



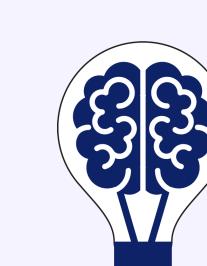
We are an innovation LAB committed to ensure a community-led transformation for rural communities across Africa, and this by providing inclusive, sustainable and innovative services.

P-Curiosity LAB (PCL) is hustles with innovative people & their world-shaping ideas working with experts and mentors.

Located at University Mohammed VI Polytechnic\* (UM6P), The P Curiosity LAB use biomimetic as inspiration process. The Lab members can explore, prototype and test innovative services with the aim to serve farmer sustainably and finding a new opportunities to improve services business.

In P-Curiosity LAB students, researchers, experts and entrepreneurs feed each other. This exchange between the world of science and that of the company allows the realization of new ideas and the commercialization of the services that come from it. In addition, the proximity between the different actors accelerates the development process.

## PCL OBJECTIVES



Groom and Incubate innovative ideas in early stages (from the ideation phase)

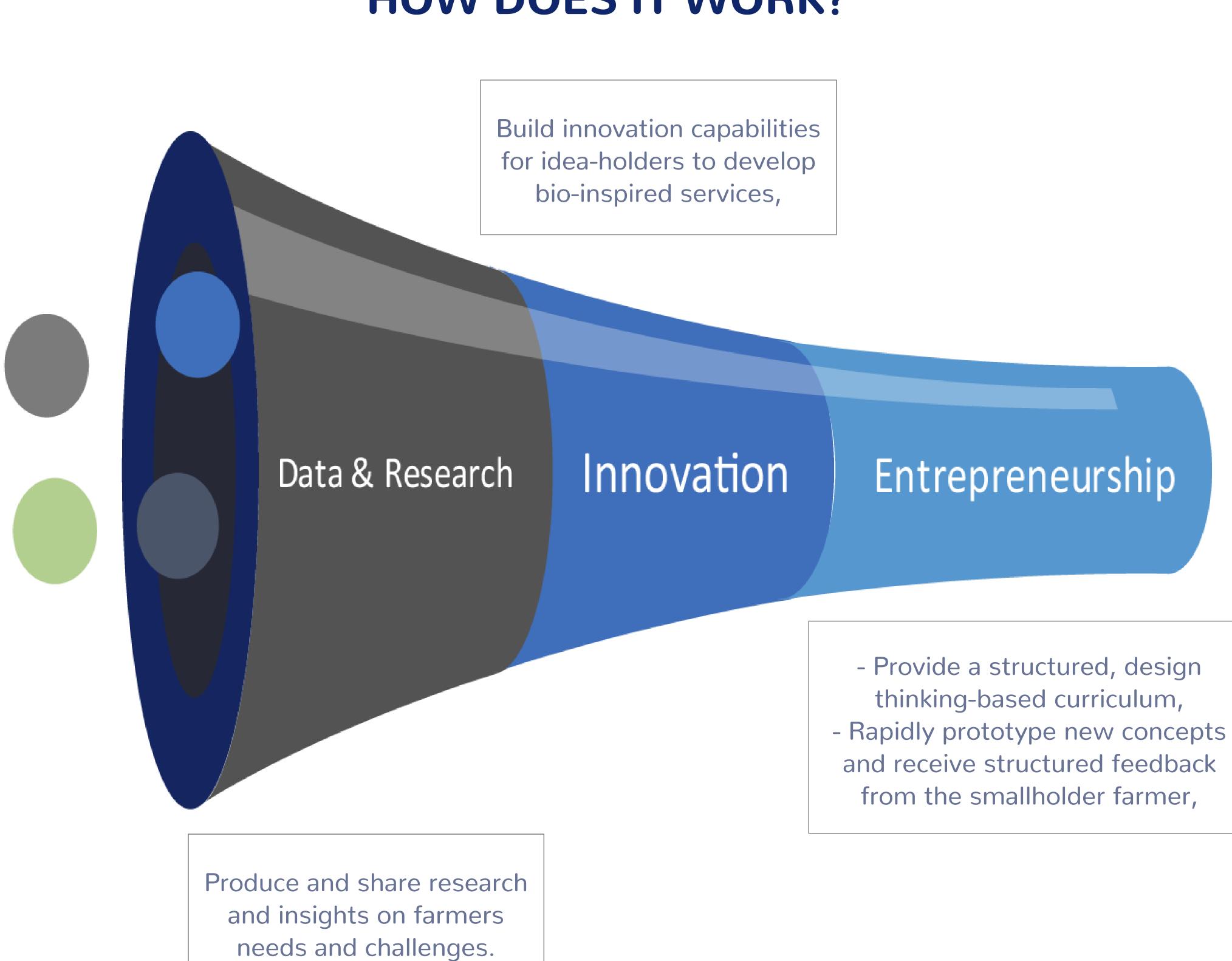


Focus on Corporate Innovation challenges



Valorize data-driven insights in order to boost go-to market services

# **HOW DOES IT WORK?**



WHAT WE OFFER?

To Rural Communities

To Idea Holders

To rural communities

To Business

To Researchers & Scientifics



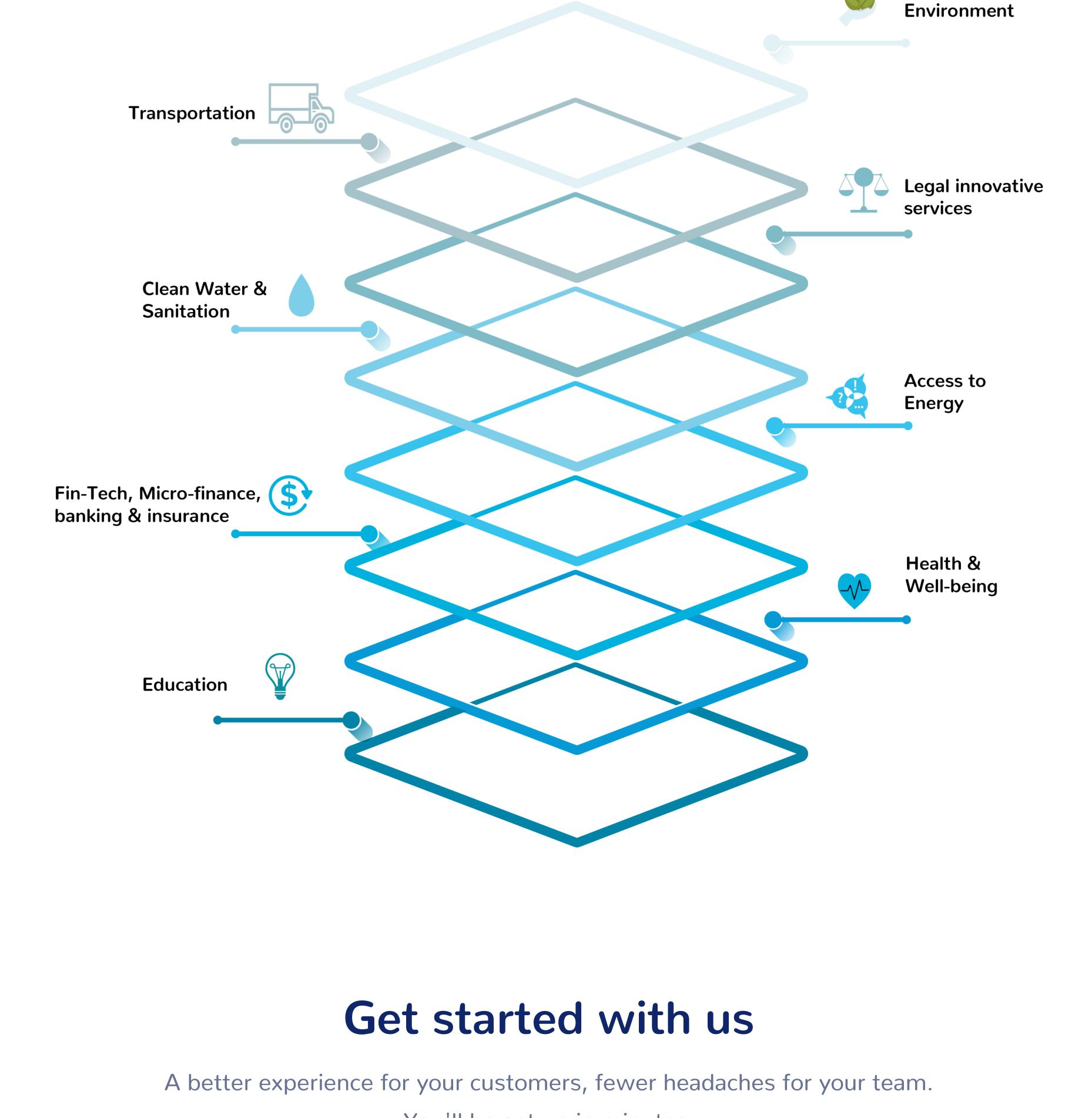
## of complementary services necessary for the growth of rural populations. it is about creating a virtuous circle of services

linked to the following three dimensions: 1. Socio-economic development 2. Environmental health 3. Sustainability of farms

PCL is the driving force behind the development of a sphere

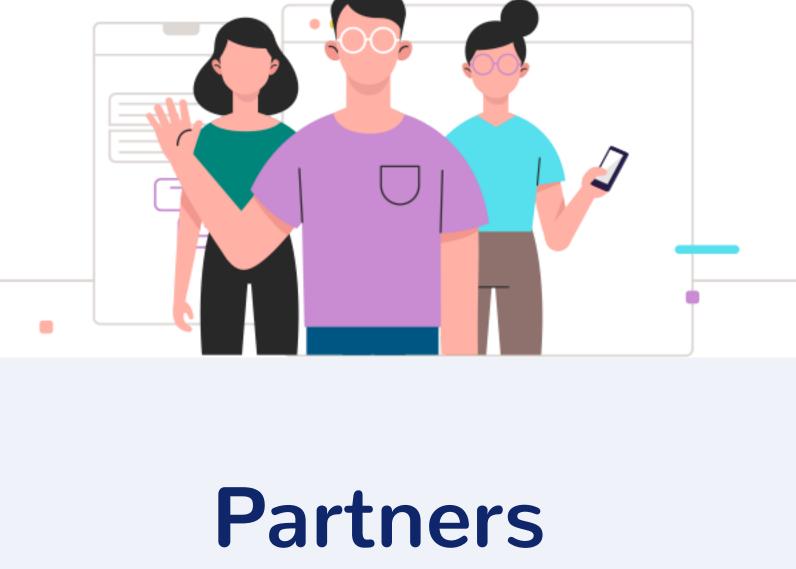
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