

## Invitation

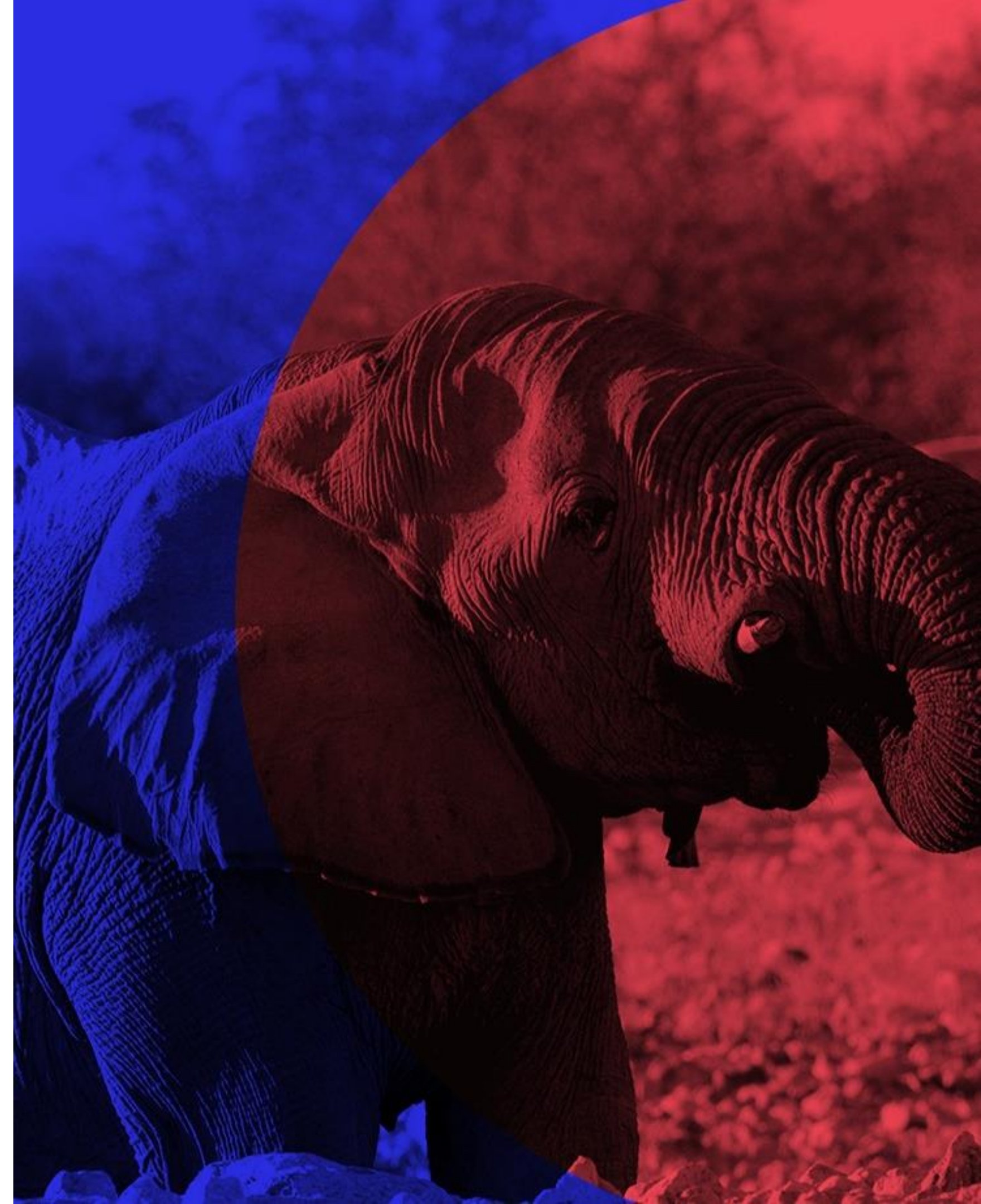
**We would like to invite you to  
develop and implement  
New Business Solutions  
to protect the Biodiversity in Namibia!**

Join the 16th lab of tomorrow process and co-create business solutions:

Application deadline:	December 15 <sup>th</sup> , 2021
Dates for Ideation Sprint:	March 28 <sup>th</sup> to 31 <sup>st</sup> , 2022
Venue:	Windhoek, Namibia (specific Venue tbc)

Application deadline: 15.12.2021

[Apply now](#)

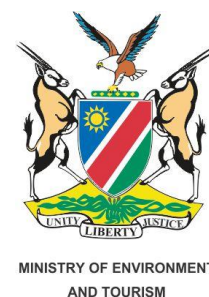
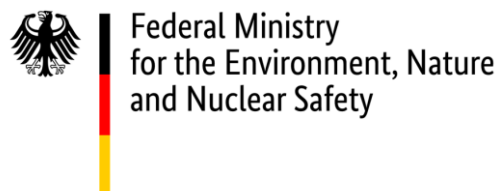


# Why did you receive this invitation? What is it about?

**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 (here) southern africa
- while strengthening their business, to **create impact**:  
Here: help protect the Namibian biodiversity
- 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 16***

**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.

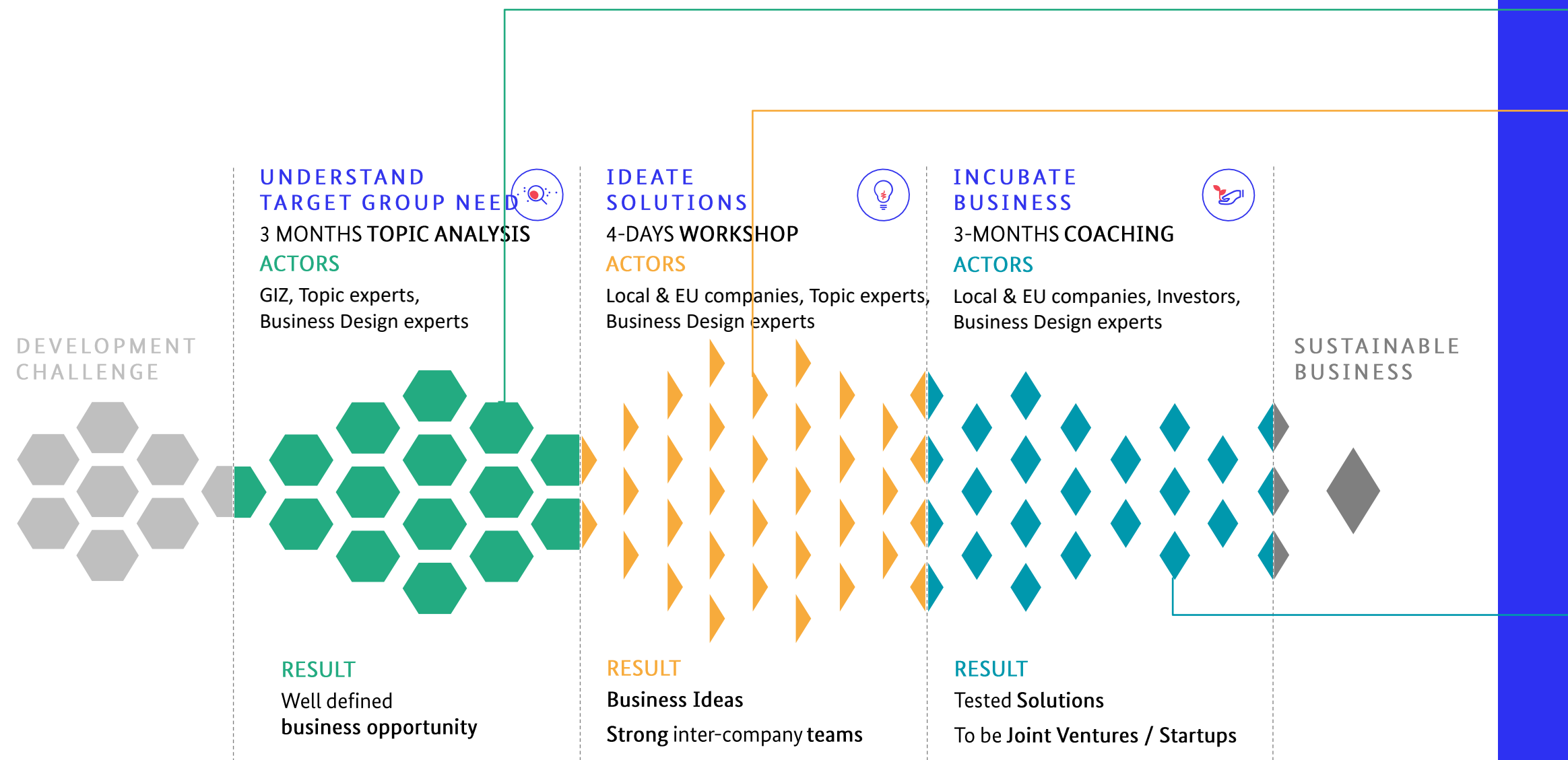
Each lab of tomorrow process offers its participants a well-defined business & impact opportunity, a strong product-development process, supported by expert coaches and a strong supporting network from academia, politics and the start-up ecosystem, e. g. investors. Throughout the process you will work 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 – here in lot 16 – for the local people and biodiversity of Namibia.

## Our track record



# The lab of tomorrow opportunity

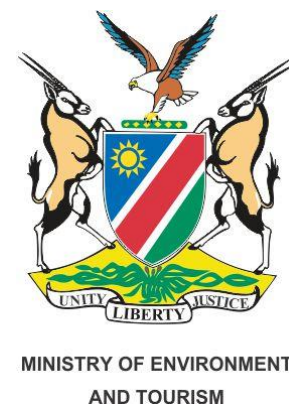
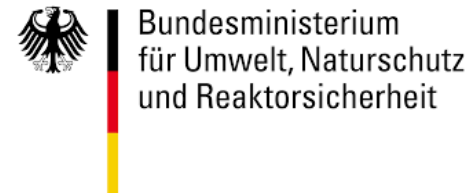
3 Phases from opportunity to market & impact



## Profit from

- Well defined market and need, to tap into
- Strong product development support 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 the EU and Namibia participating, that bring in everything that's needed to succeed
- Incubation support by coaches and lot-mentors
- Access to investors and the startup ecosystem

## Our supporting partners



Supported by **selected partners**, lot 16 is seeking to **promote business** and to help **protect Namibia's biodiversity**

## The challenge

How might we better protect the biodiversity in Namibia by creating digital, biodiversity-based businesses in conservation landscapes and by capitalizing on the local population's expertise and resources?

# About the challenge

Biodiversity is of crucial importance for Namibia. It is estimated that 70% of Namibians depend on biodiversity and natural resources for their livelihood.

However, biodiversity and conservation areas are increasingly under pressure through poaching, population growth, unsustainable farming practices, reduction of arable land due to climate change, and human-wild-life conflict. Furthermore, economic pressure has further risen during the COVID-19 crisis, due to significantly reduced tourism and, therefore, dramatically reduced income for Namibians.

To help improve income for communities who derive their living from biodiversity and natural resources, the lab of tomorrow challenge "Biodiversity Protection Pays Off Digitally" was initiated. This process aims to:

- (1) **Increase incomes for the local population** in rural areas through jobs that are dependent on biodiversity,
- (2) Strengthen the connection to **"Landscape Philanthropists"**, who support local people and nature conservation regularly
- (3) Facilitate the development of **virtual tourism products** and other digital solutions to connect (1) rural populations with (2) Landscape Philanthropists

”  
**Biodiversity  
Protection Pays Off  
Digitally**  
”

# Sub-challenges

Within the general challenge, several “sub-challenges” or specific needs have been identified, through our customer-based research. They are therefore defined on a level that can be addressed with specific marketable solutions. The product development will be supported with a profound set of information and analyses on the customer group and need. **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 enable the tourism sector and / or zoos to add new income streams by allowing people to experience the Namibian nature virtually via digital (live) content provided by local tourism actors and research institutions, as well as landscape guardians?

2. How might we incentivise and enable individuals to engage with the Namibian nature virtually provided via offerings from local tourism actors, research institutions, as well as landscape guardians?

3. How might we enable local artisans to interact virtually with customers in the creation process of biodiversity-based products?

4. How might we encourage gamers and nature lovers to engage in biodiversity-based digital and gamified experiences, that build on content provided by local communities?

5. How might we digitally and directly connect nature-lovers with local communities guarding wildlife (landscape guardians) to increase spending for nature protection?



# Your path to market & impact



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

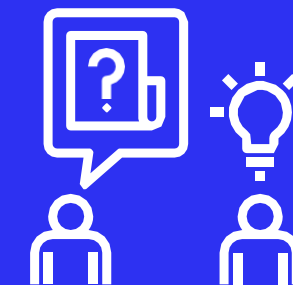
- Join our ideation sprint from March 28<sup>th</sup> to 31<sup>st</sup> in Windhoek, Namibia\*
  - Engage in 4 intense days of co-innovating guided by product development coaches, supported by experts
  - Cooperate with selected companies from the tourism, digitalization, biodiversity space
- \* remote participation is an alternative option. Remote participants will be included in specific slots, of max. 3 hours / day
- Viable business concepts will gain
    - further support like coaching, mentoring and other services
    - access to investors and the startup ecosystem

## Who can participate?

- **You are strongly interested in addressing the biodiversity** market by developing and implementing a new business solution with SDG impact.
- **You have an entrepreneurial spirit**, the drive to tackle biodiversity 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 Innovation 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 innovation sprint.
- “You are right for the lot”.



# Your Commitment

1 person, 4 days in Namibia

Alternative:  
virtual participation in selected sessions during the 4 days

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!  
Protection of Biodiversity

## 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.**





## Estimated expenses for your in-person participation

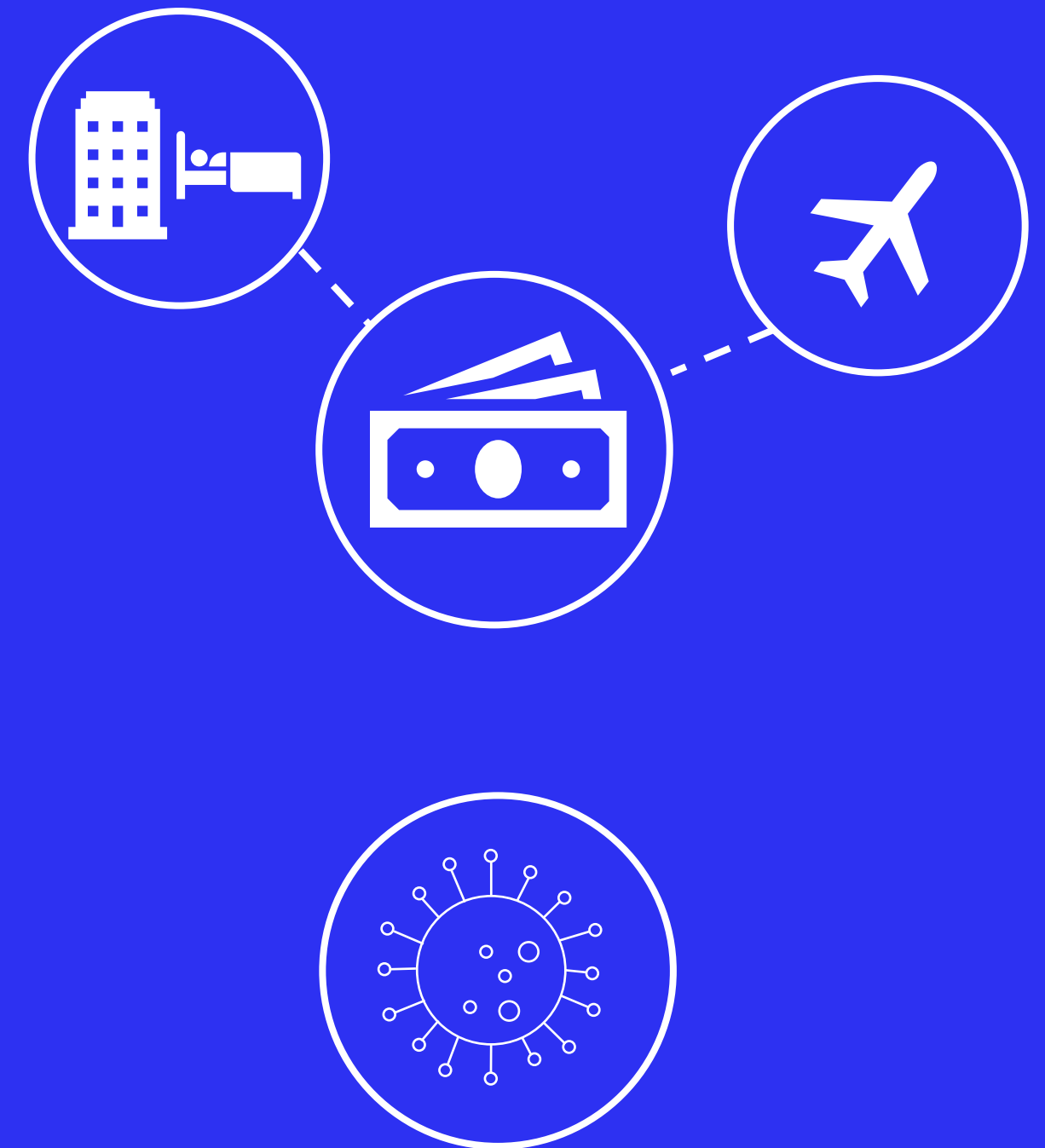
Average Prices in EUR

Participation Fee	- EUR
Airfare (FRA to WDH)	
Economy Class	1000 EUR
Business Class	2000 EUR
Hotel per Night	60 – 100 EUR
e.g. at <a href="#">Hilton</a> or <a href="#">Avani</a>	

### COVID-19

For Information about the infection situation in Namibia, please visit the [WHO Website](#).

As of October 2020: COVID-19 infection situation is at a low stable level and has recovered since the end of winter.





# Join us in the 16<sup>th</sup> lab of tomorrow!

For questions regarding the upcoming process, please don't hesitate to contact us on [dtc@startupnam.org](mailto:dtc@startupnam.org) or [lab-of-tomorrow@giz.de](mailto:lab-of-tomorrow@giz.de)

Date of Ideation Sprint:	<b>March 28<sup>th</sup> to 31<sup>st</sup>, 2022</b>
Duration of Ideation Sprint:	<b>4 full-day sessions</b>
Duration of Incubation:	<b>3 months</b>
Venue:	<b>to be confirmed (Windhoek, Namibia)</b>
Participants:	<b>up to 36</b>

**Application deadline: 15.12.2021**

**[Apply now](#)**

