

We invite you to develop & implement
new business solutions for sustainable
packaging and alternatives to single-use
plastic in Egypt!

Join the 18th process and co-create business
solutions:

Dates for Ideation Sprint: **11 – 14 May 2023**
Venue: **El-Gouna, Red Sea, Egypt**
Incubation: **3 Months of technical support**

Application deadline:
20 April 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.

Participating in this program will allow you to

- **increase your product portfolio and revenue**
- expand your market and increase their network
- (co-) develop new products with other companies from the EU and Egypt
- while strengthening your business you **create real impact for Egypts packaging industry and the environment**
- benefit from the lab of tomorrow services like our strong network of partners from politics, academia and civil society (selection below)



Welcome to the lab of tomorrow

Your opportunity to
increase your business
&
to create impact

On the services the lab of tomorrow offers and the unique opportunities it provides, please see the following slides

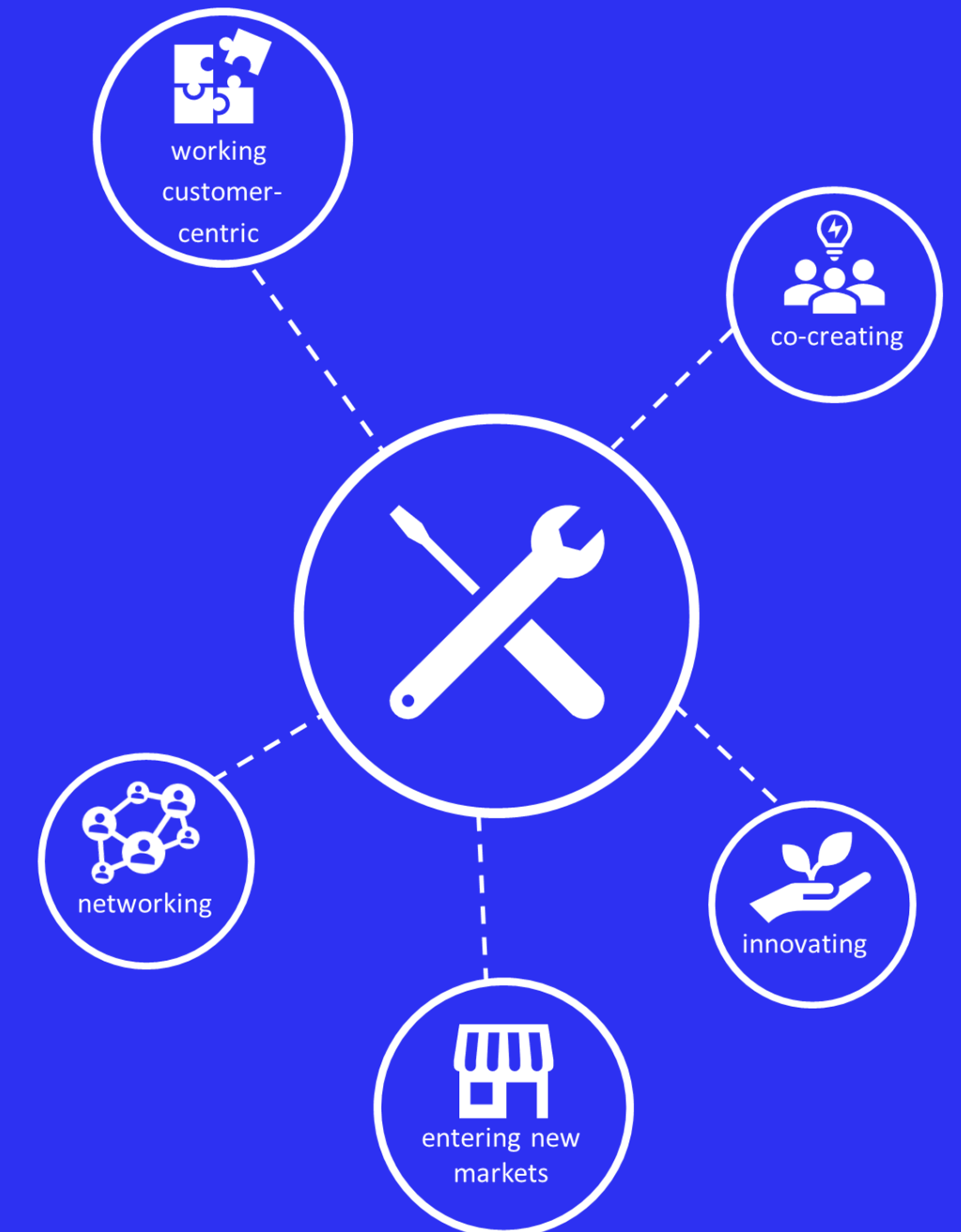


About the lab of tomorrow

The lab of tomorrow (lot) is **your chance to expand** your market, product portfolio and revenue. At the same time, it is **your opportunity to help** 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, e. g. investors. Throughout the process 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 Egypt.

Our track record



the lab of tomorrow process



Our supporting partners



**Wuppertal
Institut**



Supporting Partners are being added each day to the process
so stay tuned...

“
Business is a very beautiful mechanism to solve problems, but we never use it for that purpose. We only use it to make money. It satisfies our selfish interest but not our collective interest.

Muhammad Yunus
”

Tap into the business opportunity

The challenge and its opportunities

Each lab of tomorrow takes on a main challenge and identifies **business opportunities** within. You are supported to develop **matching products for these business opportunities**, helping to overcome the challenge while simultaneously accessing new markets and growing your business and networks.

In lot18 we tackle the following challenge:

LOT 18 – Egypt

How can we foster new business opportunities for innovative, sustainable packaging solutions and single-use plastic alternatives for the food, retail & hospitality sectors in Egypt?

About the challenge

Be part of the solution

Egypt is the largest consumer of plastic in Africa and produces 5.4 million tons of plastic waste due to its large population. Despite the different efforts, the high consumption combined with the low consumer awareness lead to challenges to manage this waste. The high cost of sustainable packaging is also hindering both local consumption and compliance with regulations of international markets. The lab of tomorrow 18 seeks to address these challenges and find low-threshold and scalable solutions to produce sustainable packaging at low cost and make it available on the market.

AND

We would therefore like to invite you to participate in our 18th lot program...

Create business by solving problems

- Promote sustainable business models for alternative packing solutions
- New markets for start-ups to contribute to the industrial ecosystem
- Rising demand from food processing manufacturers for sustainable packaging
- Entry into European and international markets by abiding to the packaging regulations

“

Strengthen the
Egyptian ecosystem of
sustainable packaging
by opening local and
international business
opportunities

”

Business Opportunities

The aim of the process is to address these opportunities 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 opportunity, you would want to address. Typically each company can only participate in one of the sub-challenges-teams.

Increasing export through affordable sustainable packaging

How might we provide sustainable packaging solutions at affordable costs that comply with the requirements of global export markets, enabling Egyptian food processing & fresh foods companies to increase exports to different markets?

Sustainable packaging material and alternatives for food manufacturers and hospitality sector

How might we enable Egyptian food processing firms and the hospitality sector to acquire sustainable packaging material and alternatives to single-use plastic products (cups, plates, cutlery, plastic bags, etc.) that can be cost-effective and locally produced, in a context where local sustainable packaging options are currently unaffordable and/or insufficiently available?

Resource efficiency of sustainable packaging solutions

How might we design / produce new sustainable packaging solutions that use less raw materials and increase resource efficiency in a context where natural/ordinary resources are scarce and should be reduced to cut on costs?

Participant journey

The lab of tomorrow (I)
Your opportunity (II)
Your process (III)
About you (IV)
About us (V)

- Innovation teams are formed
- Match-making of business partners
- Translation of creative workshop results into business life
- Coaching and consultancy on teambuilding, funding opportunities and financing

Application deadline:
20 April 2023

Teambuilding and onboarding session:
3 May 2023

Start of Incubation Phase I (4-8 weeks):
First week of June

End of the lab of tomorrow

Decision on the application:
On a rolling basis until 24 April 2023

Ideation Sprint
4-day business development program:
11 to 14 May 2023 in El-Gouna Red Sea, Egypt

Innovation teams can independently develop products and bring them to market

Ideation Phase

Incubation Phase

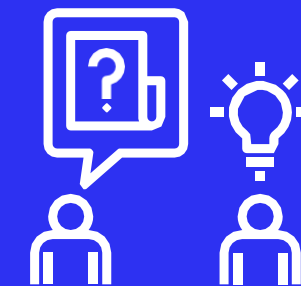
Who we're looking for!

Why did we choose you?

- **You are strongly interested in addressing the Egyptian** market by developing and implementing a new business solution with SDG impact.
- **You have an entrepreneurial spirit**, the drive to tackle environment 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 5 days of the Ideation Sprint to co-create a new solution together with other entrepreneurially-minded experts from the region.

Long term requirement

- You should be able to **fully commit to developing the business model** post the ideation sprint.
- "You are right for the lot".



Your Commitment

Ideation

1 person, 4 days in Egypt

Incubation

3-months commitment & engagement to further develop, establish and scale the product in the markets

Your Benefit

New Revenue Streams

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 18th lab of tomorrow!

For questions regarding the upcoming process, please don't hesitate to contact us on 18@lab-of-tomorrow.com

Date of Ideation Sprint: **11 – 14 May 2023**
Duration of Ideation Sprint: **4 days**
Duration of Incubation: **3 Months**
Venue: **El Gouna, Red Sea, Egypt**
Participants: **25 -30 Egyptian and international participants**

Application deadline:
20 April 2023

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