

# Unilever Infuses Innovation at All Business Levels For Continuous Improvement

Unilever Group is a multinational consumer goods company that produces a wide range of products, from food and beverages to personal care items and cleaning products. With a history dating back to the 1800s, Unilever is one of the largest companies in the world and operates in over 190 countries.

## The Challenge:

- There was no single, centralized platform to create, manage and extract value from their evolving portfolio of startups and partners
- They had no way to manage the massive inflow of requests to work with them from innovation partners
- There was no tool to create, analyze and find solutions to their problem statements and internal needs

## The Solution:

- Unilever chose Bloomflow for their aligned values and to use as a one-stop-shop platform for innovation. Notably:
  - Gathering ideas from across the group
  - Providing a common entry point to outside partners
  - Managing a dynamic partner database
  - Ability to match up ideas with a portfolio of solutions
  - Tracking their innovation funnel
- They implemented a detailed tagging structure to align innovation partners and programs to their global technology architecture, meaning internal communication is much easier
- After the first year of deployment, the platform is being adopted by other innovation teams throughout the business, driving high visibility and macro-trend analysis



Our commitment to continuous improvement and innovation is bolstered by Bloomflow. It provides an integrated approach to managing our diverse innovation portfolio, fostering collaboration between start-ups, academia, incubators, and VCs. With it, we are able to streamline our ideation process, harness data-driven insights, and promote open communication, ultimately contributing to a more effective and informed innovation strategy.



**Sam Dover**

Technology, Innovation & Sustainability Manager at Unilever

# Consumer Goods

**300+**

startups identified and progressed through the platform

**125**

users in first year of deployment

**70 ideas submitted**

and assigned ownership in the innovation team in first year of deployment

**33% of startups**

in their portfolio are in active collaboration with the group