



French Bank Grows Their Innovation Community by 125% Year-over-year With Bloomflow

This French multinational investment bank and financial services company provides services in retail banking, corporate and investment banking, asset management, and securities services.

The Challenge:

- As part of the group's new innovation strategy, the Open Innovation team needed to support their ambition of managing globally innovation activities of their very decentralized company
- It was difficult knowledge systematically across teams on the thousands of startups and scaleups the innovation team was interacting with
- There was a lack of visibility tracking innovation activities at the global and business-unit level

The Solution:

- Platform is used as the support for interactions about startups and innovation between innovation teams and business units
- Connected to other tools internally, such as their internal ideation tool to connect business needs and innovative solution internally
- The platform is positioned internally as the global “innovation marketplace” and “golden source of information” for the whole Group, which allows to have a unique and updated database of the innovation activities
- All the BUs share the same database, but as well developed their own use cases and specificities (organize challenges, track specific IT or intrapreneurship projects...)

125%

average YOY user growth
over 5 years

133%

average annual portfolio
growth over 5 years

50 BUs

onboarded onto the
platform



Banking