

Invitation: Tackling non-communicable diseases in Ghana with new business solutions

Join the 11th *lab of tomorrow** process and co-create business solutions!

Date: March 01 - 12, 2021

(Application deadline: February 03, 2021)

Apply now 



**We would
like to invite
you to**

DEVELOP AND IMPLEMENT NEW PRODUCTS & SERVICES

for the health sector in Ghana

in cooperation with other key companies and experts from the field



Grow your markets, product portfolio and create impact!

Profit from



COOPERATION WITH NEW PARTNERS

- work together with other entrepreneurially minded actors all committed to create sustainable business solutions in small interdisciplinary venture teams of 3-5
- extend your network among corporates, SMEs, and startups, as well as politicians and civil society from Ghana and the EU



INSIGHTS FOR YOUR EMPLOYEES IN

- Local markets & culture
- Design Thinking
- Product development
- Company building



STRONG DEVELOPMENT SUPPORT

- guided multi-day innovation sprint with expert coaching and mentoring
- 3-4 months incubation support with expert coaching and mentoring
- access to our network of investors

Selected participants

COOPERATION WITH NEW PARTNERS (preliminary selection of participants)

Get in touch with:



Cocreate with (among others)*:
(Depending on your team and subchallenge)



*shown is a selection of companies that have applied to take part

STRONG DEVELOPMENT SUPPORT



- Gain from the experience of our coaches and the lot's network of mentors
- Receive additional in-kind support of up to 10,000 € per team (no cash-out)
- Pitch your solution in front of accelerators and investors



The lab of tomorrow is a proven process for business innovation

9

lot processes completed

34

business ideas

11

businesses active in market

7 Mio €

3rd party investments

Nearly all of our participants report strong satisfaction. They

- ✓ entered new markets
- ✓ entered new partnerships
- ✓ developed their staff
- ✓ changed the way they worked

Past participants include:



How might we prevent and control non-communicable diseases (NCDs) in Ghana in order to relieve the Ghanaian health care system?

Solutions needed!

>> *We must pay increased attention to chronic, non-communicable diseases such as heart diseases, diabetes, and asthma, which have proved to be the common risk factors.* <<

Nana Akufo-Addo,
President of Ghana
(April 2020)

Our research identified five sub-challenges with high potential for business solutions. Participants can apply for up to 3 challenges and will work on 1 sub-challenge during the innovation sprint.

1

How might we enable pharmacies to provide the most affordable and effective drugs to patients in a world where effectiveness is hard to determine and where people doubt the quality of generics?

2

How might we provide NCD patients with approved, easily accessible testing and monitoring systems so they are empowered to conveniently manage their situation?

3

How might we engage busy urban and peri-urban dwellers to keep a healthy lifestyle that avoids NCDs, in the face of cultural comforts that prevent them from doing so?

4

How might we provide seamless access to continuous care at different facilities for NCD patients on the go in a world where access to health facilities and insurance for care is fragmented and not synchronized?

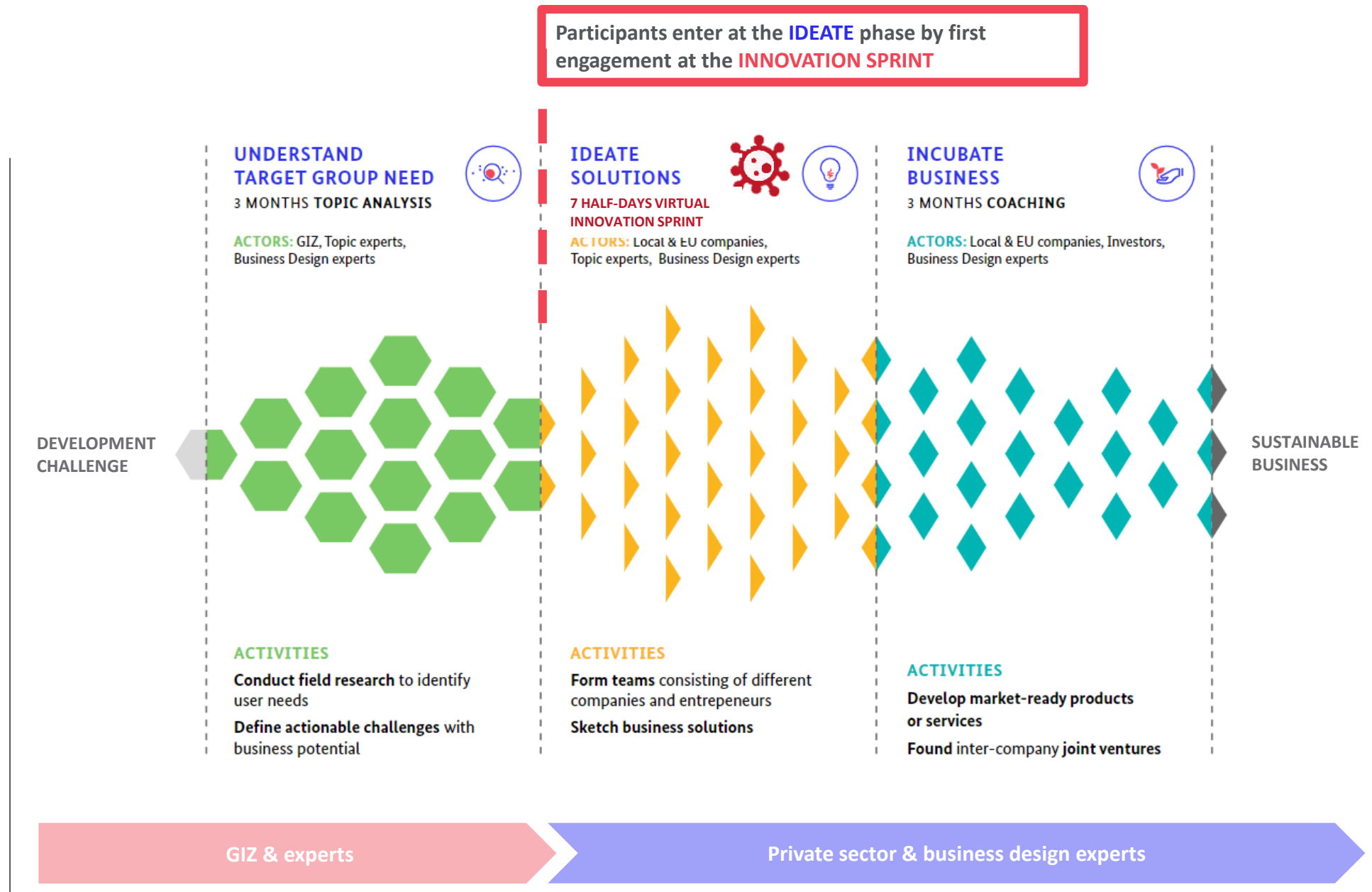
5

How might we connect pharmacists, clinics and labs in order to offer coordinated and continuous NCD treatment?

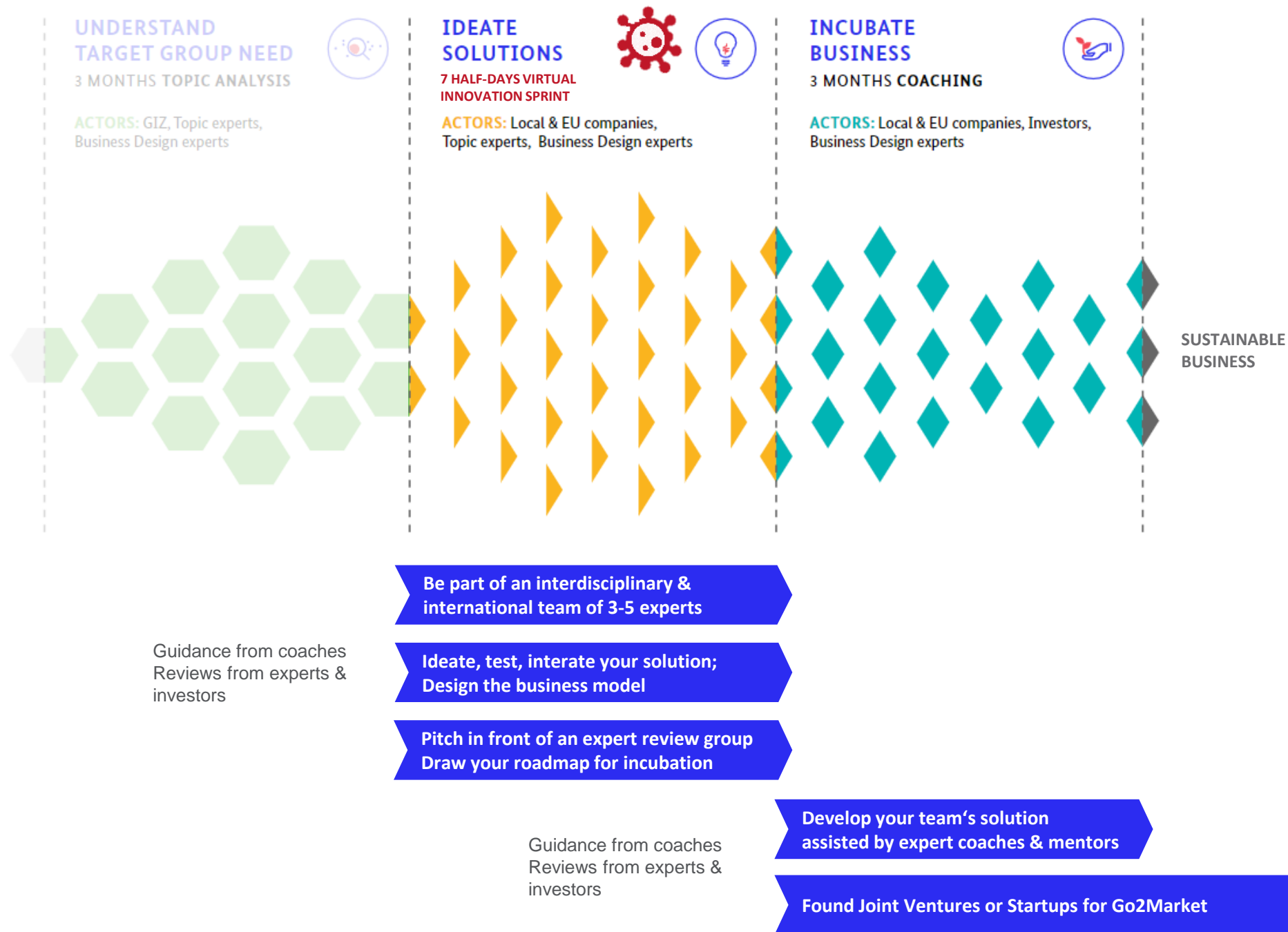
How it works

The lab of tomorrow implements a **proven innovation and incubation process (9 conducted, 4 currently running)**

Please see www.lab-of-tomorrow for details.



Your role in the process



We are looking for you, if you

Application deadline:
February 3rd, 2021

Innovation Sprint:
March 01st – 12th 2021

Apply now 

- **are strongly interested in addressing the NCD market** by developing and implementing a new business solution
- **have relevant products in your portfolio** that might be adapted to become part of new business solutions or **relevant resources** for business solutions
- have a background in
 - **business operations**
 - **product development & innovation**
 - **research & development**
 - **business development**
 - **or a related field**
- **bring relevant expertise regarding the health sector** in general or, ideally, the Ghanaian health sector
- **can dedicate one employee for all 7 half-days of the 2-week Innovation Sprint** to co-create a new solution together with other entrepreneurially-minded experts
- **are strongly interested in driving the development and implementation of the emerging solution** after the Innovation Sprint
- **can commit time and resources** to the development and implementation of your emerging solution

Improving healthcare through business – a lab of tomorrow success story



Maisha Meds

CHALLENGE

How might we increase access to medicines and diagnostics in Kenya?
This was the challenge of the 3rd *lab of tomorrow* process in 2016.

SOLUTION

Meds on Demand by Maisha Meds is a digital tool that helps clinics and pharmacies manage their sales and inventory, source quality medication and provide discounts and subsidies to patients. Thereby ensuring patients' access to affordable and high-quality medication.

IMPACT

- More than 1 million patients reached
- Will reimburse medication costs for > 20,000 people in 2020
- Expanding operations to Tanzania and Uganda

INVESTMENTS

Collected nearly \$ 6 million in investments
e.g. from Bill & Melinda Gates Foundation



Who is GIZ?

- We support the German Government in achieving its objectives in the field of **international cooperation for sustainable development**
- We promote **international education work** and **human capacity development**
- As a **public-benefit federal enterprise** we uphold German and European values
- For our clients and commissioning parties we are working with our partners on **more than 1,500 ongoing projects** in about **120 countries**

More than 200 clients and partners place their trust in GIZ – a selection

- Federal Ministry for Economic Cooperation and Development (BMZ); Federal Foreign Office (AA); Federal Ministry of the Environment, Nature Conservation and Nuclear Safety (BMU)
- Bill & Melinda Gates Foundation
- European Union, UN agencies such as the World Health Organization and the Global Fund
- Companies from the private sector such as C&A, Tchibo, BMW Group, Unilever PLC



Join us for the 11th *lab of tomorrow* process!

Apply now 

Application deadline:
February 3rd, 2021

For questions regarding the upcoming process, please don't hesitate to contact us:

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