

Bühler Group Streamlines Their Global Innovation Scouting

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