lab of tomorrow.
NEW WAYS TO NEW BUSINESS

On behalf of

Federal Ministry
for Economic Cooperation
and Development

Implemented by

giz Deutsche Gesellschaft
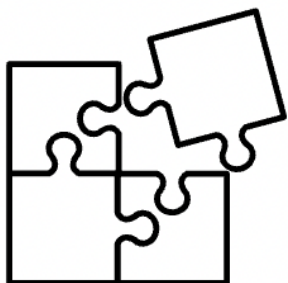für Internationale
Zusammenarbeit (GIZ) GmbH

12th lab of tomorrow

INNOVATION SPRINT
25 May- 03 June 2021

How might we increase trust in e-commerce in South-Eastern Europe in order to increase cross-border engagements?

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THE lot APPROACH

Motivated participants, such as **CEOs, entrepreneurs, professionals and experts in the field of eCommerce, IT, logistic & delivery, finance & Fintech, with expertise in Business Development, Digital Marketing, eCommerce** and related fields from **SEE and EU** were invited and created venture teams for the virtual Innovation Sprint.
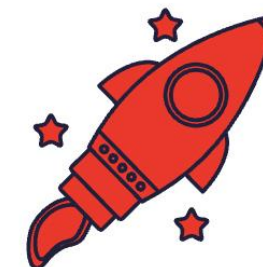
Virtual **Innovation Sprint** sessions were planned and organized where international, multi-disciplinary teams with participants (entrepreneurial actors or employees) from SEE and EU companies **co-created business solutions for the four predefined sub-challenges.**

Co-create, Ideate, prototype and test innovative business ideas in the **6-day Innovation sprint** that will be further developed in Incubation phase. Guided by **Design Thinking** methodology, the ventures teams are aiming towards user-centric solutions that are practicable for the companies as well for the users.
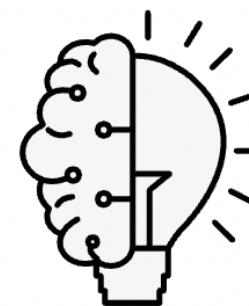
The venture teams were motivated to further refine and develop their solutions in the **incubation phase**, during which they receive in-kind support, mentoring sessions and contacts to investors in order to bring the solutions to market.

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THE FOUR ASPECTS OF THE CHALLENGE: THE SUB-CHALLENGES

Since trust is a broad challenge, it was necessary to break it down into **actionable sub-challenges**, i.e. smaller elements of the broader challenge. That way, the venture teams worked on business solutions that tackled the four identified sub- challenges:

1 *How might we increase credibility and quality of the e-Commerce sellers?*

2 *How might we increase transparency of e-Commerce sellers in order to make them more trustworthy?*

3 *How might we improve efficiency and reliability of last mile delivery service?*

4 *How might we increase consumers' trust in online payments?*

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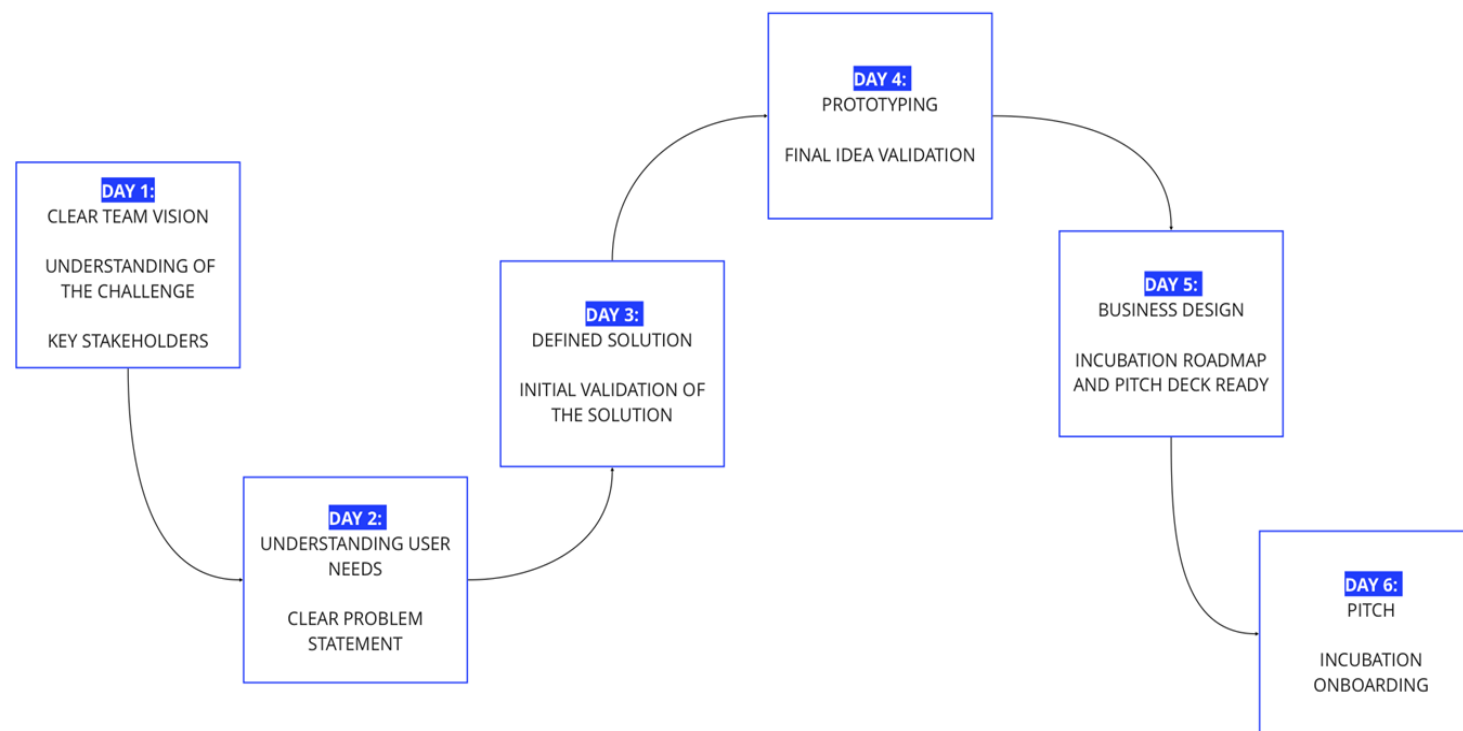# ABOUT THE INNOVATION SPRINT

The **12th** *lab of tomorrow* **Innovation Sprint** consisted of 6 half-day virtual sessions over the course of two weeks.

Date: 25 May- 03 June 2021

Virtual Venues:

Innovation Sprint Timeline

DAY 1:
CLEAR TEAM VISION

UNDERSTANDING OF THE CHALLENGE

KEY STAKEHOLDERS

DAY 2:
UNDERSTANDING USER NEEDS

CLEAR PROBLEM STATEMENT

DAY 3:
DEFINED SOLUTION

INITIAL VALIDATION OF THE SOLUTION

DAY 4:
PROTOTYPING

FINAL IDEA VALIDATION

DAY 5:
BUSINESS DESIGN

INCUBATION ROADMAP AND PITCH DECK READY

DAY 6:
PITCH

INCUBATION ONBOARDING

INNOVATION SPRINT PARTICIPANTS

During the Innovation Sprint, 18 participants from several countries in **South-Eastern Europe and the EU** worked together in **4 multi-disciplinary teams** guided by Design Thinking coaches.

The Innovation Sprint participants were experts, company representatives, CEOs, entrepreneurs in the field of eCommerce, IT, Business Development, Digital Marketing, Fintech and related fields, and brought extensive know-how and experience to tackle the complex issue of trust in eCommerce.
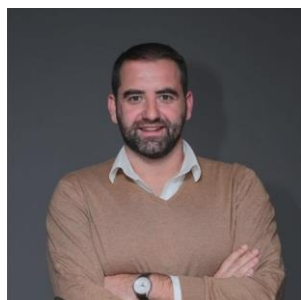
40+ applications for participation

20 participants selected

4 teams of 4-6 participants

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Experts were engaged for feedback:

...and Jury Members to assess the solutions at the end of the Innovation Sprint:

Mr.Misa Zivic
Co- founder & CEO at Leanpay

Mr. Jorij Abraham Manager
Safe.Shop

Mr.Ivan Beljic
Manager at DHL

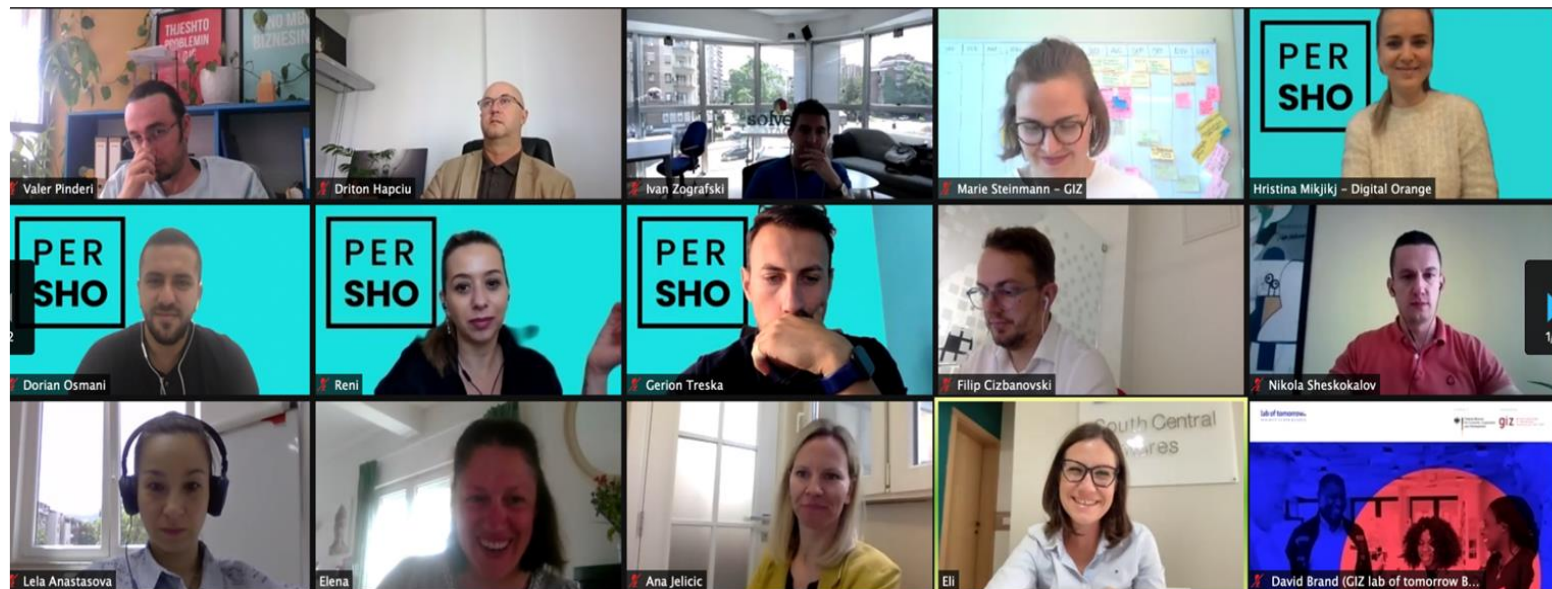Mr.Ralph Riecke
Investment Manager at
Porche Ventures

Eli Zhabevska
**Senior
Associate at
South Central
Ventures**

Elena Andonova
**Innovation Policy and
Public Affairs at
European Commision**

INNOVATION SPRINT Gallery
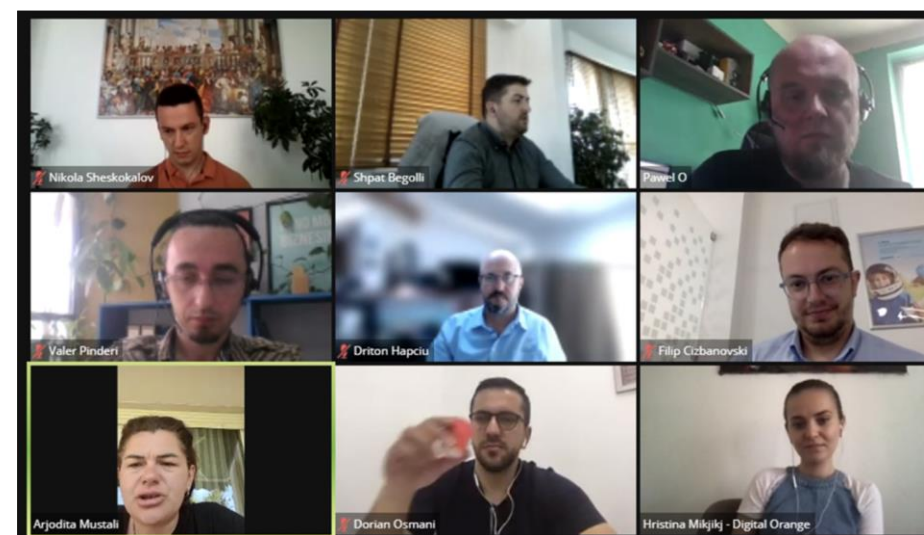
25 May-03 June 2021

INNOVATION SPRINT Gallery

25 May-03 June 2021

TEAM 1 "Trustful Six" business solution:

TrustMark Balkans

Platform that would solve e-commerce credibility issue from Balkan e-commerce users by:

- ❏ Providing trusted review service which will only allow for confirmed purchases reviews to be displayed

- ❏ Perform a technical check-up against local legal requirements as well as highest international industry standard

- ❏ Provide a trust mark to be displayed on their website, available for confirmation on the Trust Mark website as well

Provide e-commerce owners with means and know-how on implementing all of the above mentioned standards through consultancy and continuous support.
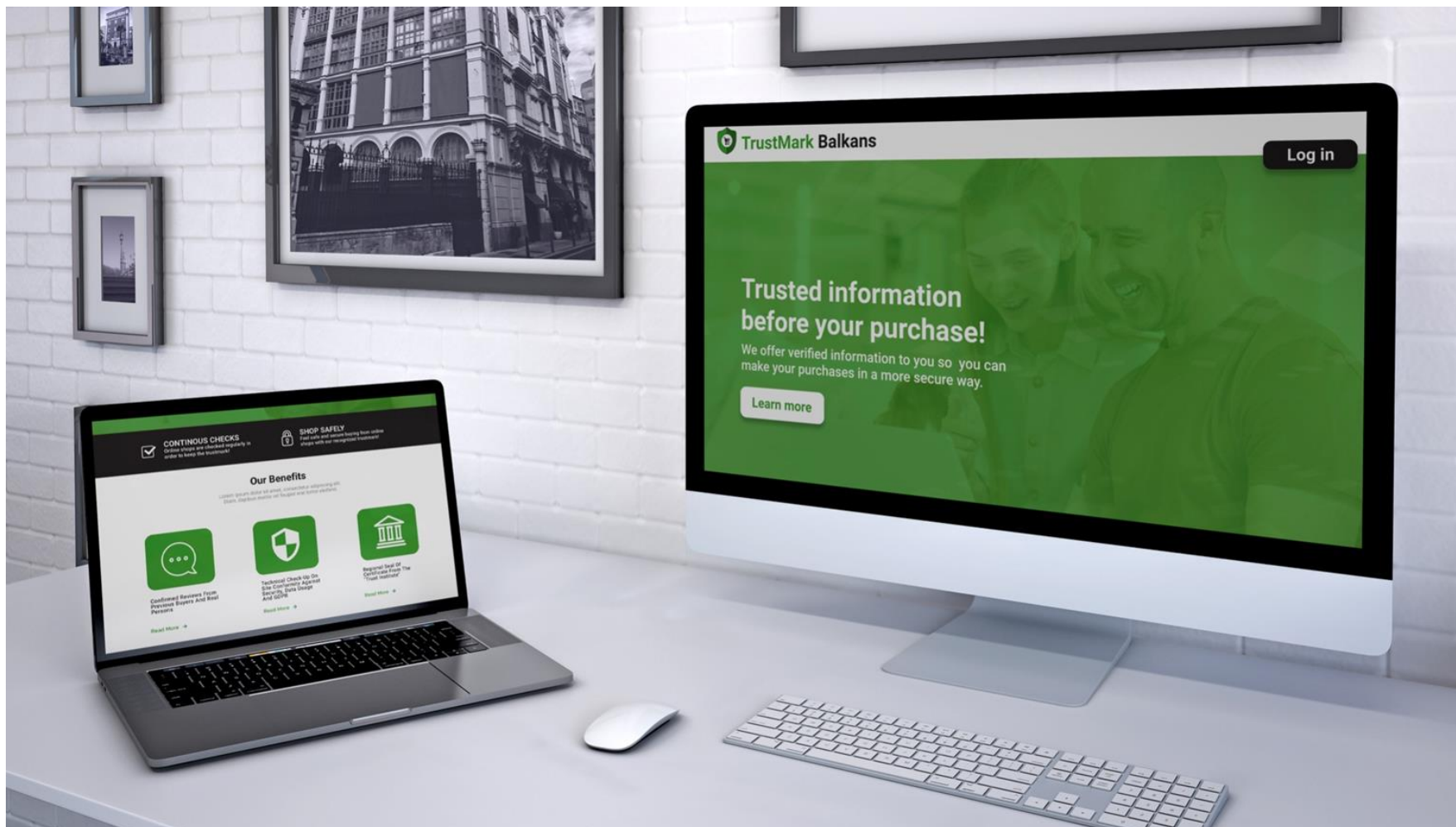
Team 1 "Trustful Six" tackled the challenge:

1

How might we increase credibility and quality of the eCommerce sellers?

TEAM 1 "Trustful Six" prototype:

Team 1 "Trustful Six" tackled the challenge:

1

How might we increase credibility and quality of the eCommerce sellers?

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TEAM 2 "Team A" business solution:

PER SHO

Personal Shopper

❏ B2B ready made solution and B2B eCommerce platform for personalized shopping experience with implementing and combining AI chat bot and real, human customer support

❏ SaaS solution and API integration

❏ Subscription based business model

The lack of transparency and 24/7 communication and customer support of the eCommerce sellers needs a solution that will offer customers personal shopping experience, help in choosing products and info about the products sold online.
This innovative solution with the help of AI will evolve with time by collecting more data about the users and will deliver more accurate results.

Team 2 "Team A" tackled the challenge:

2

How might we increase transparency of e-Commerce sellers in order to make them more trustworthy?

TEAM 2 "Team A" prototype:
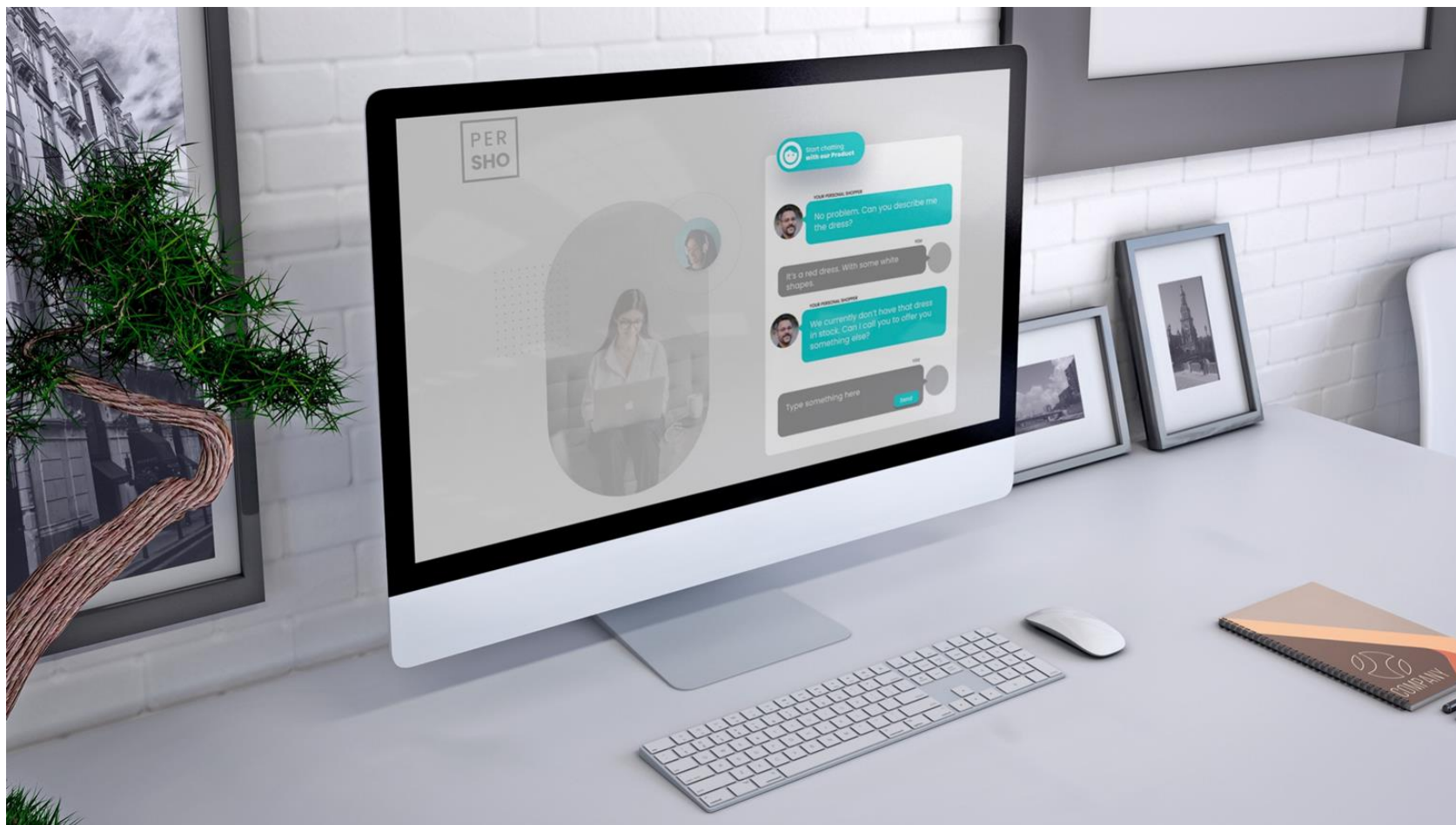
Team 2 "Team A" tackled the challenge:

2

How might we increase transparency of e-Commerce sellers in order to make them more trustworthy?

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TEAM 3 "Logistic Heroes" business solution:

TradeHub

Team 3 "Logistic Heroes"
tackled the challenge:

3

How might we improve efficiency and reliability of last mile delivery service?

The Trade Hub

Software platform where eCommerce & Delivery and logistic companies can subscribe to in order to gain access to world- class logistics management.

- ❏ Optimised routes for last mile delivery services
- ❏ PoS credit card terminal for couriers
- ❏ Real time tracking order option for customers
- ❏ Emails with reviews from customers

The solution addresses the existing "gap" between the eCommerce sellers, last mile delivery services and the end- users in the online transaction.
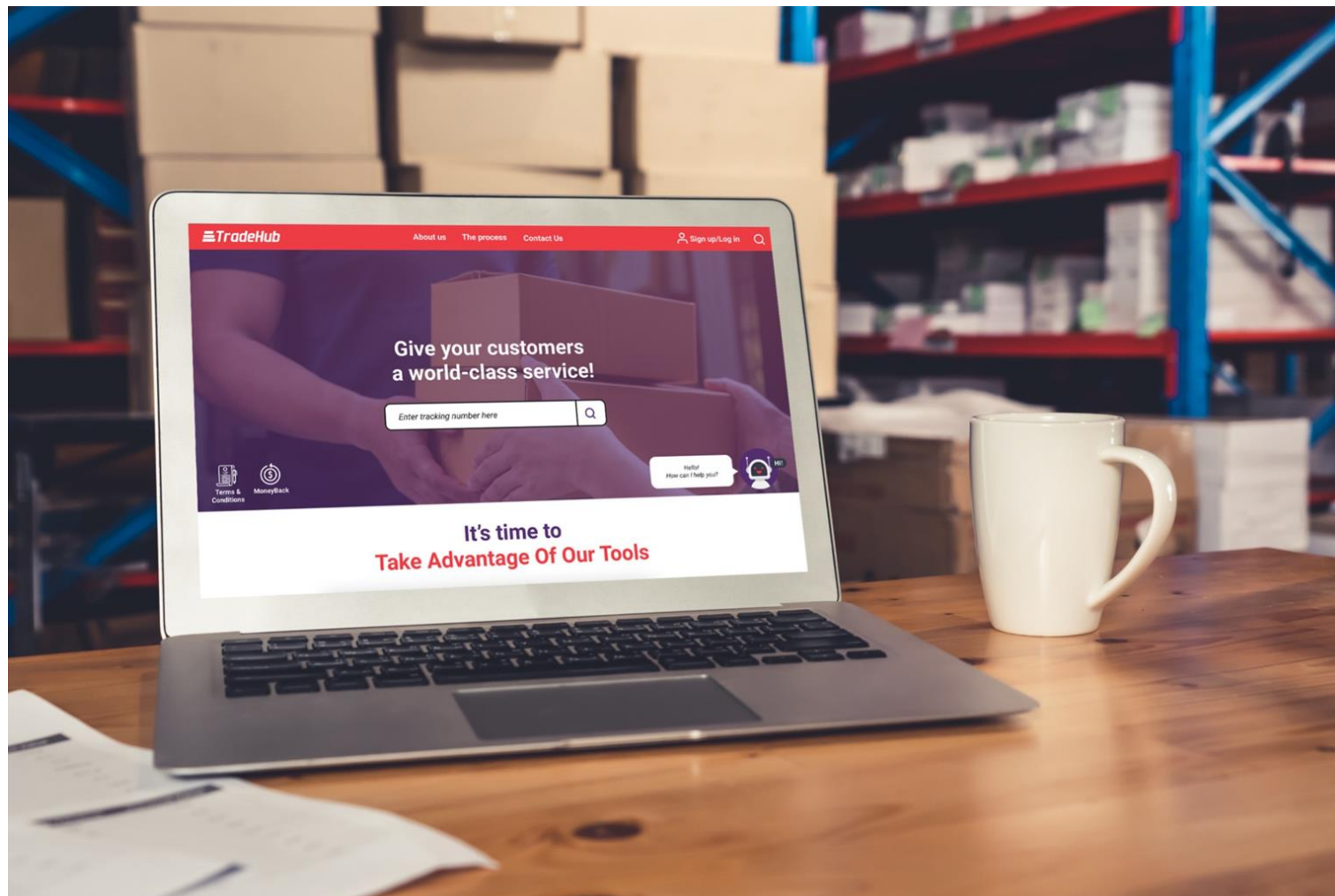
TEAM 3 "Logistic Heroes" prototype:

Team 3 "Logistic Heroes" tackled the challenge:

3

How might we improve efficiency and reliability of last mile delivery service?

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TEAM 4 business solution:

Trusted Pay Hire

Trusted Pay Hire

❏ Platform for customers' education and protection from online scams and untrusted websites
❏ Since 95% eCommerce customers in SEE prefer to buy with cash on delivery, the platform aims to increase customers' trust in online payments by offering informative content, data for harmful websites and refund in cases of payment scams
❏ The solution is a tool that will transparently confirm or refute everyone's claims that payment by payment card is safe and reliable on the website
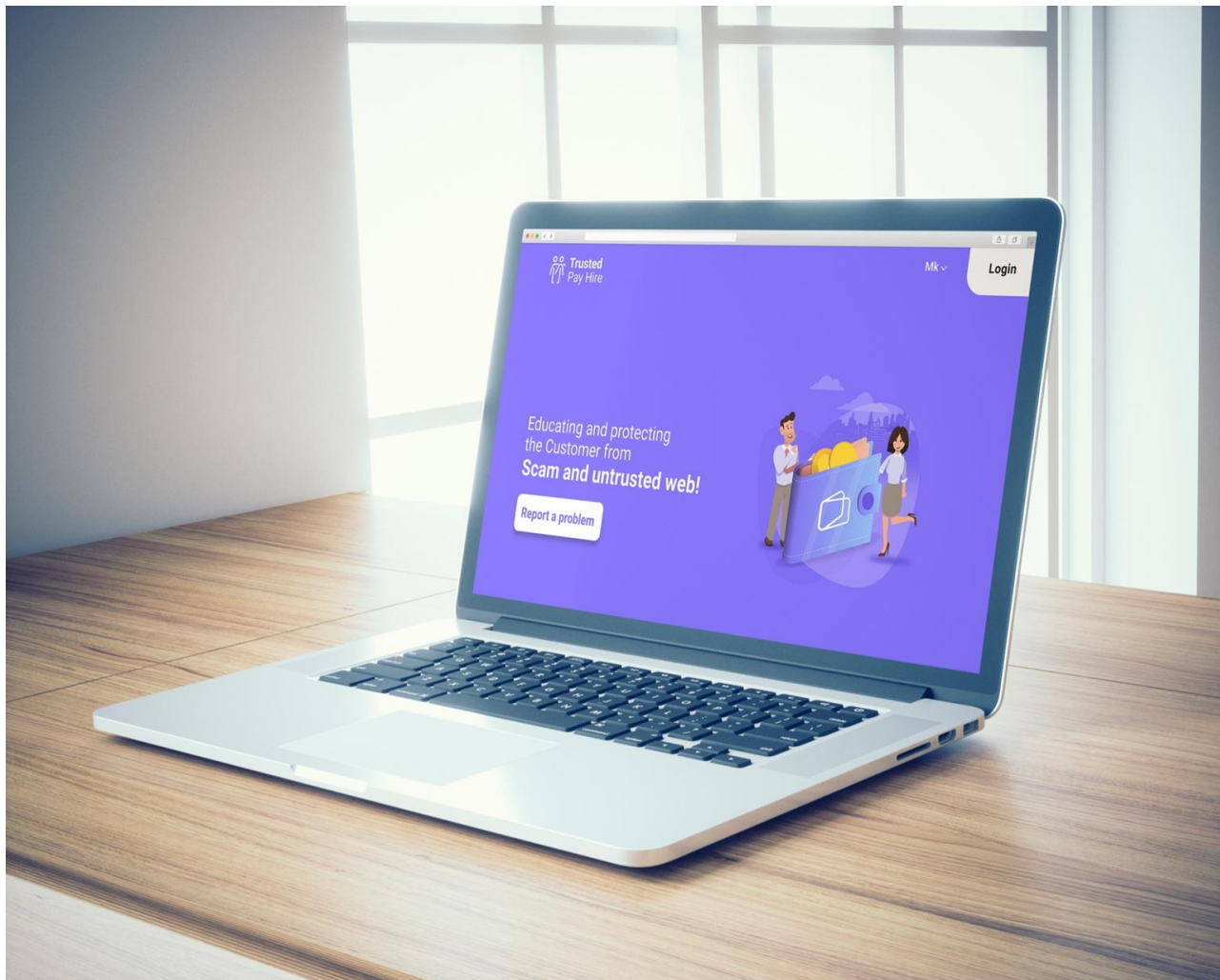❏ Subscription based business model

Team 4 tackled the challenge:

4

How might we increase consumers' trust in online payments?

TEAM 4 prototype:

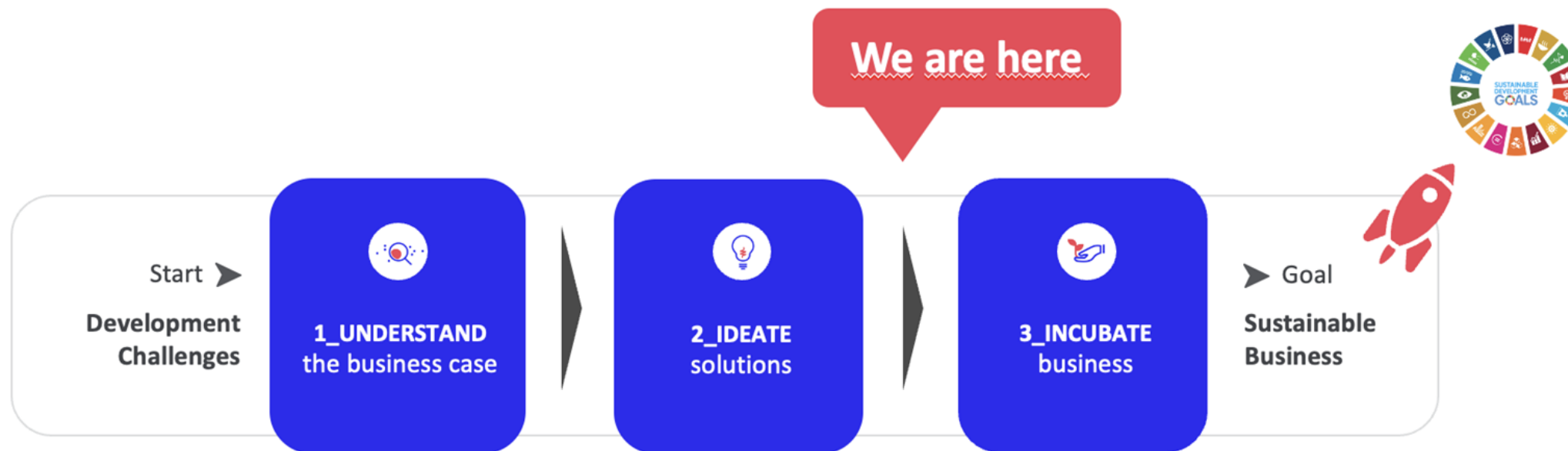

Team 4 tackled the challenge:

4

How might we increase consumers' trust in online payments?

INNOVATION SPRINT RESULTS

✓ **Motivated teams** that want to build sustainable solutions based on their knowledge of the sub- challenge, regional context and user's needs

✓ **4** potential **sustainable business models**

✓ **4 prototypes** of the solutions & **4 roadmaps** and initial business model canvas

✓ Iterated and **refined initial ideas** that have potential to grow into sustainable businesses

NEXT STEP: INCUBATION PHASE

We are here

Start ➤
Development Challenges

1_UNDERSTAND the business case

2_IDEATE solutions

3_INCUBATE business

➤ Goal
Sustainable Business

The selected teams will continue in the incubation phase to refine their business ideas while focusing on:
- ❏   Desirability
- ❏   Feasibility and
- ❏   Viability of the initial solutions created in the Innovation Sprint