



COLOMBIAN PEACE INNOVATION LAB NETWORK

COLOMBIA'S OPPORTUNITY

The Colombian peace accord will be the first comprehensive peace agreement implemented in the ICT age, in a place with deep broadband penetration and widespread use of mobile technology. This creates many new opportunities in terms of communication, coordination, and data availability. Thanks to the peace innovation methodology developed at Stanford University by the Peace Innovation Lab, it also creates clear opportunities to generate sustainable new wealth across Colombian society, for companies, private citizens, ex-combatants, and victims alike, while strengthening social bonds by measurably increasing positive, mutually beneficial interactions across former conflict boundaries.

THE PEACE INNOVATION PROCESS

The peace innovation process starts by bringing together stakeholders from all sides of a conflict with a first-hand, highly detailed understanding of the challenges and opportunities facing their communities. With support from experts from Stanford, these stakeholders articulate, rapidly prototype, and propose solutions to design challenges facing their community. As participants are developing innovative solutions to their own problems, engineers and investors are looking for concrete business opportunities to build and invest in. When a great idea meets a great business case, investors can purchase the intellectual property from the participants, who collectively own whatever the group creates. This results in:

- Socially and economically beneficial **partnerships** and joint ventures
- Valuable and marketable new PeaceTech **products and services**
- Wealth-creation opportunities for the participants, who receive **ongoing revenue streams** for each PeaceTech innovation created and sold by their cohort
- High resolution, real-time **data** about the key stakeholder groups, which can be used by researchers, policymakers, and communities.

For example, customers of a bank in Bogotá may be in need of new investment opportunities, and Colombians in peri-urban and rural central Colombia need access to credit. By investing in the peace innovation process between these two groups, the bank's customers get new investment opportunities, the peri-urban and rural Colombians get access to credit, and the bank in Bogotá gets new customers. And because the products and services were designed by, with, and for the end user, they are much more likely to accurately address local needs and succeed, both in terms of delivering solutions to users and generating sustainable new wealth for the creators and investors.

VISION FOR COLOMBIAN LABS

Our vision is a network of 40 Peace Innovation Labs spread throughout Colombia, in both urban centers of innovation and rural zones with proximity to untapped opportunities. As the number of

labs grows, so will the quality of the partnerships, products, services, and data they create. In addition to generating wealth for everyone from marginalized populations to large corporations, the Labs would demonstrate that, like markets, peace comes from creating value out of difference.

YOUR OPPORTUNITY

The first step in the process is a partnership innovation workshop at Stanford University on 20-25 February, 2017. We hope to engage 12-21 candidates from the telecom, banking, and insurance sectors doing business in Bogota, Medellin, and/or Cali to join relevant community leaders and officials from all levels of the Colombian government. Together, workshop participants will experience the peace innovation process that will be used in the Labs, applied first to generating and solidifying new partnerships and joint ventures needed to make the network of Labs successful. Those interested in being considered should submit their credentials to Stanford who will select the final participants. Participants will be expected to cover their own travel and accommodation costs.