

Uncovering New Business Opportunities



Framing the Challenge

Shortlist

Ten “Challenges” (sectors, market/customer segments) shortlisted by GIFT and clients ahead of time and shared in a pre-workshop questionnaire

Questionnaire

Participants share their views on current opportunities and challenges and vote for their top five challenges to guide ideation during the workshop

Example Sector Challenges

Agribusiness

Fintech

Life Sciences and Health

Transport and Logistics

Energy

Manufacturing



Day 1: Idea Generation

Brainstorming

In teams, participants brainstorm one “Traditional” business idea, one “Adjacent” and one “Radical” linked to the challenges

Pitching

These early stage ideas are pitched to the group for discussion and critique

The cohort votes for the best idea from each team for further development

Traditional

Building on current strengths and areas of focus

Adjacent

Leveraging resources from one business to build advantages in another

Radical

Disruptive, boundary-breaking thinking unhindered by the status quo and BAU



Day 2: Tangible Outputs

Output Production

With guidance from facilitators, teams build out their ideas into robust business proposals and present them to the wider group

Business Proposal

Problem Statement
Opportunity Size
Competition
Key Partners
Policy Support
Business Model
Next Steps

Going forward

As part of next steps teams will also present a timeline with ownership of immediate actions

Following the workshop taskforces may be given one month to conduct further due diligence in before submission of formal proposals to senior management for review and final approval.