Assessor** – or **AGVA** – is an individual who, on the basis of their character, credentials, and demonstrated knowledge of GInI’s CInGV accreditation – has been duly authorized by Global Innovation Institute to – on its behalf – undertake official **assessments** of **SME Business Ventures** who are seeking to attain **accreditation** with GInI as a GInI **Certified Innovative Growth Venture** – or **CInGV**.

For **more** on CInGV accreditation, please refer to the [GInI CInGV Accreditation Guidebook](#), available from GInI.

The Role That A GInI AGVA Plays

The **role** of the GInI **Authorized Growth Venture Assessor** is to:

- a) conduct **onsite assessments** of SME Business Ventures who are applying to become a GInI **Certified Innovative Growth Venture** – or **CInGV**;
- b) thereafter complete and submit to GInI the resultant **Certified Innovative Growth Venture Assessment Report**, or **CInGVAR**.

Both of these are done under the authority and oversight of a GInI **Authorized Training & Assessment Provider**[®] (**ATAP**)[®] or GInI **Authorized University Provider** (**AUP**)[®].

How AGVA Authorization Differs From AInA Authorization

The scope of **AGVA authorization** is limited solely to assessments associated with GInI’s **CInGV accreditation**.

AGVAs are not authorized by GInI to undertake any other GInI accreditation assessment.

All other GInI accreditation assessments – including CInOrg[®], CGInO[®], AInL[®], ABI[®], and AAP[®] – must be conducted by a GInI **Authorized Innovation Assessor**[®], or **AInA**[®] – who *are* authorized by GInI to conduct these other GInI accreditation assessments. Ultimately, AInA[®] is a higher level of authorization than is AGVA. AInAs can also conduct CInGV assessments – just like AGVAs.

Any **AGVA** can move up to being an **AInA** by meeting all of the qualifying requirements for being an AInA, including the requisite education and experience, completing the **AInA training** and passing the **AInA certification examination**. For more on AInA certification, please refer to the [Authorized Innovation Assessor \(AInA\)[®] Guidebook](#), available from GInI.

Why GInI Established The AGVA Separately From The AInA

Global Innovation Institute instituted **AGVA certification** separately from **AInA certification** so as to create a level of Assessor authorization that is more accessible to a larger pool of otherwise qualified individuals.

This was primarily for the sake of the **CInGV accreditation itself**. GInI's desire is – and has always been – to make this particular accreditation more accessible to a greater number of SME Business Ventures around the world, who often do not have the same capital resources as do large corporate bodies.

Consequently, in a move to make the **CInGV accreditation** more accessible to a greater number of SME Business Ventures around the world, GInI commensurately created the **AGVA certification** to make access to qualified Assessors likewise more accessible to these ventures.

The qualifying requirements for being a GInI AGVA are noticeably lower (more accessible) than are the qualifying requirements for being a GInI AInA. And thus the reason for the narrower limits placed on AGVA certification.

GInI's Expectations Of The AGVA

GInI has a number of very firm **expectations** that it places on the **Authorized Growth Venture Assessor**.

These include:

- a) to thoroughly study and understand all of the materials associated with GInI's **CInGV accreditation** – including: the **CInGV Guidebook**, the **CInGV Assessment Tool**, and the **CInGV Assessment Report**;
- b) to thoroughly understand how the AGVA is to work with GInI's **Authorized Training & Assessment Providers**, (**ATAPs**) and GInI's **Authorized University Providers** (**AUPs**) – and to adhere strictly to those rules (see the section below for more on this subject);
- c) to fully understand and adhere to GInI's **AGVA Code of Conduct** – available separately from GInI;
- d) to at all times represent their role association with Global Innovation Institute with the utmost of **professionalism, care, due diligence, and diplomacy**.

GInI reserves the right, in its sole and exclusive discretion, to revoke the AGVA certification of any individual who is found to be in violation of these expectations.

How AGVAs And ATAPs / AUPs Are To Work Together

All official CInGV accreditation assessments must be undertaken under the authority, guidance, and supervision of a GInI Authorized Training & Assessment Provider (ATAP)[®] or GInI Authorized University Provider (AUP)[®].

This is for reasons of accountability, credibility, and transparency.

Consequently, AGVAs may **not** conduct *official CInGV accreditation assessments* on their own, as a sole actor.

They may, however, conduct *CInGV preassessments* on their own, though doing so is not generally recommended – for the sake of their own liability, should the outcome of an official assessment be markedly different from that of their preassessment.

In most cases, what will happen is the *Applicant Venture* will first approach the *ATAP* or *AUP* about securing the accreditation, and then, following that, the *ATAP* or *AUP* will contact and coordinate with the *AGVA* to schedule and undertake the associated onsite assessment and thereafter submit the associated Assessment Report. In most cases, the *Applicant Venture* will **not** contact the *AGVA* directly.

Should an *Applicant Venture* contact an *AGVA* directly about conducting an official *CInGV accreditation assessment*, that *AGVA* should direct them to first contact an appropriate *ATAP* or *AUP* to work through as their first line of communication and coordination.

The *AGVA* can be an employee – including a Principal – of the *ATAP* or *AUP* – so long as the *ATAP* or *AUP* employs additional individuals beyond just the *AGVA*, and **other parties** at the *ATAP* or *AUP* will oversee the work of the *AGVA* in the context of their functioning as an *AGVA*. In those cases, the same expectations still apply to the *AGVA*, and GInI may choose to exercise additional scrutiny on any CInGVARs submitted to it in those cases. In general, it is best when the *AGVA* is **not** a direct employee of the *ATAP* or *AUP*.

As a direct result of this *Applicant Venture* | *Authorized Provider* | *AGVA* relationship, when it comes to making payment for these services, the *Applicant Venture* will pay the *ATAP* or *AUP*, and the *ATAP* or *AUP* will in turn pay the *AGVA* for their objective services. The *Applicant Venture* is **not** to pay the *AGVA* directly. This level of financial separation is important for ensuring absolute objectivity.

The CInGV Assessment Process

Once an **ATAP** or **AUP** contracts with an **AGVA** to undertake a **CInGV assessment** of a particular SME Business Venture, several things are to be put into motion – including the following:

1. The **ATAP** or **AUP** and the **AGVA** will agree on the general scope and timing of this assessment engagement – including their own commercial arrangements between them.
2. The three parties – **AGVA** | **Provider** | **Venture** will set an official **date** for the **onsite assessment**.
3. **Prior to the Onsite Assessment:**
 - a. The **ATAP** or **AUP** or the **AGVA** is to provide the **Applicant Venture** with the **CInGVAT question set** – so that its Principals can study those questions and prepare their answers to them – including appropriate **evidence** substantiating those answers (which they will share with the **AGVA** during the assessment).
 - b. The **Applicant Venture** is to forward to the **ATAP** or **AUP** and **AGVA** complete **documentation** of their venture – including that reflecting its **historical performance** (financial and otherwise) and **future aspirations, strategies, and plans**.
All such information is to be kept in the strictest of **confidence** between the three parties (having all three parties sign a Mutual Non-Disclosure Agreement, or NDA, is always an advisable idea).
 - c. The **AGVA** is to study these documents **in detail**. Doing so will, in most cases, significantly reduce the amount to **time and effort** they will have to invest during the onsite assessment.
4. **For the Onsite Assessment:**
 - a. On the scheduled **assessment date**, the **AGVA** is to arrive at the designated time and engage in direct one-on-one **interviews** with the leadership, management, and staff of the venture – as well as take **tours** of the venture’s facilities – as explained in the **CInGVAT**.
 - b. To complete the onsite assessment, the **AGVA** is to work through the **54 questions** of the **CInGVAT** with these respective individuals. At the end of the assessment day, the **AGVA** can share their initial impressions with the Applicant Venture, but should not go into any particular detail at this point.
5. **Subsequent to the Onsite Assessment:**
 - a. The **AGVA** is to return to their own office and complete the **CInGVAR** for this assessment.
 - b. Once the **CInGVAR** is complete, the **AGVA** is to submit it **directly to GInI**. They may also share a copy of it with the **ATAP** or **AUP** if the **ATAP** or **AUP** has so requested, but neither they nor the **ATAP** or **AUP** are to share it with the **Applicant Venture** at this time.
 - c. Once GInI receives the completed **CInGVAR** – as well as the associated **accreditation fee** from the **Applicant Venture** – a Review Committee at GInI will review the **CInGVAR** for **completeness, accuracy, and credibility**. Should the **CInGVAR** pass this review and GInI is agreement with its findings, GInI will then: **a)** notify the **Applicant Venture** of their new accreditation; **b)** issue the formal **accreditation certificate** to the venture; and **c)** provide the venture with a copy of the **CInGVAR** **at that time**.

How to Become A GInI Authorized Growth Venture Assessor

AGVA Eligibility

To be **eligible** for taking the **AGVA certification examination**, the individual must possess the following professional qualifications:

1. A **University Degree** at the Bachelors or higher level.
2. At least **two (2) years of professional working experience** in industry, academia, or government.
3. A **CInP®**, **CInS®**, or **CCInO®** professional certification from Global Innovation Institute.

The AGVA Certification Process

To become **certified** as a GInI **Authorized Growth Venture Assessor – AGVA** – the individual must:

- A. possess the above **qualifications**;
- B. register for, pay for – and thereafter take and **pass** – the **AGVA Professional Certification Examination** – administered online at the [GInI Exam Center](#).

Refer to the section below on the **AGVA Professional Certification Examination** for more details on this exam. The investment to register for the **AGVA Professional Certification Examination** is **250 USD**.

To pursue this, one will first pay the **Examination Registration Fee** through the [GInI Online Store](#), after which they will receive an **AGVA Exam Application** from GInI, and once that has been completed and submitted back to GInI, GInI will register them for the exam, at which time they will receive the link to access the **Exam Center**.

At present, there is no official **training course** associated with becoming an **AGVA**, as the **AGVA skillset** is intended to be one attained through **hands-on, in-the-field application** – initially (to the extent possible) under the apprenticeship of a previously-established **AGVA**.

Apprenticeship – Optional But Very Recommended

Following receiving one’s official **AGVA Certification** – and **prior to** conducting their first solo assessment – it is highly recommended that the new **AGVA** either – to the extent possible:

- A. shadow a previously-established **AGVA** on at least one onsite assessment and review that assessment’s resultant **CInGVAR** (this may mean *volunteering* to tag along during that assessment);
- B. conduct their first assessment under the supervision and guidance of a previously-established **AGVA** (who will ideally be compensated for their time);
- C. or both of these – as the more **co-assessments** a new **AGVA** can do, the better they will learn the ins and outs of the **CInGV assessment process**.

AGVA Certification Maintenance

In order for an **Authorized Growth Venture Assessor** to maintain their **AGVA certification** in good standing with GInI, they must **renew** their certification once every **three (3) years**.

Doing this involves the following steps:

1. Secure the **AGVA Renewal** online in the **GInI Online Store**.
2. Pay the associated **Administrative Processing Fee** of **99 USD** associated with this renewal.
3. Attest to having acquired at least **50 Innovation Development Units – IDUs** – over the preceding three years.

GInI reserves the right, at its sole discretion, to **audit** renewing certification-holders to ensure they have completed the required **50 IDUs** as attested. From time to time, GInI selects individuals for such audits.

For more on how to obtain GInI **Innovation Development Units**, please refer to the **Maintaining GInI Certifications** section of the GInI **Frequently Asked Questions** area of GInI's website – found online at: <https://gini.org/home/frequently-asked-questions>.

Each individual is responsible for securing their own certification renewal. GInI is not responsible for ensuring they do this.

You must be **aware** however that **expired AGVA Certifications will not be honored**.

This means that any **CInGVAR** submitted by an Assessor who's **AGVA Certification** has **expired** will be **automatically rejected and not accepted by GInI**.

GInI **only** accepts **CInGVARs** from **AGVAs in current good standing with GInI**. There are no exceptions to this.

The AGVA Certification Examination Process

The following explains **more** about the AGVA **certification examination process**.

1. The purpose of the AGVA exam is to demonstrate your knowledge and understanding of the AGVA body of knowledge.
 2. GInI's standard method for administering this exam is via computer-based testing (CBT).
 3. The AGVA exam consists of **50** multiple-choice questions.
These questions are placed in random order throughout the exam.
 4. The passing score for the AGVA exam is **75%**.
 5. The allotted time to complete the computer-based exam is **60 minutes**.
Some candidates may require less than the allotted 60 minutes to complete the exam.
 6. There are no scheduled breaks during the exam, although you may take breaks as needed.
 7. You will be unable to pause the timer once you begin the exam.
The exam timer will continue counting down even if your computer shuts down. Therefore ensure that you can remain undisturbed while taking the exam.
If your network connection is lost, you can resume the exam where you left off once it is reconnected, but the timer will not pause during this time.
 8. You will be able to navigate between the questions in order to go back to previously answered questions and review your answers.
 9. For each question, there is only one correct answer out of the four options offered.
You are to select the answer you believe to be most appropriate from amongst those options.
 10. Once you submit your exam, you will immediately receive your Pass / Fail outcome.
 11. Once you pass the exam, you can expect to receive your digital AGVA certificate within 7 business days.
 12. If you fail the exam on your first attempt, you can retake it one (1) time at half price.
Thereafter you can retake it as many times as you like, but doing so will be at full price.
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The AGVA Certification Exam Details

The **AGVA Professional Certification Exam** consists of **50 questions** – grouped into **15 distinct areas**.

Its **structure** reflects very closely that of the **CInGV assessment** itself.

AGVA Exam Content Outline

The **AGVA Exam Content Outline** below identifies the **fifteen (15) topical areas** addressed inside the **AGVA Professional Certification Exam** – including the number of questions associated with each topical area.

TOPIC	NUMBER OF QUESTIONS
1. Innovation Driven Growth / IDG Readiness / IDG Performance <i>meaning / example</i>	3
2. Purpose <i>meaning / application / example / spikey purpose / unique purpose</i>	3
3. Founder & Leader Engagement <i>meaning / application / example / bias for action / aversion to bureaucracy</i>	3
4. Industry & Market Awareness <i>meaning / application / example / industry events</i>	3
5. Leadership & Ecosystem Development <i>meaning / application / example / ecosystem resources</i>	3
6. Market Leadership Orientation <i>meaning / application / example / new innovations / relentless experimentation / opportunity</i>	3
7. Front-Line Customer Obsession <i>meaning / application / example / major pain points / customer advocates / empowered front line</i>	3
8. Active Growth Orientation <i>meaning / application / example / failure perception / relentless experimentation / growth mindset / intl. expansion</i>	5
9. Future Orientation – meaning, application, example <i>meaning / application / example / strategic horizons / limitless horizons</i>	3
10. Strategy Development & Execution <i>growth objectives / optimize & grow / innovation strategy / communication / maintenance / development</i>	4
11. Innovation Process & Capabilities <i>meaning / application / example / innovation process / knowledge & skills / needfinding / innovation pipeline / recognition & rewards</i>	5
12. Solutions, Offerings, & Marketing <i>application / problem embrace / solving for pains / feedback & validation / intellectual property / effective marketing</i>	4
13. Financials <i>investment capital / additional investors / sufficient capital / cash flow management</i>	4
14. Facilities, Infrastructure, & Resources <i>physical & virtual facilities / necessary resources / facilities & resources</i>	1
15. Outcomes, Results, & Impacts <i>growth objectives / foreign sales / growth foresight</i>	3

Further Questions

Should you have further questions about the AGVA certification – or how it is obtained, used, and maintained – please feel free to contact GInI at agva@gini.org.

About Global Innovation Institute

Global Innovation Institute (GInI) is the world's leading professional certification, business accreditation, and membership organization in the field of innovation.

The Institute aims to advance individual careers and transform organizational achievements by advancing the profession of innovation leadership. It does this through its globally recognized standards, tools, publications, resources, professional development courses, certifications, applied research, and networking opportunities.

Learn more at: www.gini.org.



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