



Federal Ministry  
for Economic Cooperation  
and Development

Implemented by

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

# lab of tomorrow

Develop a business idea for a real challenge  
in Africa.



# lab of tomorrow

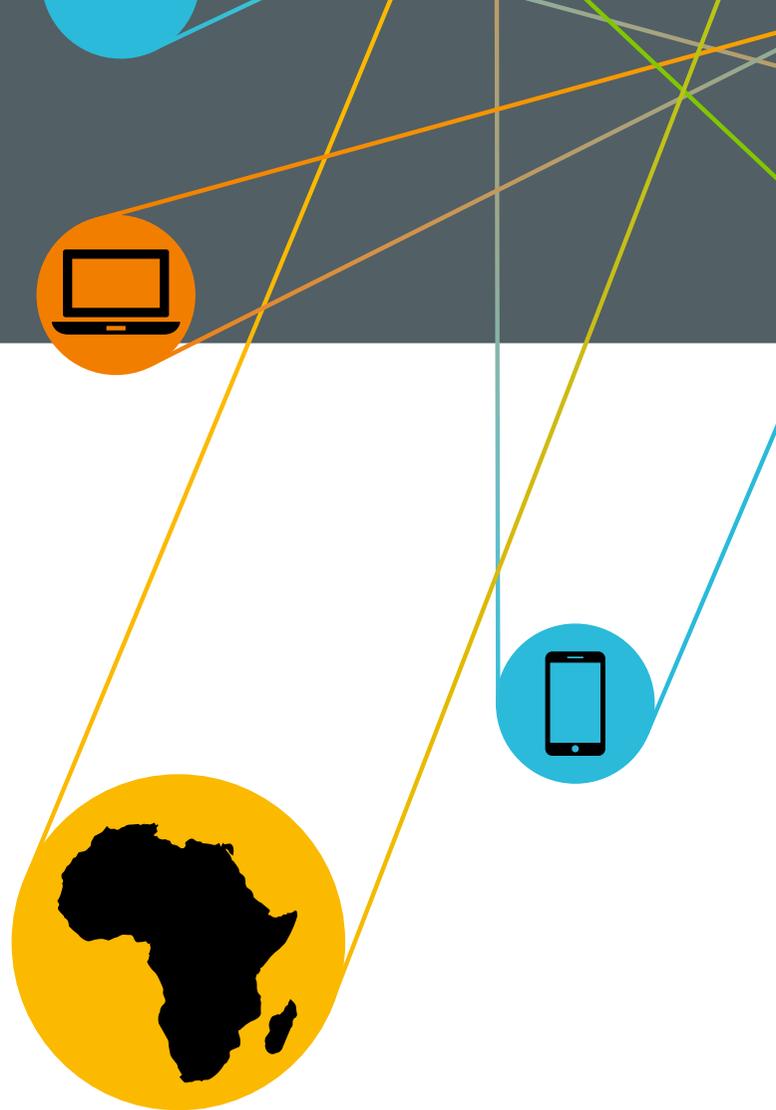
Many German companies have the courage to engage in business operations overseas. However, what they often lack is know-how, the right partners around the world and an exciting business idea.

The lab of tomorrow provides just that: You spend three days working with other entrepreneurs and experts – including from the specific African country – on a solution for a real problem (challenge) in Africa, one that will not only benefit your company but will make a positive difference in the world.

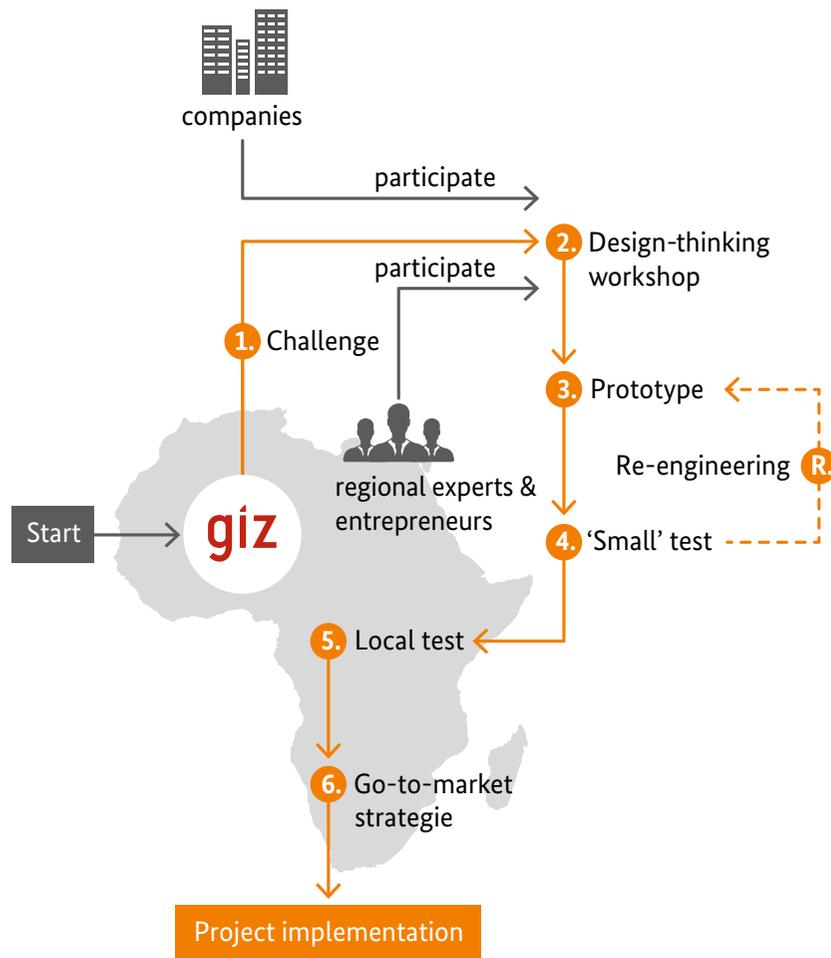
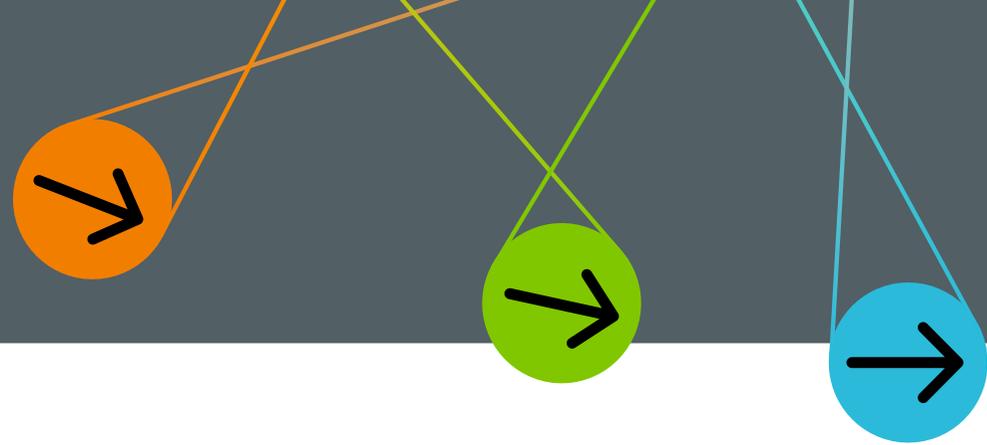
Guided by the innovative design-thinking method, you will then map out a prototype of your business solution – for example, an app, an initial model or a concept for service provision – for a profitable and sustainable business endeavour.

*The lab of tomorrow is part of the ,Digital Africa‘ strategic partnership of Germany’s Federal Ministry for Economic Cooperation and Development (BMZ).*

<http://tinyurl.com/LabofTomorrow>



# How it works



- 1. Identification** of a challenge together with GIZ projects in Africa
- 2. 3-day design-thinking workshop**
  - Design-thinking methodology is used to find a solution to the challenge.
  - Interdisciplinary working groups assisted by professional coaches formulate solutions together. GIZ conducts extensive research on the challenge in advance and makes this information accessible before the event starts.
- 3.** Workshop result: an initial solution in the form of a **prototype**.
- 4.** The companies involved conduct **small-scale tests** to assess the prototype's suitability.
- R.** Depending on the prototype's maturity, some **re-engineering** may be necessary.
- 5.** The ready prototype is **tested on site under real conditions**, where appropriate with the support of GIZ's project in the given country.
- 6.** If the test is successful, there is the **possibility for further cooperation with GIZ**.



# lab of tomorrow – FAQs

## Who is it meant for?

- Innovative companies that are already doing business in Africa
- Companies looking to develop new markets in Africa
- Corporate staff from the field of business development, strategic sustainability management, corporate development, sales and marketing etc.

## How long does the workshop last?

The lab of tomorrow consists of a 3-day on-site workshop module. Any additional time and effort depends on the participants' interest and the actual challenge.

## How much does it cost?

- Companies pay EUR 250 to take part in the lab of tomorrow

## What's included in the participation fee?

- Extensive GIZ-researched background information on the context of the given challenge
- Moderated 3-day design-thinking workshop, including training premises and lunch
- A certificate confirming successful participation in the workshop



# lab of tomorrow – FAQs



## What's not included in the participation fee?

- Provision or funding of materials required for further iteration steps of the first prototype
- Subsistence and accommodation (apart from lunch during the workshop)
- Guarantee of government funding following the design-thinking workshop

## Which criteria are used to select participants?

The collaborative concept behind design thinking requires that participants be interested in cooperating with other companies, sharing their ideas and developing new solutions together. We allow a maximum of six participants per group. To ensure solutions are as inclusive as possible and to identify any synergies, we give a lot of thought to the process of selecting and assigning participants. Our aim is to bring together companies who complement each other. For example, a workshop group might consist of logistics, IT and financial sector actors alongside a specialist from GIZ or a research institute. Participants are selected on a case by case basis, depending on how well their respective profiles fit together.

Each company is allowed one participant (two participants per company may be allowed based on the availability of slots).

## If you have any questions, please contact us:

Thomas Rolf, Christoffer Brick, Jörn-Hendrik Müller-Bornemann,  
Simon Unterschütz

[lab-of-tomorrow@giz.de](mailto:lab-of-tomorrow@giz.de)

+49 30 72614-311