

# Bayer Crop Science: An Innovation Ecosystem Within Reach







Sector	Teams	Employees	Headquarters
Life Sciences	R&D, Innovation	105,000	Leverkusen, Germany

Bayer is a life sciences company focused on Pharmaceuticals, Consumer Health and Crop Science. With operating sites in more than 90 countries, their 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 aging 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.**

# Innovation at Bayer Crop Science





## The Challenge

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 (startups, 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:*

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

# The Challenge



## The Solution

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.

**Bayer selected Bloomflow to create a transparent and interactive one-stop-shop encompassing all interactions and activities with external parties with the goal of**

- enabling transparency on interactions with external parties
- involving all employees for crowdsourcing of opportunities
- preserving confidentiality restrictions in the process

# The Solution

2,200+

innovation sources  
mapped on Bloomflow in  
first year of deployment



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!



**Simon Maechling**  
Innovation Manager  
at Bayer

📍 Lyon, France



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.



**Johan Botterman**  
Open Innovation and  
Strategic Partnerships

📍 Ghent, Belgium



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.



**Raphael Dumain**  
Head of Innovation Sourcing  
& Partnership Management

📍 Lyon, France

# Team Reviews



## The Results

By **sharing information and evaluating opportunities on their Bloomflow platform**, the number of emails, calls and meetings has reduced. Internal silos have been broken down to facilitate cross-regional and cross-functional fertilization on partnerships. These productivity gains have increased motivation by creating a common ground and a shared goal across the organization.

Bloomflow underpins Bayer's ability to **operate with one face to the external world and avoid parallel interactions with third parties**. The shared innovation management framework enables the creation of operational workflows and milestones to structure the management of the pipeline of opportunities.



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!



**Verena Herrmann**  
Innovation Scout

📍 Monheim, Germany

# The Results





**The Results**

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.**

**2,200+**  
innovation sources mapped on Bloomflow in first year of deployment

**70+**  
scouting projects to answer operational needs in first year of deployment



**350+**  
decisions made to manage innovation opportunities in first year of deployment

**1,100+**  
innovation opportunities shared within Bayer in first year of deployment

**600+**  
users across multiple geographies in first year of deployment

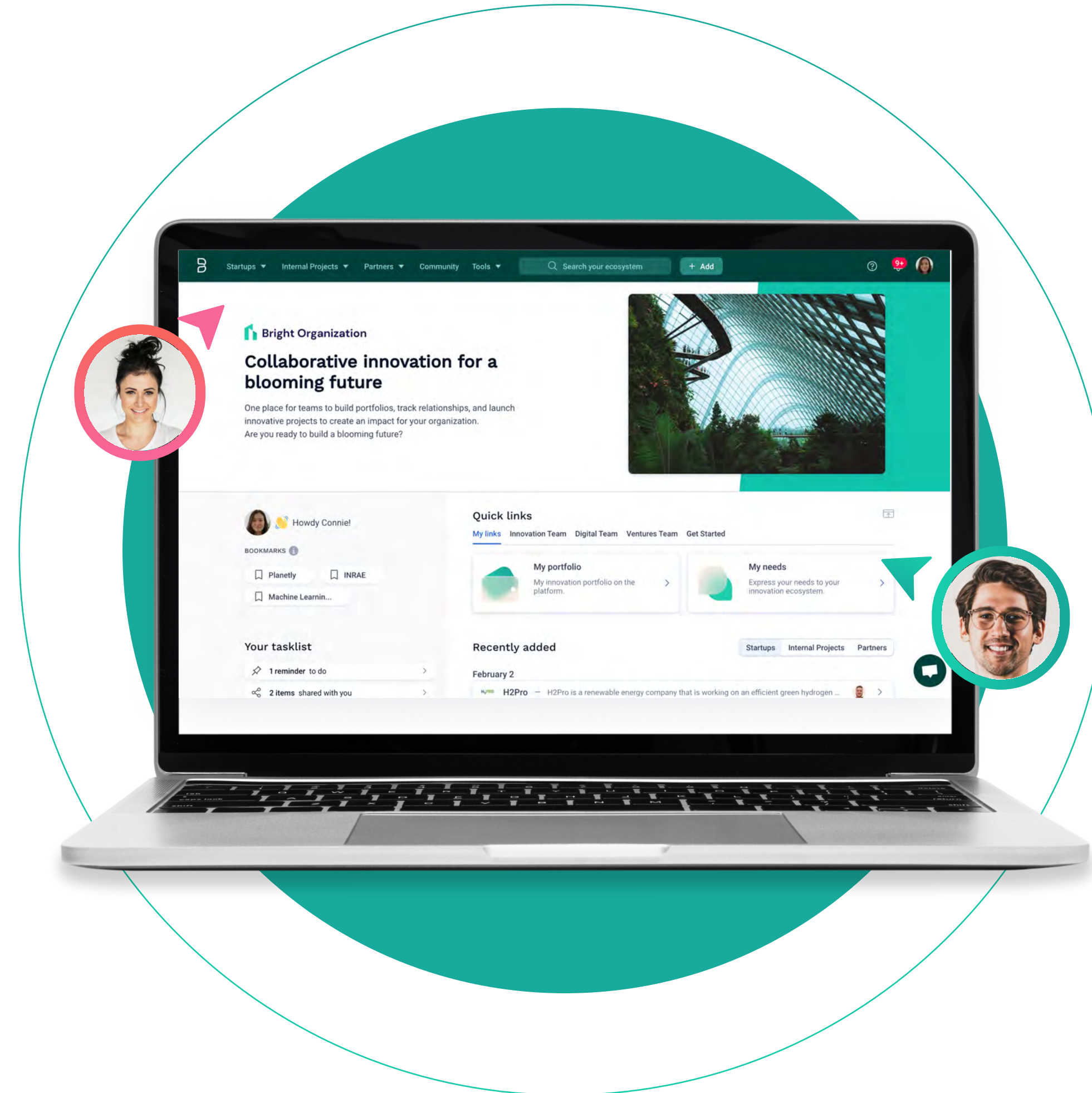


The Results

# About Us

Bloomflow is an innovation management platform to accelerate your innovation time-to-market. Fully leverage ecosystems through a central platform to streamline activities, diffuse knowledge, and gain time.

Talk to an expert



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.

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, Nestle, L'Oréal, Capgemini, Bayer, Heineken, and more.