

Needs Accelerator



Market Opportunity



What challenges does the industry face?

- The C4DTI understands that digitalisation is changing what and how we trade, and is raising complex new issues for trade rules, as well as the technology and infrastructure which enables it.
- New efforts in digital trade are needed to translate updates to policies which are happening globally into practical solutions which can be adopted by organisations across the international trading industry.¹
- There is an opportunity to create a clear structure to support innovation in trade in the UK to enable developing solutions at scale, connecting systems and processes together.
- The UK government has an ambition for a frictionless border, which means improving current document-heavy, legacy systems and infrastructure, which requires cross-border interoperability.
- Trade in the UK needs a neutral mechanism to deliver innovation, with a stimulus for corporates and government to work collaboratively on projects which benefit the industry as a whole.

Example Challenge - Bridging the Trade Finance Gap

There is a significant gap of \$1.7 Trn² in providing trade finance to SME traders to prove the value of their trade. Digitisation represents an opportunity to pair banks with SMEs to provide trusted data. A bank or banks can shape the way in which the data is used and presented. A 12-week needs accelerator sprint can bring together the correct stakeholders, researching, interviewing and workshopping implementation plans for the group to trial.



1. Source: [Challenges and opportunities in trade](#), OECD, 2018
2. Source: [Global Trade Finance Gap Widened to \\$1.7 Trillion in 2020](#), Asian Development Bank Study of 2021, October 2021

The Proposition



A Needs Accelerator can solve these challenges through collaboration

C4DTI has a unique window into challenges faced in trade, and can interface between the market and policy makers.



Harnessing external innovation to improve business processes and reduce operating costs

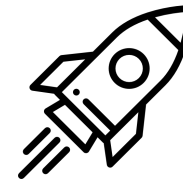


Driving a culture of change and development in international trade in the UK, fuelled by solving mission critical challenges

Our methodology allows us to take focus areas and hone in on suitable problem statements to solve trade's biggest problems through the adoption of technology.



Reducing the cost of innovation by collaborating with the external ecosystem

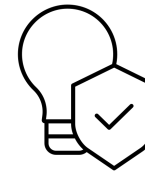


Accelerating the pace of innovation – SMEs are agile and are able to rapidly take ideas to market

Our 12-week process can bring benefits to private sector organisations and government.



Utilising external innovation to deliver against business challenges and government policy



Co-developing IP, revenue models based on first adoption of emerging technologies

How collaborating can benefit your organisation

PORTS

Build long-term mutually beneficial partnerships with organisations that have access to an innovation ecosystem.

Tap into valuable R&D investment in return for access to data, experts and the opportunity to test new solutions across the port network.

Implementing UK policy through real-world testing.

Branding as a “Testbed” port for new technology and innovation in international trade.

C4DTI can link ports to the activity being undertaken by corporates, ensuring that parties work collaboratively on challenges.

CORPORATES

Access emerging technologies in relevant and adjacent sectors and understand their applications.

Co-create solutions with partners to solve the toughest challenges and be able to scale them sustainably.

Collaborating through a Needs Accelerator could lead to the co-commercialisation of successful products in UK and overseas markets to bring in new revenue streams

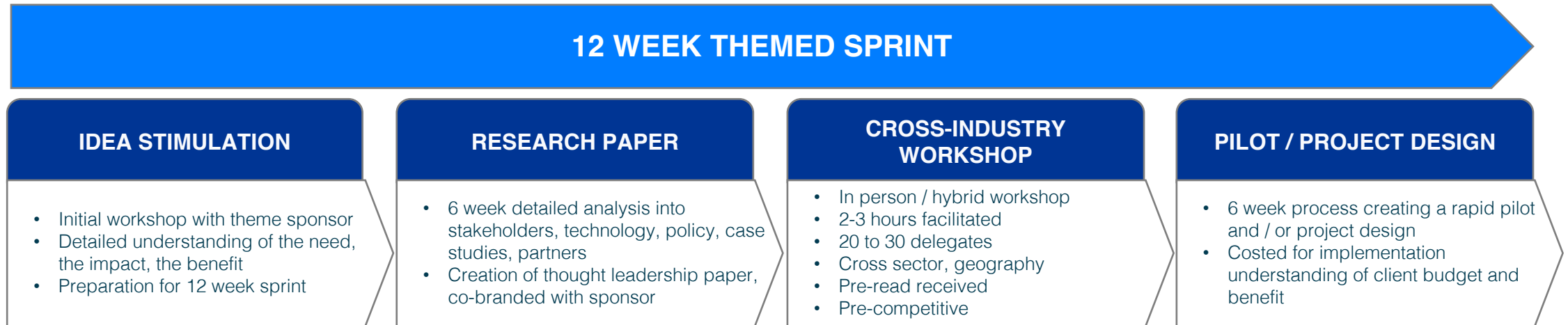
C4DTI can help to ensure solutions are in line with market and international standards which can make data accessible, accurate and secure for international trading.



What is a Needs Accelerator?

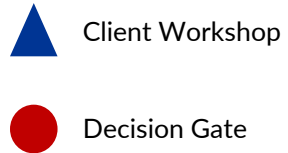
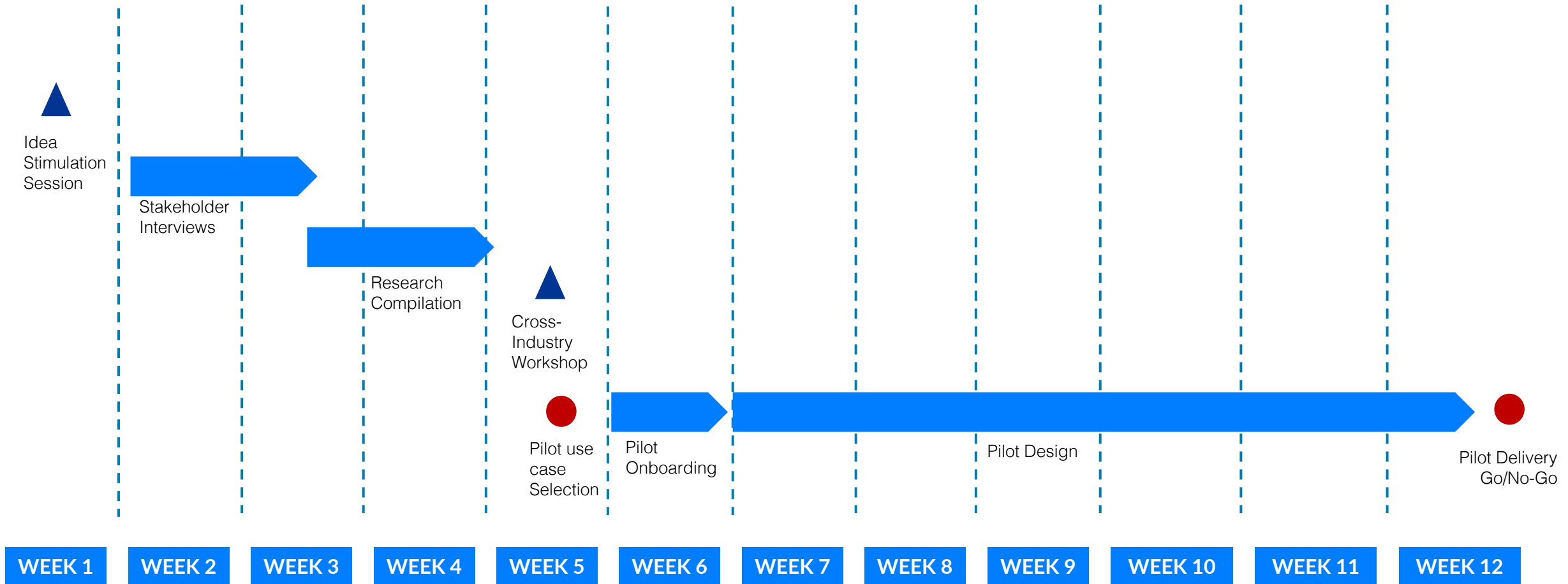
The Needs Accelerator gives a structure to determine the root cause of a problem rather than just addressing the symptoms

PROBLEM → **SOLUTION PILOT DEFINED**



- This is a **12-week** process, with **4 cycles** annually
- Corporate sponsors could work on a challenge independently, or as part of a collaborative group for each sprint
- Each sprint will be themed (themes based on discovery work by C4DTI or from identified partner challenges)

Sprint Timeline



Needs Accelerator Summary

PORTS

CORPORATES

GOVERNMENT

Offering

Testbed partner for challenge pilots

Working on shared or individual business challenges they are facing in trade

Involvement in CDTI challenge identification, informing strategy & policy

Benefits

Harnessing technology tested in the port, co-developing offerings with SMEs

Challenge identification, exposure to new technologies, co-creating IP and solutions to challenges

Access to corporate and technology insights, driving policy into tangible, outcome-based projects

Commitment

Providing physical space for trials and testing

Resource to support pilot projects

Participation in pilots, steering groups

Pricing

£25k to join pilot design and be involved with delivery

£90k Solo Sponsor
£125 Multiple Sponsors

No cost for pilot involvement
£90k to sponsor a sprint









#WeAreICC

ICC United Kingdom is the representative voice for ICC in the UK and provides a mechanism for UK industry to engage effectively in shaping international policy, standards and rules.

We are the leading voice on digital trade ecosystems, act as the ICC representative to The Commonwealth and Co-Chair the Legal Reform Advisory Board at the ICC Digital Standards Initiative.

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