

Bühler Group Centralizes Startup Scouting and Evaluation

Bühler Group is a global technology company specializing in food and mobility systems. Their technologies are in the foods we eat, our smartphones, solar panels, diapers, lipstick, banknotes, and the vehicles we drive. Their mission is to create innovations for a better world, with a special focus on sustainability.

The Challenge

To maximize the value from their collaborative innovation activities, they had a complex set of pathways that engagement with a startup or company could follow

- scale-up projects
- co-development partnerships
- insource new disruptive technologies
- identify investment opportunities

The Solution

Bloomflow provides the architecture for their complex innovation workflows. All teams have clarity on how to identify a startup and progress a collaboration through several evaluation steps to four possible outcomes. This helps turn startup relationships into real business value.

They built the platform hand-in-hand with their dedicated Customer Success Manager, ensuring that their real life processes are fully reflected in the digital workflows embedded in the tool.

340

opportunities
identified in 2022

40%

reduced time to identify
and evaluate a startup

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Bloomflow is the critical enabler to our collaborative innovation process. With it, we can put in place a guiding whilst flexible infrastructure that both aligns the organization's efforts and forces us to **transform startup engagement** into real value for real people.



Thierry Duvanel
Director of Innovation
at Bühler

Food & Mobility



Unilever Infuses Innovation at All Business Levels for Continuous Improvement

Unilever is a worldwide consumer goods company operating in 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 collaborate 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 as a one-stop-shop platform for innovation, enabling idea gathering, partner engagement, dynamic database management, idea-solution matching, and innovation funnel tracking.

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.

**300+
startups**

identified & progressed through the platform

**70
ideas**

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

**125
users**

in first year of deployment

**33%
startups**

in their portfolio are in active collaboration with the group

“

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



JCDecaux

JCDecaux Fosters a Culture of Innovation Through Implementing Bloomflow

JCDecaux Group is the number one outdoor advertising company worldwide, operating in over 80 countries.

The Challenge

While structuring their Open Innovation program, they knew they needed the right processes and tools to assess startup ecosystems and closely track initiatives launched with startups.

The Solution

Drive digital and sustainable transformation

Help JCDecaux countries drive synergies

Business units can autonomously launch innovation partnerships and projects using their Bloomflow platform

**200+
startups**

monitored on their
Bloomflow platform

300+

active innovators

90+

partnerships
managed on their
Bloomflow platform

**innovation
culture**

empowered by Bloomflow to increase
visibility of innovation activities and
put in place internal governance

“

Bloomflow was key to **structuring our Open Innovation program** at its launch. Our innovators are all onboarded onto the platform and users are able to have a view of the startups we collaborate with and our ongoing projects with an emphasis on delivering our ambitious ESG strategy.



Marie Thiriot
Strategy & User Innovation
Projects Director at JCDecaux

Cities & Media

Bpifrance Reduces Time to Deploy Digital Solutions by 5 Months

Bpifrance is the French public investment bank whose services support the growth of French small and medium-sized enterprises. It also supports innovation and research & development projects through its innovation funding programs.

The Challenge

In a rapidly changing tech and business landscape, BPI needed to accelerate its ability to push digital solutions to its customers despite complex internal stakeholder management. Specifically, they needed to reduce time of scoping, testing, and scaling solutions while ensuring the involvement of several departments (digital, compliance, legal, finance, marketing, purchase).

The Solution

The digital team defined an open innovation process, configured on Bloomflow, to facilitate the launch of digital experiments in the business lines. Thanks to this streamlined process with clear involvement of stakeholders, they were able to reduce time to deploy digital solutions internally by 5 months.

They have high-level visibility on ongoing and past POCs through Bloomflow analytics. BPI employees can now access a qualified of ready-to-use digital solutions.

41 collaborations

scaled in 4 years

5 months

reduction in scoping time

13 teams

involved in workflows

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At BPI, the main challenge is to reinforce the positioning of the digital bank as a driver of innovation. The use of a collaborative framework on Bloomflow **accelerates access to financing products** for digital projects and spread this digital culture on the field.



Julien Ribeyre
Chief of Staff - Digital Leader
for Climate & Sustainability

Banking

MAIF Group Empowers Decentralized Innovation

The MAIF group leverages partnerships with innovative startups to power the creation of customer-centric solutions identified and implemented in a decentralized way across its business units.

The Challenge

Duplication of projects due to lack of visibility as innovation happens at the business unit level.

Difficulty sharing knowledge and diffusing innovation best practices.
No global view or reporting on innovation activities.

The Solution

Clear mapping of external partners and global view of innovation across the group.

Ability to quickly identify and involve internal experts to qualify potential partners and solutions.

Can more easily promote the development of business models committed to positive impact that are identified and tracked through Bloomflow.

20+

collaborations
scaled in 4 years

922

partners with
cross-team collaboration

+250

new partners added
to portfolios each year

300

solutions deployed

“

The stake of MAIF was to set up an innovation environment in a decentralized context. Now with Bloomflow we're better able to **facilitate the sharing of a common framework** across business units who have different challenges.



Romain Liberge
Marketing & Design
Group Director at MAIF

Insurance

Bayer Crop Science: An Innovation Ecosystem Within Reach

Bayer is a life sciences company focused on Pharmaceuticals, Consumer Health and Crop Science.

The Challenge

As a global company, they needed a knowledge management system to crowdsource external innovation from all over the world as a complement to its internal assets and capabilities.

The Solution

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

2,200+

innovation sources mapped on Bloomflow 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

70+

scouting projects to answer operational needs in first year of deployment

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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

Life Sciences

How Capgemini Ventures Empowers Innovation Through Startup Ecosystems

Capgemini is a global consulting and technology services company. As part of their open innovation strategy, they launched Startup Catalyst to identify, qualify and create value-adding partnerships with startups at speed.

The Challenge

Managing the breadth of external collaboration across the group. Startups are continuously identified and assessed both at a global level and locally.

They needed a solution to enable a methodological approach to sharing intelligence across the group.

The Solution:

The Bloomflow platform is as a single source of truth for startup-related activities across the group and is accessible to all Capgemini employees. Startups are added onto the platform from the scouting phase and managed via portfolios which are organized by strategic industry and portfolio offering. This makes it easier to match them up with the business challenges and opportunities faced by their clients or internal departments.

This also allows them to map emerging ecosystems more quickly and advise clients on the most promising startups they should be aware of.

Single source of truth

for more than 360,000 employees across the group

1000+

Startups tracked in 2022

Ecosystem design

for more than 360,000 employees across the group

+60%

increase in Capgemini users in 2022

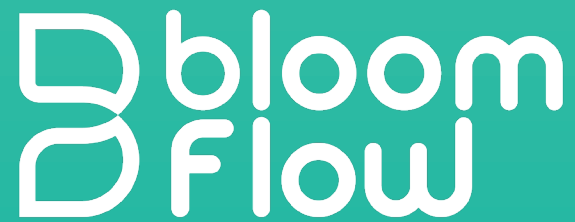
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Capgemini Ventures has a dual role of Corporate Venture and open innovation arm of the group when it comes to **startup ecosystems**. Our operating model aimed at building on **collective intelligence**, involving our experts for **startup qualification**, and enabling selected partnership requires adequate processes and proper tool enablement.



Lucia Sinapi-Thomas
Capgemini Ventures
Managing Director

Consulting



Frictionless innovation.
Collaborative success.



Discover innovation in action.
Explore our customer
success stories.