

# immersion

The UK Government's Department for International Trade (DIT) in partnership with Innovation corner is launching Lagos Immersion. A new challenge which aims to illuminate the strengths of the African technology scene and encourage greater investment; especially those which address some of the macroeconomic and development challenges of the continent.

## Challenge Focus

- How will you harness tech to support Nigerian companies to do more business internationally?
- How would you use tech to increase gender equality?
- How will you use tech to fill the skill/knowledge gap existing in the economy; putting into consideration the digitally excluded percentage of the population?
- How will you harness tech to reduce the unemployment rate in Nigeria?
- How would you leverage technology to reduce greenhouse gas emissions?

## Unique opportunity

The opportunity is now within your grasp as the UK's Department of International Trade launches its search for Nigerian Innovators and Startups to join the country's Lagos Immersion Programme

This is a fantastic opportunity for innovators and start-ups using technology to solve local issues, to participate in an exciting and intensive programme

## What's involved?

Successful applicants will receive an invitation to the Lagos Immersion hackathon on July 10, 2019, and winners will receive the following as prizes.

- The programme will help companies to improve their network, build links with the UK's thriving tech sector and work with UK expertise to take their business to the next level.
- Winners will be paired with mentors with investment background and access to a wider network for 4 months.
- Winners will be invited to the Beyond Nigeria networking session with the Deputy High commissioner of the UK High Commission in August 2019 and subsequent sessions.
- The opportunity to pitch your ideas to potential investors and partners in Nigeria and the UK
- Winners will receive support from the Department for International Trade and Innovation Corner
- Access to local and foreign Immersion corporate partners
- Much more

### **Application dates & deadlines**

To apply, please **submit** your application by July 5 2019.

Application deadline: 05 July 2019 (6 pm)

Invitation to the hackathon: 08 July 2019

Hackathon: 10 July 2019

## **Challenges Packet**

### **How will you harness tech to support Nigerian companies to do more business internationally?**

Steady progress has been made in the tech industry with the telecommunications industry leading on this especially as the internet age began the early 2000s. How would you achieve inclusive and sustainable economic development, promote competitive talent on an international scale to generate employment and income, facilitate international trade and enable the efficient use of resources?

### **How would you use tech to increase gender equality?**

The 2018 World Economic Forum Global Gender Gap reported a wide gender gap in education, health, economic opportunity, and political empowerment — the report also claims it could take up to 108 years to bridge this gap. Empowering women requires addressing key structural issues such as bias social norms and attitudes as well as establishing progressive legal frameworks/policies that promote equality between women and men. With this understanding, how would you leverage technology to bridge this gap?

### **How will you use tech to fill the skill/knowledge gap existing in the economy; putting in consideration the digitally excluded percentage of the population.**

Access to skilled workers is already a key factor that sets successful personals apart. In an increasingly data-driven future - the European Commission believes there could be as many as 756,000 unfilled jobs in the European ICT sector by 2020 - this difference will become even more acute. Bringing this home, how will you harness new and emerging technologies to reach higher levels of efficiency of production and consumption, expand into new markets, and compete on new products for a global consumer base composed increasingly of digital natives.

### **How will you harness tech to reduce the unemployment rate in Nigeria?**

Nigeria's official unemployment figures jumped by 30 percent this year to 16 million with another two million expected by the end of the year. However, less than forty percent of Nigeria's nearly 200 million people are fully employed. However, more progress is needed to increase employment opportunities, especially for young people, reduce informal employment and labour market inequality (particularly in terms of the gender pay gap), promote safe and secure working

environments. This calls for a creative approach, how would you go about this in the context of being in Nigeria.

### **How would you leverage on technology tools to reduce Greenhouse gas emissions?**

The year 2017 was one of the three warmest on record and was 1.1 degrees Celsius above the pre-industrial period. An analysis by the World Meteorological Organization shows that the five-year average global temperature from 2013 to 2017 was also the highest on record. The world continues to experience rising sea levels, extreme weather conditions and increasing concentrations of greenhouse gases. This calls for a creative approach, how would you go about this in the context of being in Nigeria.

What we are looking for:

- A clear hypothesis underlying the proposed approach to improve the user experience of beneficiaries;
- Details on the design and approach in application, including proposed pilot location.
- A plan for evaluating the effectiveness of the approach and/or improving the user experience of beneficiaries;
- Outline of the design of the proposed approach/intervention; and,
- Innovations that involve building on, disrupting, or adapting existing systems.
- Successful groups will describe how their approach would work within existing systems

### **Guidelines**

- Innovative ideas with a clearly-articulated approach;
- Approaches directly relevant to settings;
- Approaches that do not rely on traditional information, education, communication approaches; we're keen on you being creative/innovative with your ideas
- Approaches that do not rely on traditional social mobilization approaches;
- Please note that approaches that present significant data safety risks or have an illegal steer will not be considered