

Invitation

We would like to invite you to develop & implement new sustainable business solutions for e-commerce logistics, inter-city and last-mile delivery

Join the 17th lab of tomorrow programme and co-create business solutions:

Application deadline: **December 31, 2022**

Dates for Ideation Sprint: **February 6 – 10, 2023**

Venue: **Abuja, Nigeria, (tbc)**

Application deadline: December
31, 2022

[**Apply now!**](#)



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

You have been selected:

In each lab of tomorrow programme companies are selected based on their expertise and product portfolio.

In each programme, 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 Nigeria
- while strengthening their business, to **create impact in the logistic sector**
- 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 17 offers unique
opportunities as follows



About the lab of tomorrow

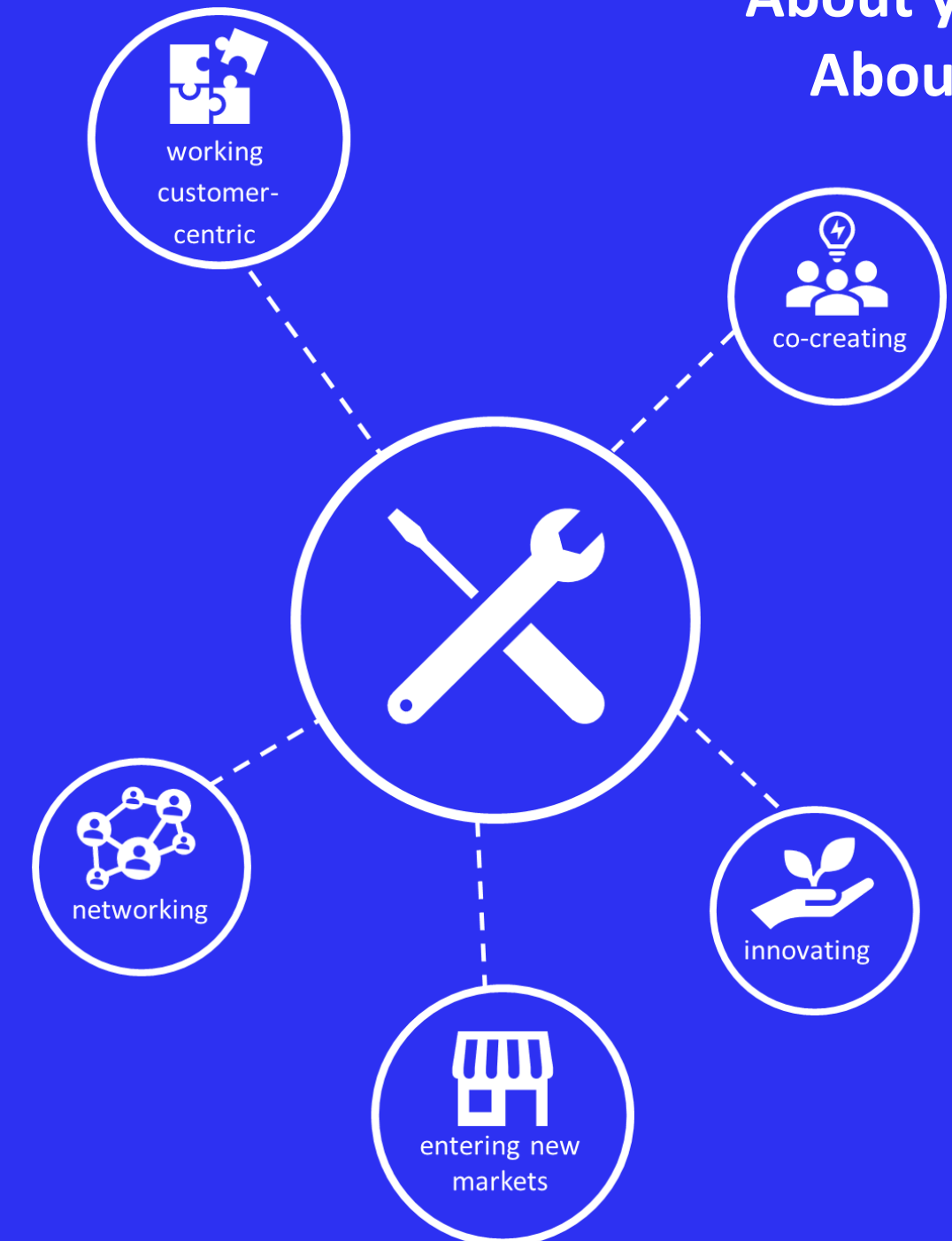
The lab of tomorrow (lot#17) is **your chance to expand** your market, product portfolio and revenue. At the same time, it is **your opportunity to help** address critical challenges in last-mile and inter-city transportation of goods and services with the products and services you create.

Each lab of tomorrow programme 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 of Nigeria

Our track record



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



Our supporting partners



“

The cost of movement in
Nigeria takes up
approximately 40 to 50
percent of average workers
earnings - BusinessDay

”

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:

How might we improve intercity and last-mile transport services for people and goods in Nigeria?

The lab of tomorrow Nigeria – Intercity and last-mile transport services for people and goods

Tailor-made solutions which can be provided by the private sector for:

- The intersection of transport of passengers and goods with a focus on digital trade,
- Stronger cooperation between the e-commerce service providers and delivery services,
- Online platform solutions,
- Aggregation solutions
- Security solutions
- Insurance solutions,
- Innovative logistics alternatives, which in turn recreate employment opportunities, support recovery from the COVID-19 pandemic and tackle development barriers.





The E-commerce Market potential in Nigeria!



- Between 2017 and 2018, Nigeria's logistics sector witnessed a significant growth of 140 million USD to over 696 million USD.
- Over 250 million visitors to online marketplaces in Nigeria annually; about 170 million plus telecom users & 70% internet penetration- mostly young people.
- Nigeria has B2C E-commerce Index value of 53.2 points-preparedness to support online shopping.
- Over 300,000 orders every 24 hours (44% of online visits turn into order, requiring delivery services).
- The transport and e-commerce sectors are crucial for the economic and social development in Nigeria. Nigeria's e-commerce and online trading market is worth about 13 billion USD and is expected to rise to 50 billion USD in the next 10 years.
- **Intercity transport** is an essential ingredient in enhancing productivity since there is always the need to move and distribute passengers and goods.

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 are interested in addressing. Typically, each company can only participate in one of the sub-challenges-teams.

1. How might we better coordinate the handover between intercity and last mile deliveries?

2. How might we improve the safe delivery of perishable goods?

3. How might we reduce transport costs through increased energy efficiency?

4. How might we enable travellers gain information on reliable and available transport services?

5. How might we increase trust in e-commerce platforms?

Participant journey

- 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 in Nigeria
- Investor networking
- (Consultant) support on demand

Application
Deadline:
31.12.2022

Onboarding
Teambuilding and
onboarding session:
25.01.2023

Incubation
Start of Incubation
Phase I (4-8 weeks):
20.02.2023

Incubation
Start of Incubation
Phase II (2-6 months):
17.04.2023

End of the
lab of tomorrow

Application
Decision on the
application:
05.01.2023

Ideation Sprint
5-day business development
program:
**06 – 10.02.2023 in Abuja,
Nigeria**

Innovation teams
can independently
develop products
and bring them to
market

Ideation Phase

Incubation Phase

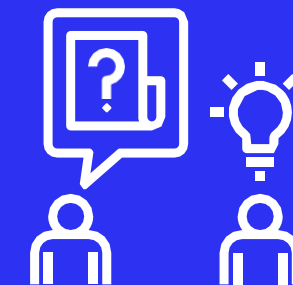
Who can participate?

- **You are strongly interested in addressing the** market by developing and implementing a new business solution with SDG impact.
- **You have an entrepreneurial spirit**, and the drive to tackle 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”.

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



Your Commitment

1 person, 5 days in Abuja, Nigeria

Long-term commitment & engagement to further develop, establish and scale the product in the markets

Interest in design thinking methods & co-creation:
willingness to share expertise and know-how with other companies

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 conduct of lot innovation processes.**



Join us in the 17th lab of tomorrow!

For questions regarding the upcoming process, please don't hesitate to contact us on 17@lab-of-tomorrow.com

Date of Ideation Sprint: February 6–10, 2023

Duration of Ideation Sprint: 5 days

Duration of Incubation: 3 months

Venue: Abuja, Nigeria (tbc)

Participants: Up to 25

Application deadline:
December 31, 2022

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