

INVITATION:

# Tackling the challenge of increasing trust in e-commerce in South-Eastern Europe with new business solutions

Join the 12th *lab of tomorrow* process and co-create business solutions!

Application deadline: **May 10, 2021**

Dates for Innovation Sprint: **May 25 to June 03, 2021**

Venue: **Online**

[Apply now](#)



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**“Trust is the promise that you give to the consumers, and that promise needs to be fulfilled.”**

## About the *lab of tomorrow*

By a unique open innovation process the *lab of tomorrow (lot)* approach turns development challenges into business opportunities, as it motivates local and international stakeholders to co-create new, innovative business models with a positive impact on the sustainable development goals (SDGs) set by the United Nations. Guided by Design Thinking principles, the lab of tomorrow approach puts the potential users and their needs at the core of the innovation process, fosters multi-stakeholder co-creation, and encourages rapid prototyping.



### CO-CREATE

business solutions in multidisciplinary teams with other local and EU companies

### BUILD CUSTOMER-CENTRIC

solutions and businesses based on real user needs

### INNOVATE

and create new business ventures driven by market demand

## About the challenge

E-commerce has become an inevitable part of everyday life after the outbreak of COVID-19. Internet sales are breaking records on a global level, and the number of online shoppers is increasing on a daily basis.

The number of online shoppers in the region range between 3% and 32%, which is less than a half of EUs average of 68%. One main reason underlying the low engagement in online shopping is the **lack of consumers' trust in e-commerce.**

**In order to be trustworthy, the e-commerce store has to be reliable, competent, predictable, benevolent, transparent and integral in order to prevent abuse of the customer's trust.**

The 12th *lab of tomorrow* aims to solve the complex challenge of trust in e-commerce in South-Eastern Europe (SEE) with an innovative approach by finding **sustainable business solutions** that are accepted by consumers and practicable for companies. The solutions should be **scalable** to several other countries within the region.

***“Trust is the promise that you give to the consumers, and that promise needs to be fulfilled.”***

# Increasing trust in e-commerce in South-Eastern Europe

Our research identified 4 sub-challenges with high potential for business solutions. Participants can apply for up to 2 challenges and will work on 1 sub-challenge during the Innovation Sprint.

1. How might we **increase credibility and quality** of the e-commerce sellers?

2. How might we **increase transparency** in e-commerce sellers in order to make them more trustworthy?

3. How might we improve efficiency and reliability of the last mile **delivery service**?

4. How might we increase consumers' trust in **online payments**?

We would like to invite you to develop and implement **NEW BUSINESS SOLUTIONS** for tackling the identified sub-challenges for increasing trust in e-commerce in the South-Eastern Europe.

*Date of Innovation Sprint: May 25 to June 03, 2021*

*Duration of Innovation Sprint: 6 half-day sessions*

*Duration of Incubation: 3 months in bi-weekly sessions*

*Venue: **Online***

*Participants: **up to 30 in 5 teams***

*Participants apply for up to 2 challenges*

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# How will you benefit?

## COOPERATE WITH NEW PARTNERS

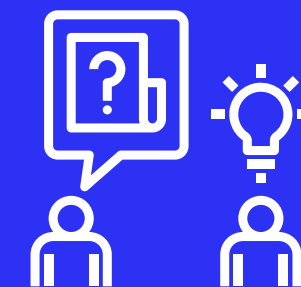
- ✓ Work together with other entrepreneurially minded actors all committed to create sustainable business solutions in small interdisciplinary venture teams of 4-6
- ✓ Extend your network among local & EU corporates, SMEs, and startups, civil society

## DISCOVER & LEARN

- ✓ Regional market opportunities
- ✓ Hands-on Design Thinking
- ✓ Product development
- ✓ Business Model Innovation

## STRONG DEVELOPMENT SUPPORT

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



# How it works

## 1 APRIL

### Apply

We are looking for strongly interested entrepreneurs, company representatives and individuals who want to tackle one of the sub-challenges. The spots are limited and only 30 participants will be selected. [Apply here](#)

## 2 MAY

### Team formation

This is a co-creation process so be prepared to team up with some of the most forward-looking innovators from the region. From the selected participants, interdisciplinary teams will be formed. Be prepared to build a business within your team.

## 3 JUNE

### Innovation Sprint

Be prepared to enter in the **6-day Innovation Sprint from 25th of May to 3rd of June**. During the innovation sprint together with your team you will develop the business idea and create your business venture structure and your team's way forward.

## 4 JUNE - SEPT

### Incubation

Teams with the most viable business solutions will be selected to go to the Incubation phase from June to September. The selected teams will be guided by coaches and mentors towards building and validating their business solutions until they are market ready.

## 5 OCTOBER

### Market Pilot

At the end of the Incubation phase you will pitch your business solution in front of selected jury members, investors and potential consumers. Get ready for market pilot.

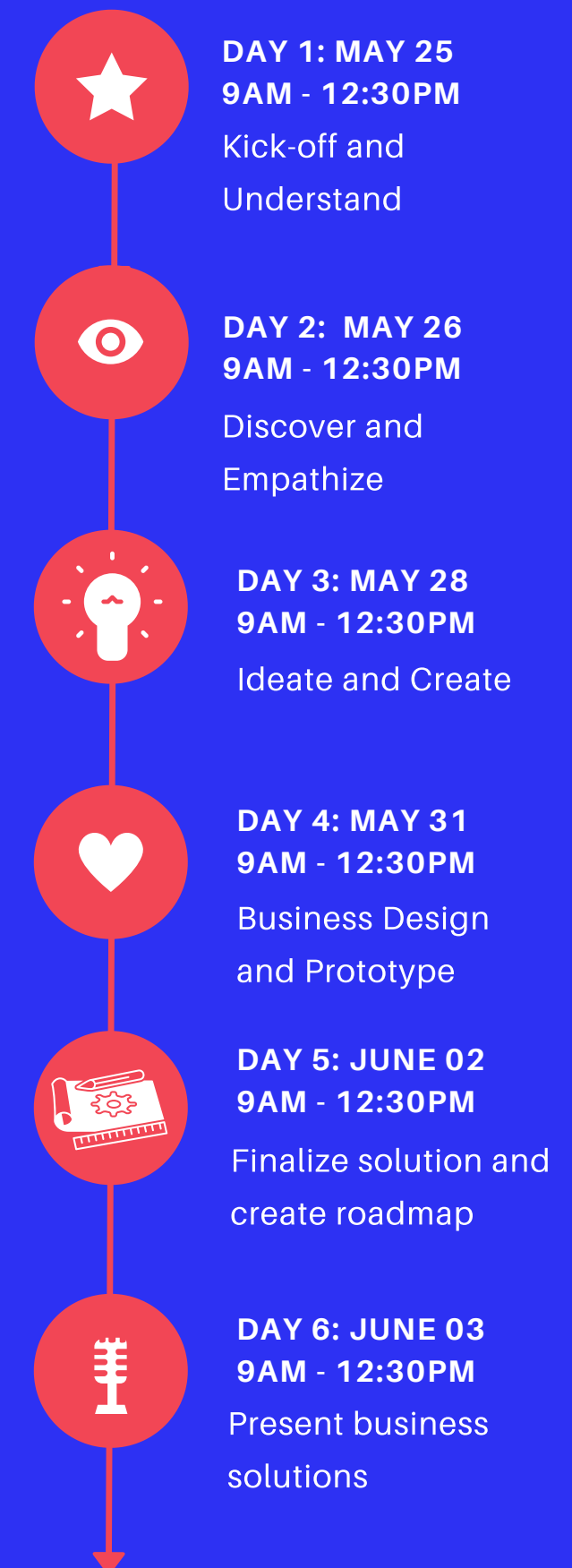


## Who can participate?

- You are **strongly interested in addressing the e-commerce** market by developing and implementing a new business solution with SDG impact
- You are an **entrepreneurial spirit** and have the drive to tackle e-commerce challenges 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:** e-commerce, IT, software development, business development, innovation, digital marketing, UX design, fintech, or other related fields.
- **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 6 half-days of the 2-week Innovation Sprint to co- create a new solution together with other entrepreneurially-minded experts from the region

Apply now

### Timeline for Innovation Sprint



## Sucess Stories of past lab of tomorrow processes



### **Meds on Demand: Digital tool for medication procurement**

Meds on Demand by Maisha Meds is a digital tool that helps healthcare providers manage sales and inventory, source quality medication and provide discounts and subsidies to help patients access high-impact health products.



### **Tax on Phone: Tax declaration and payment via SMS**

TaxOnPhone is a mobile and electronic tax system that simplifies tax declaration and payment for SMEs. The system links the online tax platform of the Zambian Revenue Authority to the existing mobile networks in the country.



### **Wheeling Fruits: Drying fruit instead of tossing it**

Wheeling Fruits dries and grounds surplus food with a mobile fruit processing unit in order to make it durable and transportable and thus save costs. This mobile unit can be fitted onto a trailer and move between farming areas.



### **CDMS: Lowering end user costs of NCD medication**

CDMS decreases the procurement costs of NCD drugs for small and medium-sized hospitals by aggregating their demand. They then obtain quantity discounts from pharmaceutical companies and bypass distributors and wholesalers.

# lab of tomorrow is a proven process for business innovation

Nearly all of our participants report strong satisfaction. They:

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

**11** businesses active on market

**11** lab of tomorrow projects completed

Past participants include:



## Who is GIZ?

- *We support the German Government in achieving its objectives in the field of international cooperation for sustainable development and international education work.*
- *Together with our commissioning parties and partners, we generate and implement ideas for political, social and economic change. We have over 50 years of experience and we are working in around 120 countries on more than 1,500 ongoing projects.*
- *Since we are a public-benefit federal enterprise, German and European values are central to our work. Our main commissioning party is the German Federal Ministry for Economic Cooperation and Development (BMZ).*

*The 12th lab of tomorrow process is implemented by **The Gesellschaft für Internationale Zusammenarbeit (GIZ)** leading provider of international cooperation services, in collaboration with **Solveo** (strategic design and innovation consultancy) based in Skopje, N. Macedonia and in partnership with the **Open Regional Fund for South-East Europe-Foreign Trade (ORF FT)** on behalf of the **Federal Ministry of Economic Cooperation and Development (BMZ)**, Germany. Find out more about the [lab of tomorrow 12 here](#)*

### 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 in the 12th *lab of tomorrow*

For questions regarding the upcoming process, please don't hesitate to contact us on [lot12-ecommerce@lab-of-tomorrow.com](mailto:lot12-ecommerce@lab-of-tomorrow.com)

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