

Invitation

We would like to invite you to develop & implement new business solutions to avoid packaging waste in Egypt!

Join the 18. lab of tomorrow process and co-create business solutions:

Application deadline: **5 January 2023**
Dates for Ideation Sprint: **12 – 16 February 2023**
Venue: **Egypt (TBD)**

Application deadline: 5 January 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.

In each program these companies are invited to

- **increase their product portfolio and revenue**
- expand their market and increase their network
- (co-) develop new products with other companies from the EU and Egypt
- while strengthening their business, to **create real impact for Egypt's packaging industry**
- 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

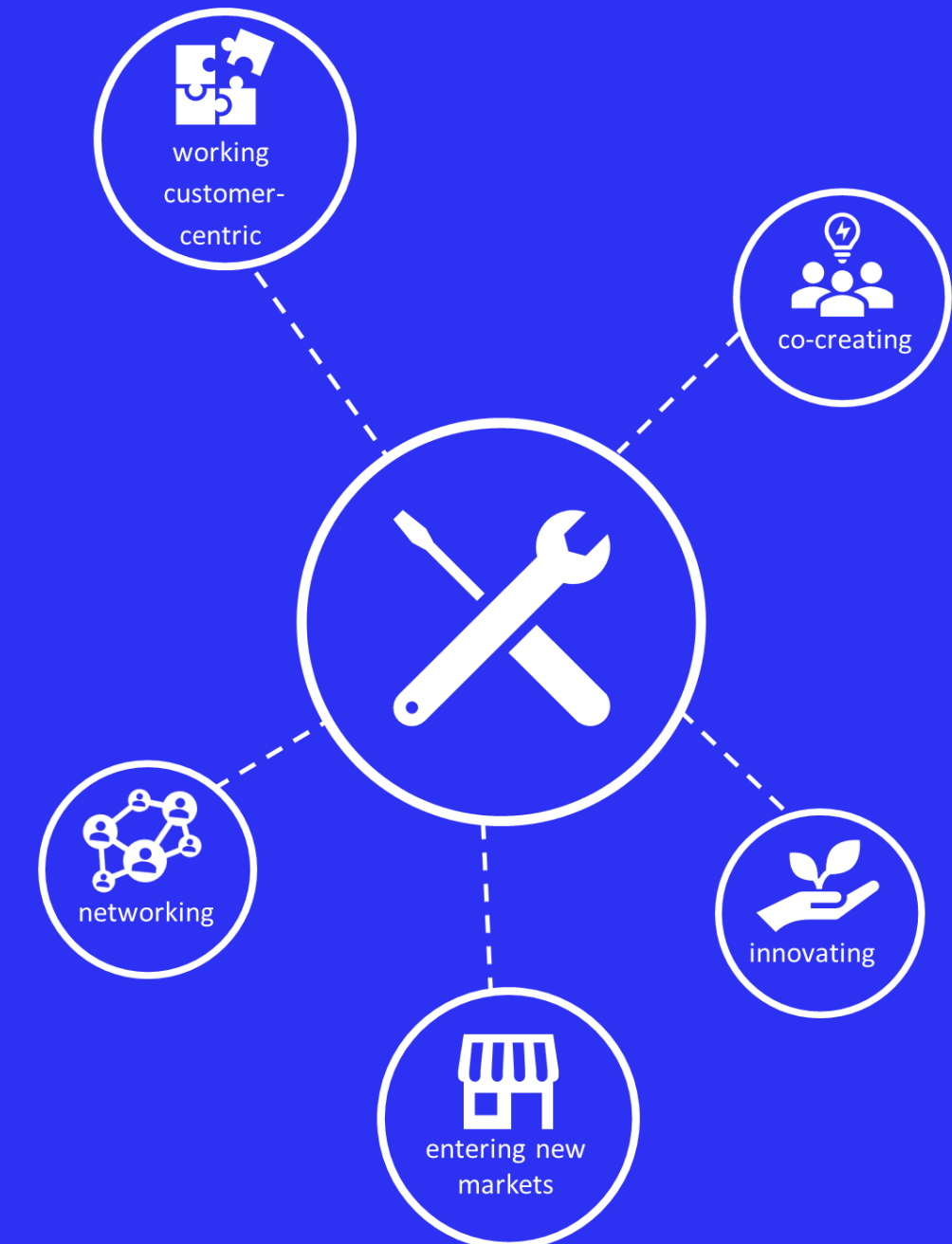


About the lab of tomorrow

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



Our supporting partners in Egypt



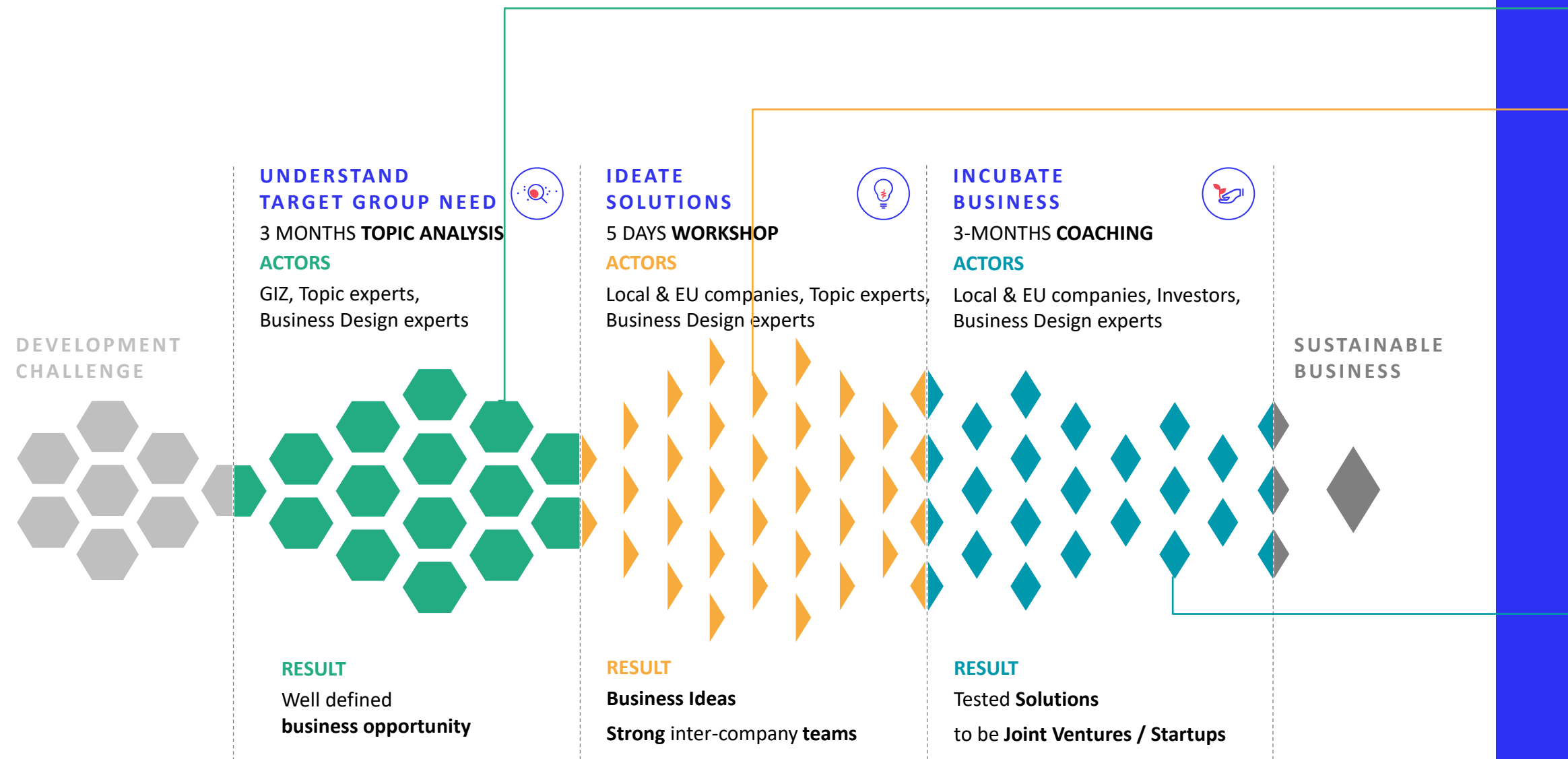
“
Business is a very beautiful mechanism to solve problems, but we never use it for that purpose. We only use it to make money. It satisfies our selfish interest but not our collective interest.

Muhammed Yunus

”

The lab of tomorrow opportunity

3 Phases from opportunity to market & impact



Profit from

- Well defined market and need, to tap into
- Strong product development support
- Access to a network of experts from politics, academia, civil society
- Get in touch and cooperate with key players from local and global industries
- Incubation services
- Access to investors and the startup ecosystem

The challenge

Each lab of tomorrow revolves around a **challenge** (and sub-challenges) 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:

Working Title

“How can we reduce the negative environmental impact of the food packaging industry by fostering alternative solutions that lead to sustainable packaging usage in Egypt?”

About the challenge

Be part of the solution

Egypt is the largest plastic polluter in the Arab world. High costs for sustainable packaging combined with low consumer awareness lead to a lack of compliance with EU regulations. The lot 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. We would therefore like to invite you to participate in our 18th lot program...

AND

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 Egypt’s
export capacities by
avoiding packaging
waste.
”

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 sub-challenges, you would want to address. Typically each company can only participate in one of the sub-challenges-teams.

1) How might we provide / design sustainable packaging material at affordable costs that comply with the requirements of global export markets, enabling Egyptian food processing & fresh foods companies to increase the export potential in different markets?

2) How might we enable the Egyptian retail and hospitality sectors to offer **alternatives to single-use plastic products** (cups, plates, cutlery, plastic bags, etc.) in a context where a sustainable business model provides a competitive advantage (e.g. environmental awareness of end-customers)

3) How might we enable Egyptian food processing firms and retail sector to get access to **more cost-effective and locally produced sustainable packaging material** in a context where currently available local sustainable packaging options are unavailable.

4) How might we design / produce new **sustainable packaging solutions** that uses **less raw materials** and utilize on **resources efficiency** in a context where resources should be reduced to cut on cost and impact on the environment

Your path to market & impact



- Join our ideation sprint from 12 to 16 Feb 2023 in Egypt
- Engage in 5 intense days of co-innovating guided by product development coaches, supported by experts
- Cooperate with selected companies from the food processing, packaging and hospitality sector
- Viable business concepts will gain
 - further support like coaching, mentoring and other services
 - access to investors and the startup ecosystem

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

Participant journey

Application
Application deadline:
5 Jan 2023

Onboarding
Teambuilding and
onboarding session:
29 January 2023

Incubation
Start of Incubation
Phase I (4-8 weeks):
5 March 2023

Ideation Sprint
5-day business development
program:
12 to 16 Feb 2023 in **Red Sea
Gov, Egypt**

Innovation teams
can independently
develop products
and bring them to
market

End of the
lab of tomorrow

- 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

- Innovation consultant for roll-out
- Investor networking
- (Consultant) support on demand

Application
Decision on the
application: **12
Jan 2023**

Ideation Phase

Incubation Phase

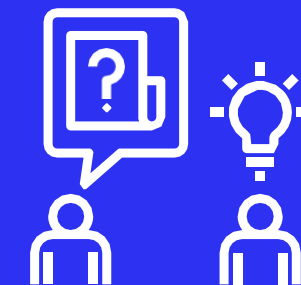
Who can participate?

- **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”.

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Your Commitment

2 person, **5** days in **Egypt**

Long-term 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.**



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: **12 – 16 Feb 2023**

Duration of Ideation Sprint: **5 days**

Duration of Incubation: **3 Months**

Venue: **Red Sea Egypt**

Participants: 25 -30 Egyptian and international participant

Application deadline: **5 Jan 2023**

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