

Invitation

We would like to invite you to develop & implement new business solutions to improve cross-border delivery services in the Western Balkans!

Join the 21st lab of tomorrow program and co-create business solutions:

Application deadline: **31 October 2023**
Dates for Ideation Sprint: **4 - 7 December 2023**
Venue: **Montenegro**

Application deadline:
31 October 2023

Apply now!



Why did you receive this invitation? What is it about?

You have been selected: In each lab of tomorrow program companies are selected based on their expertise and product portfolio.

Grow your business in North Macedonia, Bosnia and Herzegovina, Kosovo or Albania and **gain de-risked market access** through...

- **Access** to a **validated business opportunity** in the Western Balkans
- **Matching with local and international business partners** to co-develop new products and business models
- **Product and business model development** support
- **Business incubation** and **market piloting** support
- **Networking** with **business partners, public sector actors, investors** and other experts

While strengthening your business you **create real impact for advancing cross-border e-commerce** in the Western Balkans!

Welcome to the lab of tomorrow

Your opportunity to
grow your business
& create impact!

Learn more about how the lab of tomorrow works
on the following slides!

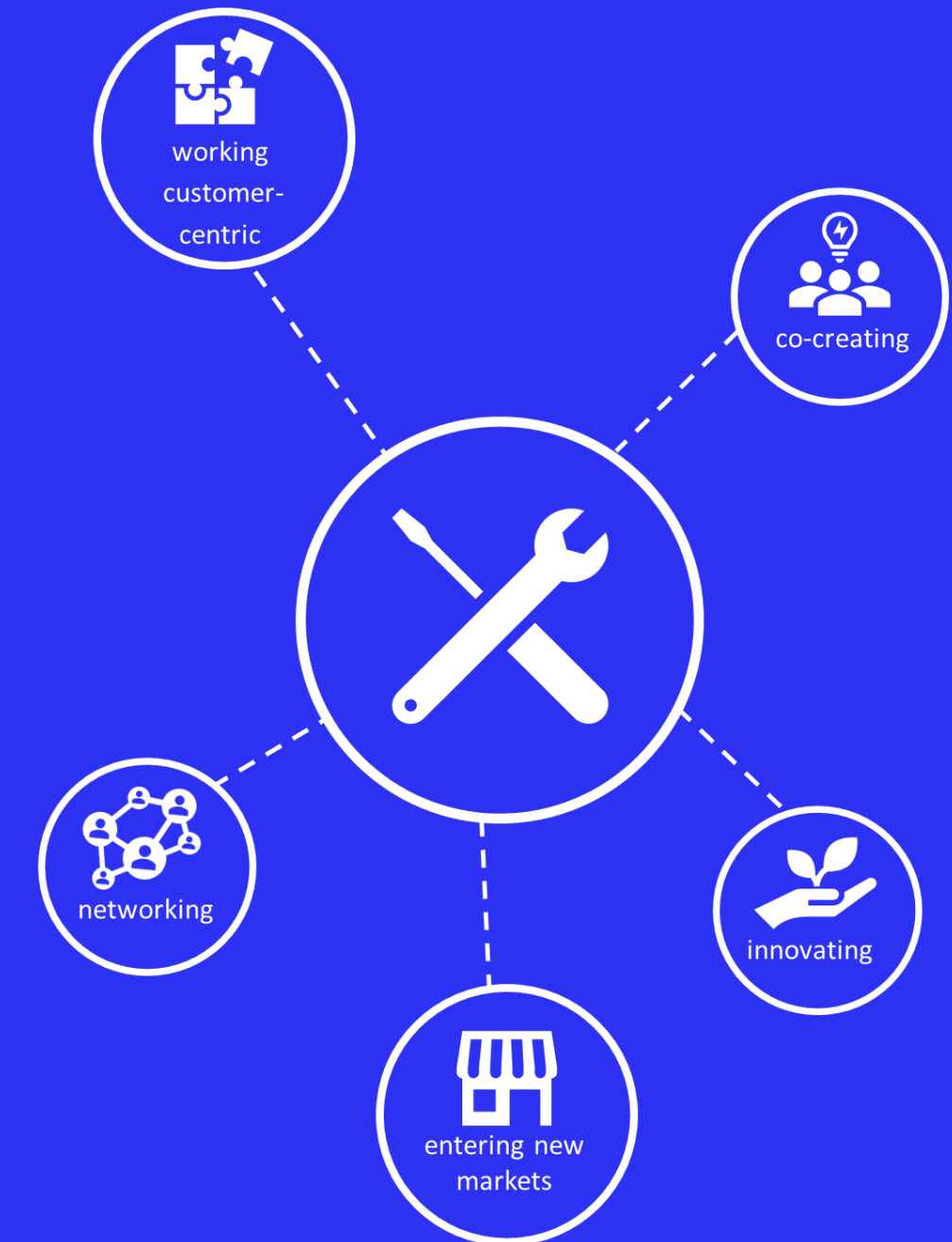


About the lab of tomorrow

The lab of tomorrow (lot) is **your chance to grow your business in North Macedonia, Bosnia and Herzegovina, Kosovo or Albania** while helping to address critical development challenges with the products and services you create.

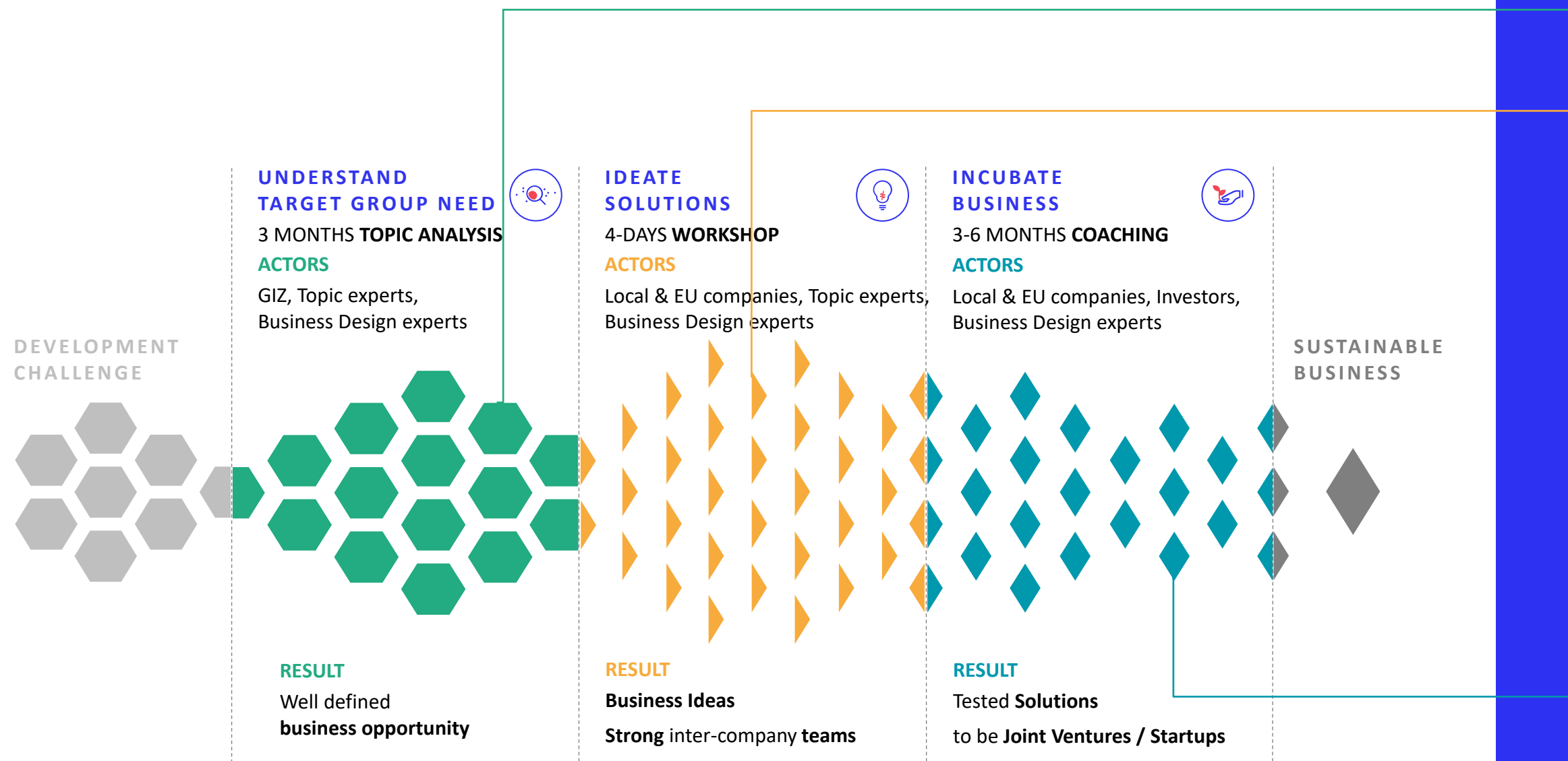
Each lab of tomorrow process offers its participants a well-defined business & impact opportunity, a strong product-development process, supported by expert coaches and a strong supporting network from academia, politics and the start-up ecosystem, including investors. Throughout the program you will work in teams with other companies. Together, you have everything it takes to co-create solutions that can be brought to market successfully and relatively quickly. To create impact – for you and for the local people in North Macedonia, Bosnia and Herzegovina, Albania and Kosovo.

Our track record



The lab of tomorrow opportunity

3 Phases from opportunity to market & impact



Profit from

- Well defined market and needs to tap into
- Strong product development support in a 4-day ideation sprint, guided by business design experts
- Experts from politics, academia, civil society as well as the potential customer group directly accessible
- A strong network and chance to team up with other selected companies from North Macedonia, Albania, Kosovo and Bosnia and Herzegovina and the EU that bring in everything that's needed to succeed
- Incubation services Incubation support by coaches and lot-mentors
- Access to investors and the startup ecosystem

The challenge

Each lab of tomorrow revolves around a **challenge** (and specific business opportunities) which is defined after extensive field research. Suitable companies are then invited to work on **solutions for this challenge**, while simultaneously profiting from new markets, expertise and an extensive network of stakeholders. Our challenge is about:

How might we make cross-border delivery services more reliable, faster, cheaper and climate-friendly for businesses and consumers in the Western Balkans?

About the challenge

E-Commerce is one of **the fastest growing business sectors** in the Western Balkans. On average, more than 10% of products and services are purchased online today. However, compared to markets in the EU, the **great economic potential of e-Commerce remains untapped**. Hindering factors for local businesses are, for example, the lack of transparent, fast, reliable and affordable cross-border delivery services. Therefore, the 21st lab of tomorrow program focuses on **improving delivery services for cross-border e-Commerce** in the Western Balkans region.

Within this lot program, we will focus on **increasing reliability and transparency** of delivery processes, discovering ways of making delivery processes more **energy efficient while reducing the total cost** of delivery services, and **decreasing the time of delivery** as well as the number of damaged packages.

Tackling these issues among others would lead, not just to **decreasing time and cost of the delivery**, but it would also **increase consumer trust in e-Commerce** and **raise the competitiveness** of the whole Western Balkan region when doing business on a global level.

”
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”

Our supporting partners



“E-commerce isn’t the cherry on the cake, it’s the new cake”
– Jean Paul Ago

More supporting partners are joining the process each day, so stay tuned....

Tap into the business opportunity

Business Opportunities

Each challenge contains several business opportunities. We invite you to **tap into the opportunity matching your competences and interests.**

These opportunities and their underlying needs have been identified, through our customer-based research. They all can be addressed through profitable products. In this program we support your product development efforts with a profound set of information and analyses on the customer group and need, with partners and ideation and incubation services.

When applying, please select the business opportunities you would want to address. Typically, each company can only participate in one of the business opportunity teams.

Green Delivery:

How might we meet the growing demand for eco-friendly practices to revolutionize the delivery system in the Western Balkan countries, creating both environmental and business value?

Flexible Delivery:

How might we create a flexible and customer-centric delivery system in the Western Balkans that adapts to customer schedules despite regional challenges?

Automation of E-Commerce Delivery Processes:

How might we leverage technological advancements to optimize and streamline the delivery process in the Western Balkans, to reduce manual errors and inefficiencies?

Cross-Border Delivery:

How might we optimize and simplify cross-border deliveries in the Western Balkans, promoting seamless collaboration and compliance despite regional differences that often lead to delivery bottlenecks?

Your journey as a participant

Application deadline:
31 October 2023

Onboarding and Group
Formation Meeting:
around 20 November 2023

Start of Incubation
Phase (3-6 months)
December 2023

Final Pitch Event in
front of investors
June 2024 (tbc)

End of the
lab of tomorrow

Decision on the
application:
**On a rolling basis until
beginning
of November 2023**

Ideation Sprint: 4-day business
development program
4 – 7 December 2023

GIZ continues to connect
venture teams to partners
for further implementation
and scaling of solutions

Ideation Phase

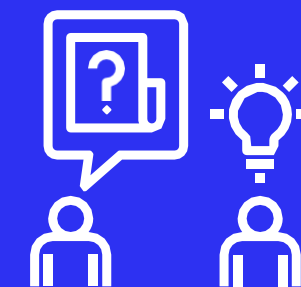
Incubation Phase

Who can participate?

- **You are strongly interested in addressing the** North Macedonian, Bosnian and Herzegovina, Kosovo or Albanian market by developing and implementing a new business solution with SDG impact.
- **You have an entrepreneurial spirit**, the drive to tackle environment and e-commerce related challenges and are ready to drive the development and implementation of the emerging solution.
- **You have relevant products or services in your portfolio** that might be adapted to become part of new business solutions or relevant resources for business solutions.
- **You have a background** in business development and operations, product development & innovation, or a related field.
- **You can commit time and resources** to the development and implementation of your emerging solution in the market.
- **You can participate in a venture team in** all 4 days of the Ideation Sprint to co-create a new solution together with other entrepreneurially-minded experts from the region.

If you are happy with your team and solution after the sprint:

- You should be able to **fully commit to developing the business model** after the ideation sprint.
- We will assist you in bringing the solution to the market!



Your Commitment

Step 1:

Send suitable person for 4-day
Ideation Sprint in Montenegro

Step 2:

If you are happy with your team and solution after
the sprint: long-term commitment & engagement
to further develop, establish and scale
the product in the market

Your Benefit

Grow your business!

Networking Opportunities
(Private & Public Sector)

Strong Development
Support

Product Development &
Business Innovation Insights

Market Insights

Visibility / Image

Impact!

Who is the GIZ?

- The GIZ is a service provider in the field of international cooperation for sustainable development and international education work.
- In its offices in 120 countries, more than 23.000 employees are working for customers around the globe, like the German Government, European Union institutions, the United Nations, the private sector, and governments of other countries.

What is the interest of the lot?

- The GIZ implements the lab of tomorrow for the German Ministry of Economic Development and Cooperation (BMZ).
- The lab of tomorrow aims to create impact and to help reach the Sustainable Development Goals (SDGs), by promoting economic development.
- **The lab of tomorrow has no commercial interest of its own in the conduction of lot innovation processes.**



lab of tomorrow.
NEW WAYS TO NEW BUSINESS



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Join us in the 21st lab of tomorrow!

For questions regarding the upcoming process, please don't hesitate to contact us on 21@lab-of-tomorrow.com

Date of Ideation Sprint: **4 – 7 December 2023**

Duration of Ideation Sprint: **4 days**

Venue: **Montenegro**

Duration of Incubation: **4-6 months**

Application deadline:
31 October 2023

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