



# Experiences from GIZ's *lab of tomorrow*

An example for values-based business model innovation

Dr. Sven-Uwe Mueller, Programme Leader, Cooperation with the private sector

# Who is GIZ?

- A German public-benefit federal enterprise
- Working in international cooperation
- Focusing on capacity development for sustainable development (on the individual, institutional, regulatory, societal level)
- In more than 1,500 ongoing projects in about 120 countries.

## More than 200 clients:

- 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

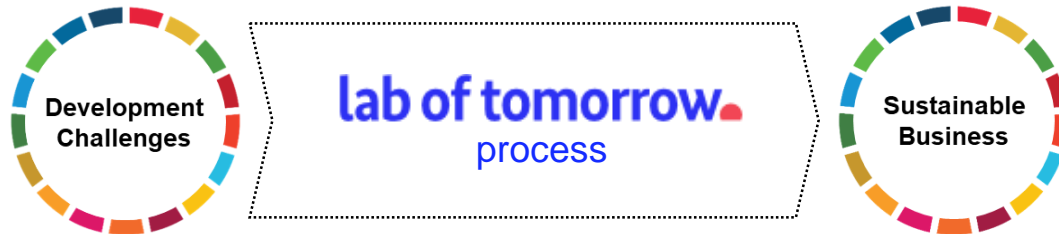
# The *lab of tomorrow*

## – an example for values-based business model innovation

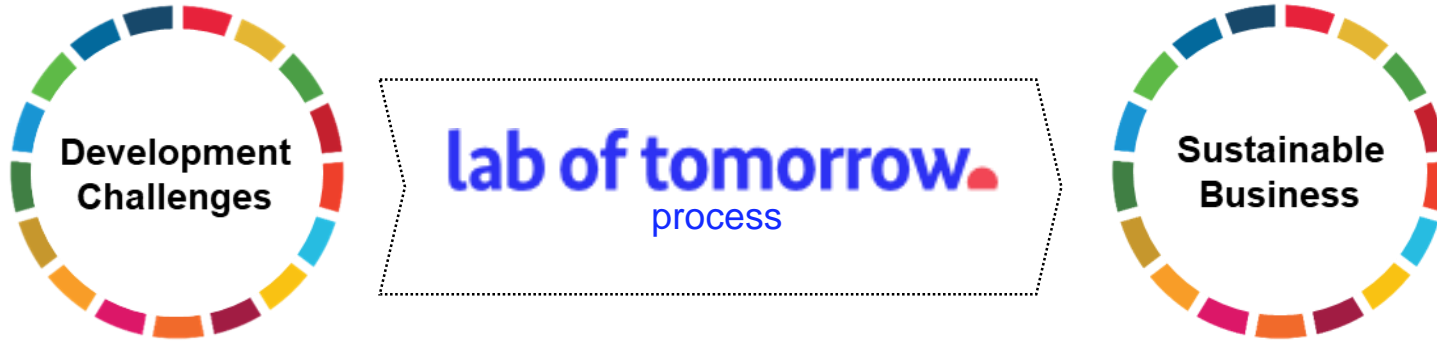
The *lab of tomorrow*...

- Is focused on the United Nations' Sustainable Development Goals (SDGs)
- Works in developing and emerging countries
- Uses a user-centric, multi-stakeholder, open innovation process
- Enables the development of business models tailored to address local challenges

**Outcome:** Start-ups and joint ventures with sustainable products and services which contribute to the achievement of the SDGs.

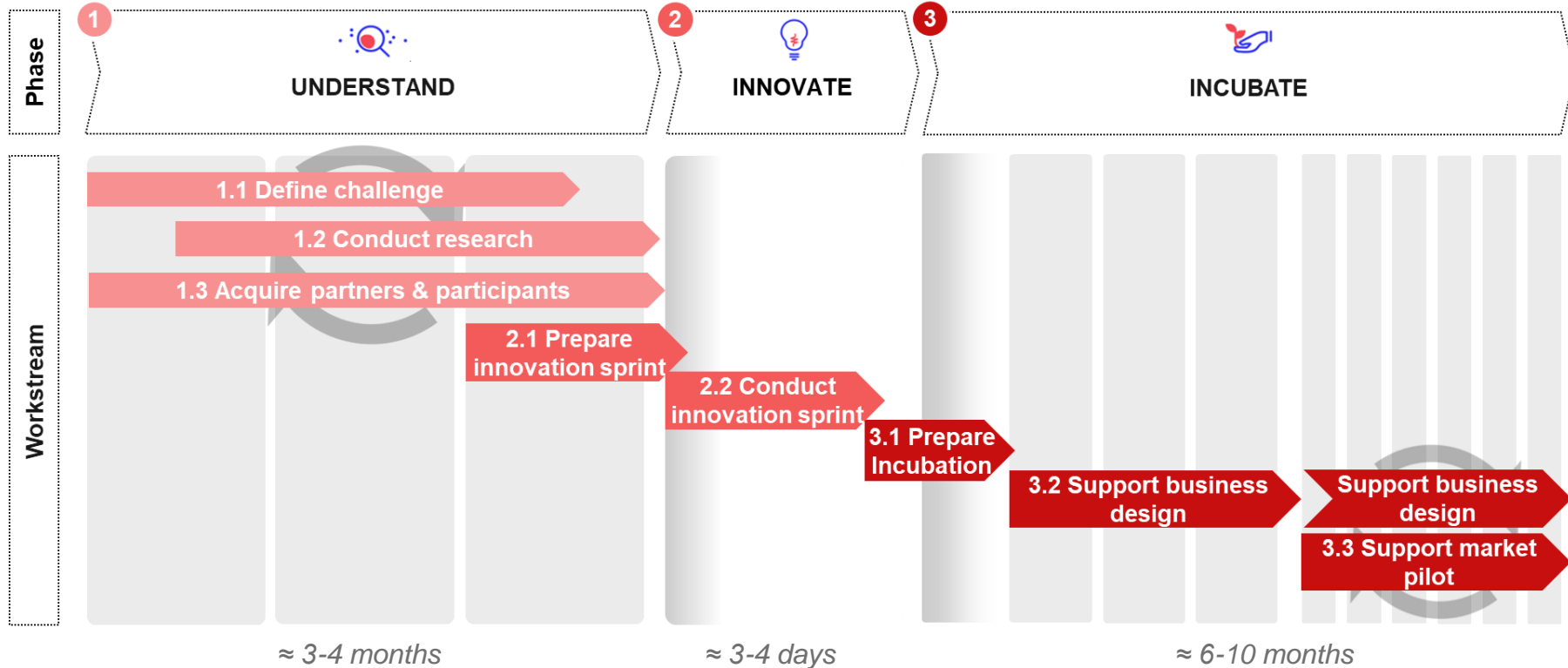


# The *lab of tomorrow*

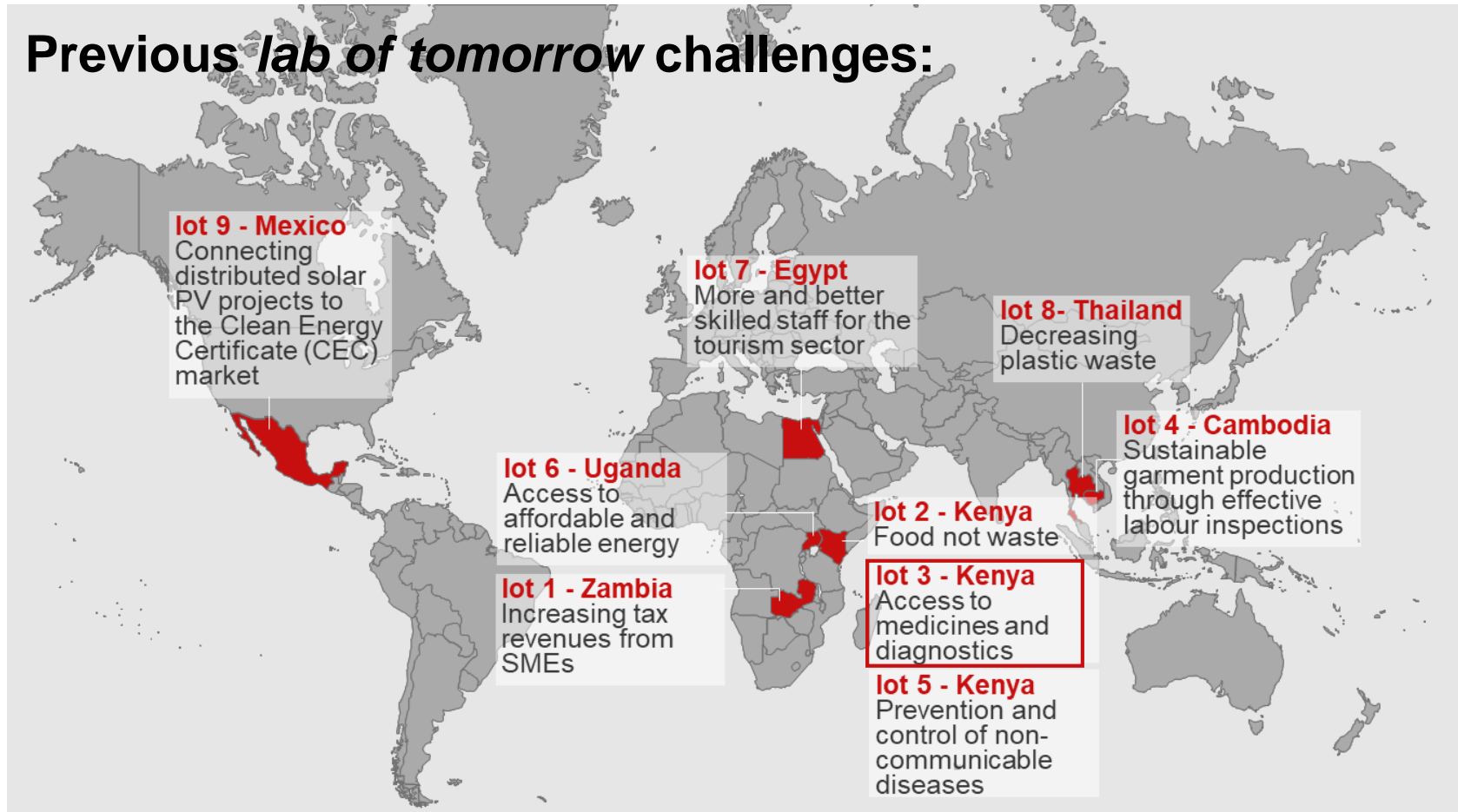


**Harnessing the power of innovation  
of the private sector  
for achieving the SDGs**

# How does the *lab of tomorrow* work?



# Previous *lab of tomorrow* challenges:



# The *lab of tomorrow* at work – a concrete example from Kenya



UNDERSTAND



INNOVATE



INCUBATE

## CHALLENGE

### Access to medicines and diagnostics

Small clinics, pharmacies and drug shops provide over 60% of primary health care.

They struggle with opaque and fragmented supply chains and analogue infrastructure.



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# The *lab of tomorrow* at work – a concrete example from Kenya



## SOLUTION

Meds on Demand by Maisha Meds is a digital tool that helps manage sales and inventory, source quality medication and provide discounts and subsidies to patients.

Thereby it ensures access to affordable and high-quality medications and improves the supply-chain for private clinics and pharmacies.



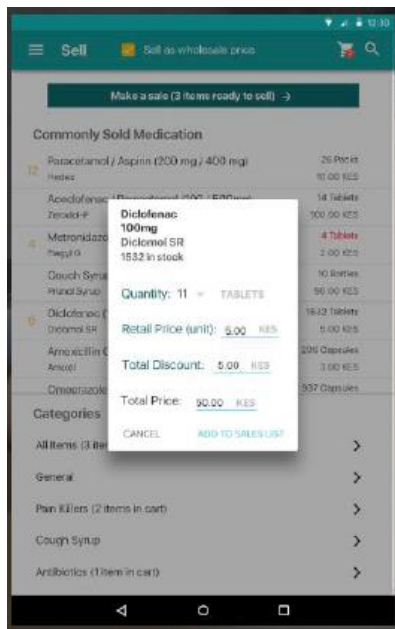
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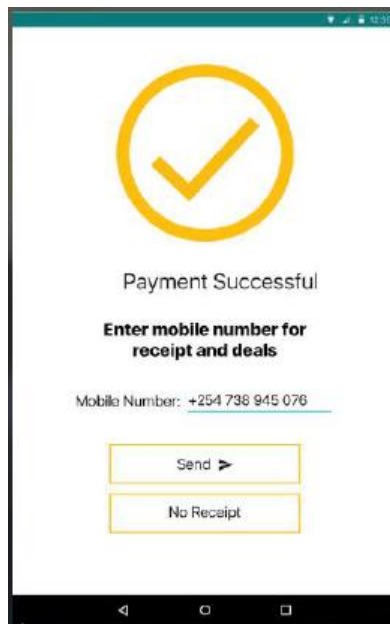
# The *lab of tomorrow* at work – a concrete example from Kenya

## SOLUTION

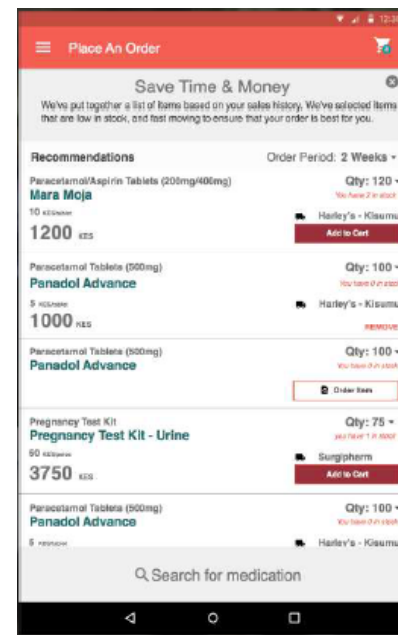
1 Pharma network linked by POS



2 Point-of-care reimbursement



3 Digital restocking of meds



© Maisha Meds

# The *lab of tomorrow* at work – a concrete example from Kenya



UNDERSTAND



INNOVATE



INCUBATE

## INVESTMENT

- \$1.5 million from USAID
- \$1.5 million from the Bill & Melinda Gates Foundation

## IMPACT

- more than 1 million patients reached
- reimbursed medication costs for > 20,000 people in 2020
- expanding operations to Tanzania and Uganda



© Maisha Meds

# What has the *lab of tomorrow* achieved so far?

**9** completed *lab of tomorrow* processes

**247** participating organisations & companies

**58** innovative business ideas generated

**29** business models developed

**11** ventures in operation

**5** million € third party investments in our ventures



# Crucial success factors:



committed participants with  
entrepreneurial mindset



capable partners



network of  
accelerators and  
investors



in-depth understanding  
of the challenge



user-centricity



local support

# Become our partner for further cooperation:

## We offer

- a tested process that is scalable and impactful
- a network of partners and investors from Germany and developing and emerging countries
- experience and insights from previous processes and international cooperation

## We are looking for

- institutions and experts in the fields of business development, innovation management...
- entrepreneurs with interest in sustainability, co-creation...
- Facilitators, accelerators and investors to support ventures

## You can

- become a part of our network
- support the *lab of tomorrow* with research
- participate in a process
- provide expertise

# Contact



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and development in emerging markets



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