



Corporate Innovation Challenge

Unleashing the innovative power of startups





What is a corporate innovation challenge?

It is a simple format to start your innovation process with startups within a short time period. You will address some of the challenges in your processes or some that you see down the pipeline or in the future.

It is the first of two corporate-startup co-innovation formats for the **enable West Africa Innovation Hub** after the launch on March 05, 2019. See more [here](#).

The problem:

Large corporates often have pretty strong antibodies to innovation e.g. highly complex organizational processes, lack of structure for innovation, responsibility to shareholders etc. This hinders their ability to work on agile and fast innovation processes.

Disrupt or be disrupted

The Solution: The corporate innovation challenge

This is an especially **useful & inexpensive** tool when exploring new sectors or geographical markets. Participating **corporates get exposed to new business ideas** within a short time period in a moderated framework. They **benefit from a curated and nourished ecosystem**.

More importantly, the challenge is a **great starting point** for corporates to learn how to work with startups.



Set up your own challenge



1.

Apply to participate

Submit your interest in participating in a facilitated co-innovation format over a weekend. A total of 3 corporates are expected to participate in the first phase.



2.

Define challenge internally

Identify business areas that could benefit from collaboration with startups. Formulate the challenge. Select the corporate representatives will work with the startups.



3.

Corporate Innovation weekend

We run the call for applications, vet and select startups from the region for you. Work collaboratively to innovate over 2.5 days

The Benefits of a challenge



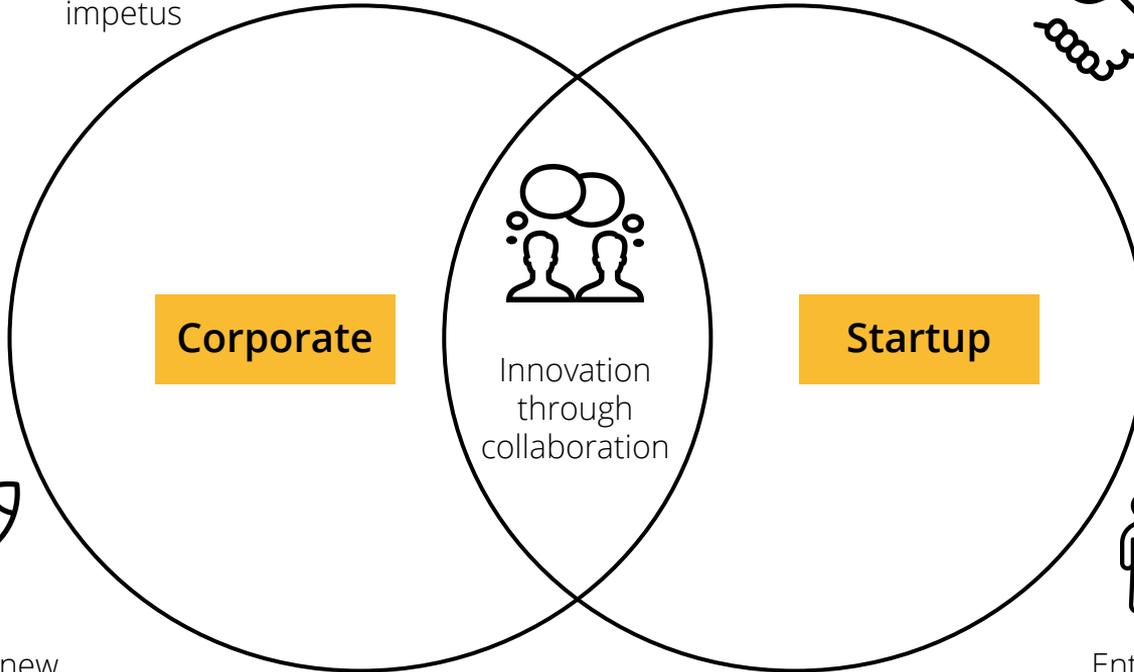
Gain innovation
impetus



Work with an
experienced
corporate from
the industry



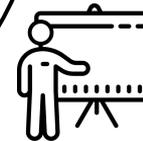
Experience
agile & fast
working culture
of startups



Get selected
for acceleration



Explore new
markets &
business lines



Entrepreneurial
support &
mentoring



Agriculture Technologies

Farm Management, Software, Sensing & IoT, Robotics, Mechanisation and Equipment, Novel Farming Systems, Agribusiness Marketplaces



Food Technologies

Next-Gen Food and Next-Gen Drinks, Farm-to-Table and Supply Chain, Food, Preservation systems



Water Technologies

Waste Water & Grey Water, Fresh Water, Water Infrastructure



1.

Your time

Be present during the entire innovation weekend (at least 2 employees).



2.

Your expertise

Bring your years of experience and expertise to innovate collaboratively with startups. Build & constructively critique new business ideas.



3.

Your financial investment

Make a strategic investment in your future. Power your innovation processes.

The framework

The framework allows the corporate to phrase the challenge in a simplified, yet explained manner. Seed stage startups submit their ideas based on the description. The challenges can be quite broad and therefore the ideas do not encompass the entire challenge. They may only solve a specific part of the challenge. The challenge should consists of:

- Leading question
- Background description of the problem
- One paragraph of current situation
- Guiding questions

An example is given in the next pages

Example

- **Leading question:** How can we **reduce the amount of wasted food from farm to table** in Ghana?
- **Background description:** It is estimated that to feed the world's population in 2050, 70% more food would have to be produced. In low-income countries such as Ghana, these losses predominantly occur at the agricultural production, post-harvest and processing stages. Each year, Ghana is estimated to lose about 20 to 30% of cereals and legumes and about 20 to 50% of roots, tubers, fruits and vegetables, **in storage, during transport,** or at the market. Even after that, **45% of the food goes uneaten** and the most vulnerable in society go hungry. Founder of Chefs for Change Ghana Foundation (CFCG), Chef Amoo Adoo is convinced that **there is need for integrated approaches from public-private partnerships and across sectors in order to establish concrete commitments to reduce food loss and waste throughout the food supply chain.**

Example

- **Guiding questions:**
 - ❑ What kind of **technologies** can be implemented in the current system **to reduce post harvest losses?**
 - ❑ What solutions could ensure that **homes, restaurants, hospitals** are wasting as little food as possible?
 - ❑ How can the implemented solutions be **measured?**

enable is powered by SmartHectar Innovation & enpact e.V



Our mission is to foster a vibrant entrepreneurial spirit in West Africa. We provide our expertise to support startups in the region and bring innovative ideas to life to ensure ecosystem development. The goal is to create jobs and a sustainable business perspective, for the huge potential that exists amongst young people.

Our Competencies

Mentorship

Innovation

Networks

Startup database

Exchange



We have extensive experience working closely with startups that are changing the course of lives and businesses.

We have **fostered collaboration processes** between startups and corporates successfully.

We have **access to over 14,000 startups globally** through our database and the network we have created on the ground.





Our Offer

We help you formulate your corporate innovation challenge

We support the collaboration processes

We identify the right startups for your innovation processes

We bring innovative ideas to life

Contact us:

Matthias Schmidt-Rex
CEO & Co-Founder
SmartHectar Innovation GmbH

schmidt-rex@smarthectar.com