

Open Innovation at Bayer



Advancing 'Science For A Better Life' by creative environments: Bayer is using open innovation in many ways to deliver disruptive innovation.

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WHAT

- open innovation program from Bayer HealthCare for Bayer employees to foster entrepreneurship within Bayer
- small teams working full-time for 3 months (100 days)
- teams get 35,000 euros seed funding, working space and mentoring, and expert advice
- startup owned by Bayer employee

WHY

- » learn to think like a startup
- » empower employees to own a startup (non-compete)

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WHAT

- open innovation program from Bayer HealthCare to bring ideas from external startups and help them to grow
- sponsor innovation challenge, top projects selected
- projects will be supported by grants, physical space and Bayer mentor for project customization
- Bayer challenge sponsor decides next steps

WHY

- » innovate fast
- » think beyond constraints
- » look for novel projects

5x5 Startups

WHAT

- open innovation program from Bayer to support dedicated time for employees to innovate
- 5 employees working full-time for 5 weeks to research and prototype
- teams get 20,000 euros seed funding, working space, mentors, and help from external partners

WHY

- » dedicate time
- » innovate using human-centered design
- » rapid prototypes