

# Innovation case study: **Bayer**

Using digital technologies in life science to improve people's lives

## Client context

Bayer, one of the world's largest life science companies, wanted to engage students to hear ideas on **how digital Bayer will be in 2032**.

They wanted to know the impact **digital technologies in healthcare and agronomy** will have in improving people's lives and food security. The focus was on topics such as data-driven farming, digital therapeutics, data science, and cybersecurity.

## Agorize solution

Bayer successfully organized their challenge with **Agorize's platform** and unique global community of five million innovators.

Their team was able to assess the participants using the voting and ranking features and connect them with mentors directly on the platform. Then, the jury chose the best projects based on innovation potential.

## Results

By offering a best in class participant experience with Agorize's solution, Bayer was empowered by the **1,171 participants from 82 different countries**.

They came up with **229 ideas** on four topics for taking **digitalization at Bayer** to the next stage. Two finalists were announced and won a trip to Bayer's Life-Hub in Spring 2022.



Objective

**Innovation, Employer Branding, Recruiting**

Targeted audience

**Students**

Location

**Germany**

Sector

**Life Science and healthcare**

Year

**2021**



**229**

innovation proposals received

**1,171**

participants

**334**

teams



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