



An innovation ecosystem within reach

A Bayer Crop Science success story

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Transparent knowledge management: a key requirement to leverage external innovation

In just 12 months
with bloomflow:

2,200+
innovation sources
mapped on
bloomflow

70+
scouting projects to
answer operational
needs

600+
users across multiple
geographies

1,100+
innovation
opportunities shared
within Bayer

350+
decisions made to
manage innovation
opportunities

Industry: Life Sciences

Company size: 105,000

Location: Worldwide

Bayer's journey to deploy a company-wide knowledge management platform for external innovations.

As a global company, Bayer seeks to leverage external innovation opportunities as a complement to its internal assets and capabilities.

Many excellent technologies from various innovation sources (start-ups, academia and companies) are identified in existing technology ecosystems and assessed for a potential fit to Bayer's programs.

An appropriate knowledge management system provides a great opportunity to crowdsource external innovation from all over the world.

But to really use the full potential of this global scouting capabilities, some challenging questions must be tackled (a situation most large and decentralized firms are facing) including:

- 1. How to achieve full transparency on external innovation opportunities throughout the organization?**
- 2. How to break down internal silos and facilitate cross-functional fertilization on partnering opportunities?**
- 3. How to operate with one face to the external world?**

The *External Innovation Sourcing team* from Bayer Crop Science has taken up these challenges.

A software-driven solution to support the knowledge flows and activities with external parties

To address this challenge, the *External Innovation Sourcing* team was looking for a software solution that would enable knowledge-sharing and transparency on interactions with external parties in a cross-functional, centralized and simple manner.

After assessing various SaaS solutions offered by third party providers, Bayer selected Startup Flow to create a transparent and interactive one-stop-shop encompassing all interactions and activities with external parties.

In the frame of 'Bayer Crop Science - An innovation ecosystem within reach' Bayer is happy to recognize that one year after implementation of Startup Flow's platform, it has fulfilled Bayer's key objectives to:

- enable transparency on interactions with external parties
- involve all employees for crowdsourcing of opportunities
- preserve confidentiality restrictions in the process.

With the contribution of Startup Flow, Bayer has also noticed major progress to:

1/ Increase operational excellence amongst the teams involved in innovation and technology scouting

All teams are sharing information and evaluating opportunities on the platform. This resulted in a significant reduction of emails, calls and meetings, hence boosting efficiency, productivity and motivation by creating a common ground and a shared goal across the organization.

2/ Break down internal silos to facilitate cross-regional and cross-functional fertilization on partnerships

The shared innovation management framework enables the creation of operational workflows and milestones to structure the management of the pipeline of opportunities.

3/ Operate with one face to the external world and avoid parallel interactions with third parties

The platform has allowed Bayer to centralize all information concerning external interactions hence reducing or eliminating duplicate efforts and parallel discussions.

4/ Boost cultural interest in open innovation and adoption of new ways of innovation

The platform has helped raise internal awareness on what is happening in the R&D engine and has fostered overall interest, acceptance and adoption of new ways of innovation.

Testimonials



Melanie Heroult

Head of R&D Innovation Sourcing

“What was appealing to me in bloomflow is the app functionality, one way I can retrieve information on our external deal flow portfolio from everywhere at any time.”



Verena Herrmann

Innovation Scout

“It’s amazing to see how bloomflow, after just a few months of implementation in our organization, has empowered me to expand my internal innovation network with colleagues, both around the globe and across functions!”



Johan Botterman

Open Innovation and Strategic Partnerships

“Bayer employees around the world are now to collect and share their knowledge and insight about third party technologies; this will have a major impact to select the right partners offering the technologies addressing gaps and needs in our portfolio.”



Simon Maechling

Innovation Manager

“bloomflow has been essential to help me with tracking my external deal flow and at the same time allows me to be transparent with all my colleagues within Bayer!”

About bloomflow

bloomflow is the innovation management platform for impact-driven organizations. Their mission is to equip organizations with a SaaS platform to innovate at scale and generate impact.

The SaaS platform is used by 60+ organizations across 90 countries. It has been used to qualify more than 30k innovation partners as well as launch and monitor more than 5k projects.

The solution has been deployed across industries in organizations such as HSBC, Nestlé, L'Oréal, Capgemini, AXA, Bayer, Heineken, and more.

About Bayer Group

Bayer is a life sciences company focused on Pharmaceuticals, Consumer Health and Crop Science. With operating sites in more than 90 countries, Bayer's success has always been based on excellence in R&D and bringing innovative solutions to customers.

Innovation fuels Bayer's mission to shape the future of health and nutrition as they help overcome global challenges to feed and secure the health of a growing and ageing population.

Today, the convergence of science and technology - combined with the potential to leverage data - is changing R&D in many ways. Tailored programs as well as collaborations across R&D are creating new value for Bayer and their customers.