

## Invitation

We would like to invite you to develop innovative products and services for increasing the independence of persons with disabilities in Jordan!

Join the 24th lab of tomorrow process and bring solutions to market:

Application deadline:	<b>16. April 2025</b>
Dates for Ideation Sprint:	<b>18.05 - 21.05.25</b>
Venue:	<b>Amman, Jordan</b>



**Application deadline: 16. April 2025**

[Apply now!](#)

# Why did You receive this Invitation? What is it about?

## You have been selected!

- **Our goal** is to **improve independence and quality of life for persons with disabilities** in Jordan
  - We identified **market potentials** within this challenge
  - In lot programs companies are invited, that have the expertise, mindset and product portfolio, to bring profitable and impactful solutions to the market.
- **Your benefits** in brief:
  - **Get access** to a **validated business opportunity**
  - **Develop your product portfolio**
  - Access to **matching local, regional and International business partners**
  - Access to **product and business model development** support
  - Access to **business incubation** and **market piloting** support
  - **Networking** with **business partners, public sector actors, investors** and other experts
  - **In Kind Service** for the **concept development**.

While strengthening your business, you **create real impact for persons with disabilities** in Jordan!

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

## Welcome to the lab of tomorrow 24

**Your opportunity to  
grow your business  
& create impact!**

Learn more about how the lab of tomorrow works  
on the following slides!



# About the lab of tomorrow

The lab of tomorrow (lot) is **your chance to grow your business in Jordan** while helping to address critical development challenges with the products and services you create.

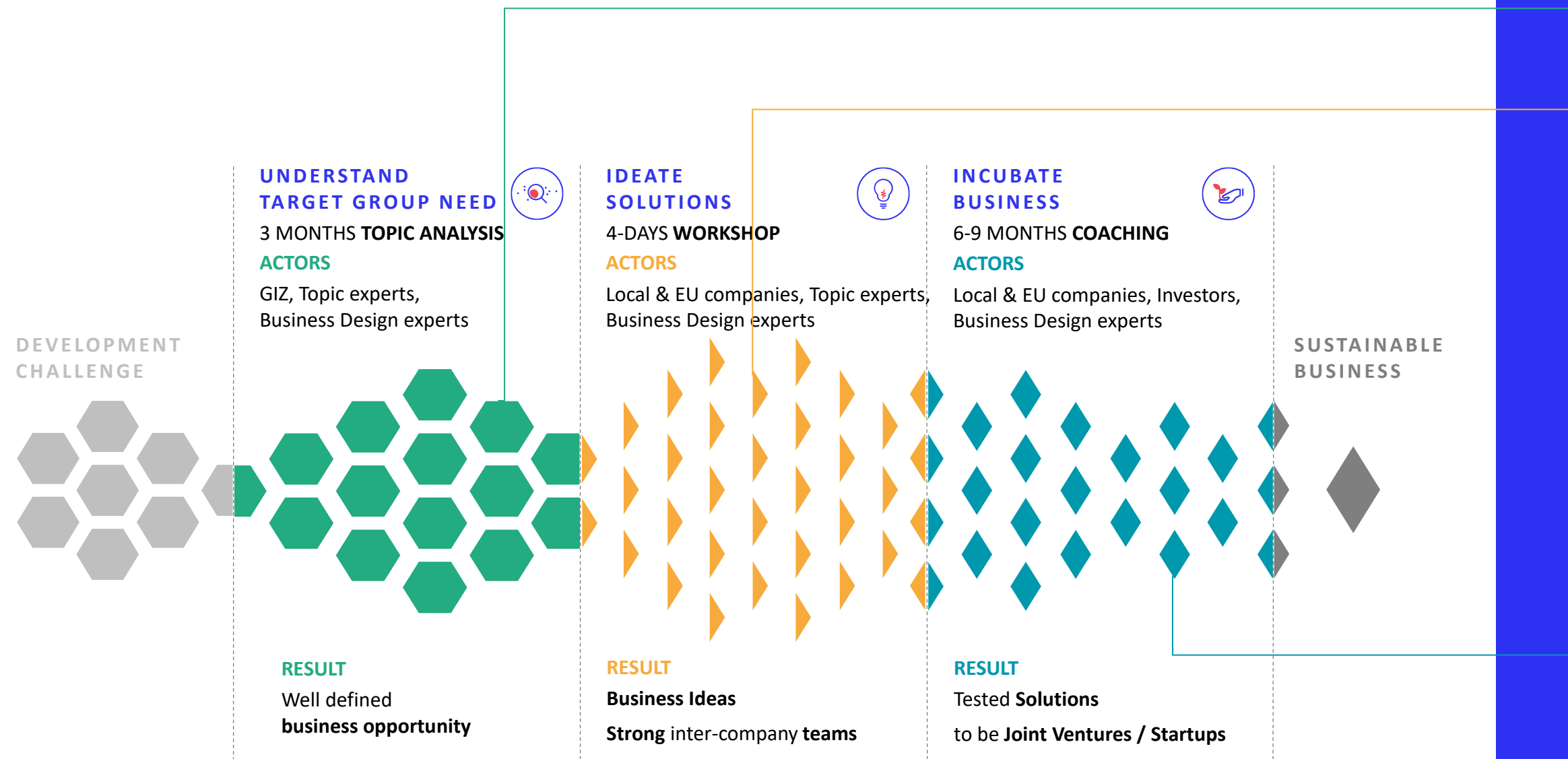
Each lab of tomorrow process offers its participants a well-defined business & impact opportunity, a strong product-development process, supported by expert coaches and a strong supporting network from academia, politics and the start-up ecosystem, including investors. Throughout the program you will 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 Jordan.

## Our track record



# The lab of tomorrow opportunity

3 phases from opportunity to market & impact



## Profit from

- Well defined market and needs 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 Jordan and the EU that bring in everything that's needed to succeed
- **Incubation support** by coaches and lot-mentors
- **Access to investors** and the startup ecosystem



# The Challenge



Each lab of tomorrow revolves around a **challenge** (and specific business opportunities) 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 promote the independence of persons with disabilities in Jordan through innovative products and services?**

Disability affects 16% of Jordanians aged 5 and above, according to 2023 data from the Department of Statistics. While Jordan has made significant progress in advancing the rights and inclusion of persons with disabilities, many barriers remain. Challenges include negative social attitudes, inaccessible information, buildings, and services, limited inclusive products, inadequate transportation, and a lack of assistive technologies. The private sector rarely offers products or services that support independent living for persons with disabilities. Such solutions could greatly enhance their quality of life and enable full participation in society.

# The 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.

**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.

## Accessible Transportation Solutions

How might we develop and implement accessible transportation solutions that ensure persons with disabilities can travel independently, safely, and affordably?

## Home-based Services

How might we design and implement home-based services that effectively support the diverse requirements of persons with disabilities, ensuring accessibility, affordability, and comprehensive care?

## Promote Inclusive Employment

How might we design and implement innovative assistive devices and services that effectively support Persons with Disabilities accessing employment opportunities, ensuring inclusivity and workplace independence?

## Customized assistive devices such as prosthetics, orthotics, and mobility aids

How might we design and manufacture customized prosthetics, orthotics, and mobility aids that enhance independence and mobility for persons with disabilities?

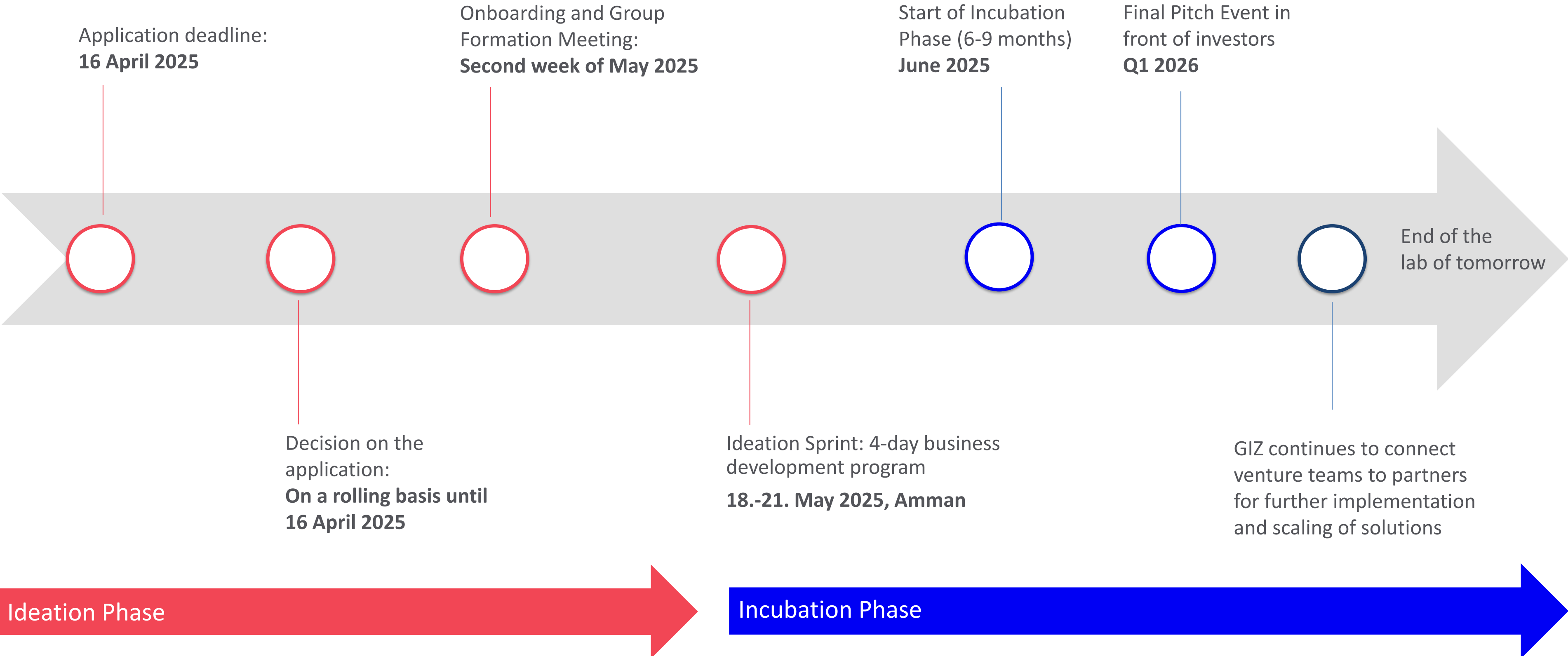
## Inclusive Education Services

How might we design and implement innovative assistive devices and services that empower Persons with Disabilities to participate in inclusive education programs actively and ensure accessibility and equal learning opportunities?

## Assistive Technology

How might we design and implement innovative assistive devices and services that effectively support persons with disabilities accessing employment opportunities, ensuring inclusivity and workplace independence?

# Your Journey as participant



# Your Commitment

Step 1:

Send suitable person for 4-day Ideation Sprint in Jordan

Step 2:

If you are happy with your team and solution after the sprint: long-term commitment & engagement to further develop, establish and scale the product in the market

# Your Benefit





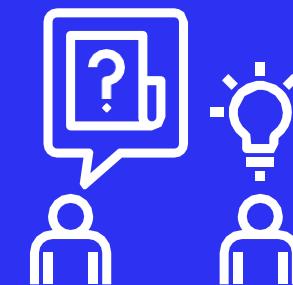
# Who can participate?

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

## If you are happy with your team and solution after the sprint:

- You should be able to **fully commit to developing the business model** after the ideation sprint.
- We will assist you in bringing the solution to the market!

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



## Who is 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.**



## Contact



lab-of-tomorrow@giz.de



www.lab-of-tomorrow.com



@laboftomorrow



@laboftomorrow



lab of tomorrow – Kickstarting businesses and  
development in emerging markets