lab of tomorrow

Explore new business and development
lab of tomorrow

Today, many companies have the courage to engage in overseas business operations. However, they often lack the necessary insights into local conditions, the right partners and a striking business idea.

The lab of tomorrow offers all of this: As a participant you spend three days working together with other local and overseas entrepreneurs and experts on a solution for a concrete development problem (challenge) – one that will not only benefit your company, but make a positive difference in the world.

The goal of this workshop is for you to end up with a new promising business case together with a relevant network to start your venture. If you are convinced of your ideas, we will continue supporting you when taking them to the field.
How it works

1. Development challenge as business opportunity aligned with a GIZ project

2. “Observe” GIZ on-site to identify and interview stakeholders

3. Three-day ideation & prototyping workshop in Germany interdisciplinary teams create business-driven solutions as prototypes

4. Feasibility study to validate assumptions and refine prototypes

5. On-site testing and iteration workshop

6. Project implementation
Key benefits

• **IDENTIFY** new business opportunities through in-depth analyses

• **EXPLORE** a new market and develop a promising business case

• **MEET** local and international experts, relevant decision makers and potential customers

• **COLLABORATE** with other entrepreneurs and find new business partners

• **RECEIVE** further support when testing your ideas in the partner country
FAQ

HOW LONG DOES THE LAB TAKE?
The lab of tomorrow consists of two 3-day workshop modules; the first in Germany and the second in the partner country. For a successful outcome, full participation on all 3 days of the modules is required. After the first workshop in Germany, participants choose whether they want to test and iterate their prototypes in the second module.

HOW MUCH DOES IT COST?
The participation fee is EUR 250 per company. Depending on the availability of spots, companies take part with up to 2 participants.

HOW TO PREPARE FOR THE LAB OF TOMORROW?
Prior to the workshop, participants will receive a briefing paper containing relevant background information on the topic.
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