



DAYS
Empowering people

Fueling Innovation with Entrepreneurship and Agility

Krysia Sommers

Head of Innovation Engagement at Bayer

...In this world of radical change,
two challenges remain constant...

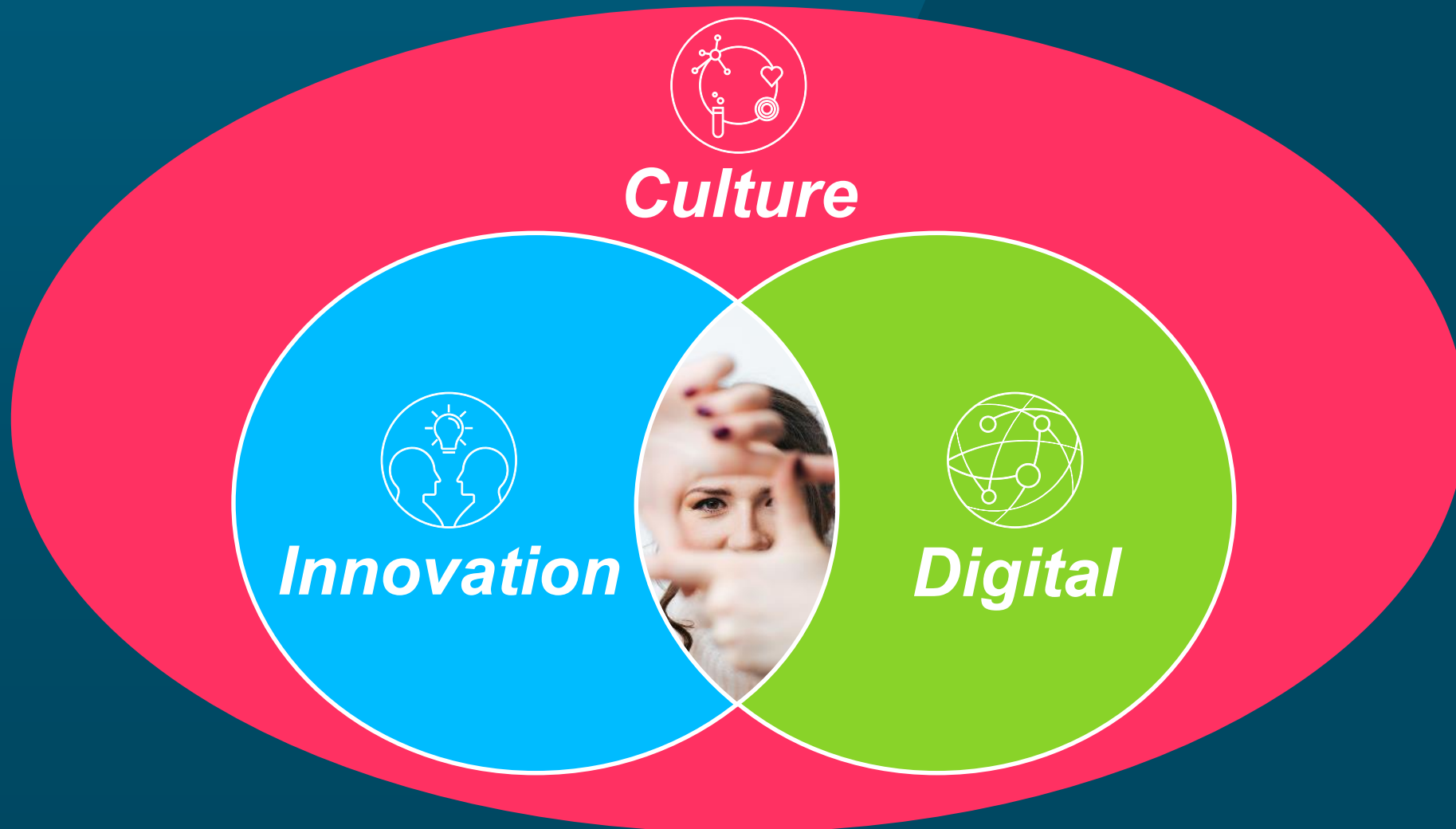
To *feed* and *heal* a
growing & ageing
population

Which is why our vision is...

To create ***world-leading
solutions*** in
health & nutrition



Bayer is realizing this vision with a customer-centric approach that interconnects Innovation, Digital and Culture



Innovation continues to open up new business opportunities - from our core in R&D to our end customers

New Products



Gene edited seeds to improve nutritious outcome



New modalities to treat diseases (gene therapy, RNAi etc.)



... with a focus on humans

New Business Models



Digital Farming



Digital Health

New Processes



Blockchain enabled traceability (food supply, production processes)



Artificial intelligence & robotics



To further Advance Innovation, Bayer embraces a holistic approach focused on four strategic levers



*Building on our
core in **R&D***

*Leveraging the
convergence of
science & technology
driven by data*



*...Leveraging
Open Innovation*

*Building innovation
ecosystems to
collaborate and create
pioneering solutions
with global partners*



*...Strengthening
**Employee
Innovation***

*Enabling employees
to identify customer
needs & translate
insights into new
business opportunities*



*...and Driving
**Social
Innovation***

*Supporting and
partnering with social
entrepreneurs to drive
innovation impact and
improve lives*



Three core capabilities are required to secure future growth

Capability

Access new science, driven
by data

Drive Open Innovation

Fuel Entrepreneurship

Desired Impact

New insights
Better decision-making
Increased efficiency

Early access to external expertise,
technologies and assets

New business models and concepts
Agility and customer-centricity

Diving deeper now into **empowering entrepreneurship**, we do this with Innovation Enablers – Inspire, Learn, Connect & Collaborate



Take Rosana, for example...

////// *Empowered and Enabled to
materialize her Aspirin App idea*



Smooth Jazz



Back

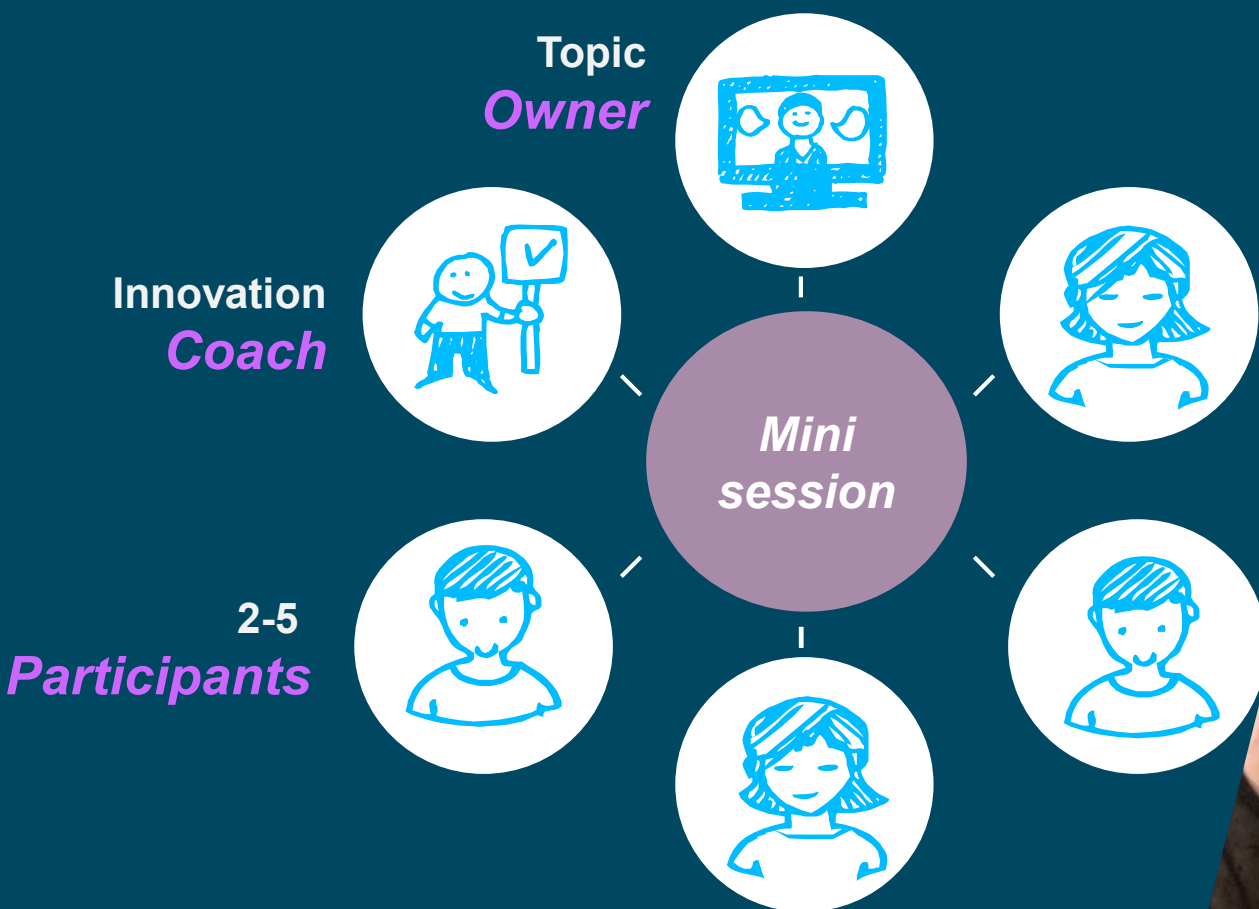


Please draw a dog!

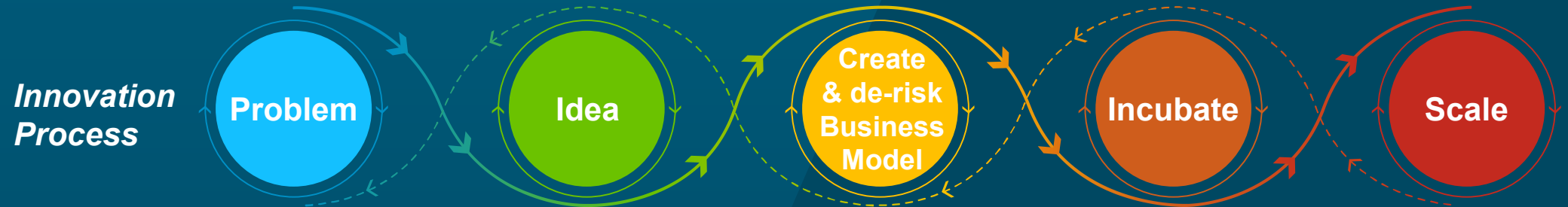




800 “icoaches” are trained in Systematic Inventive Thinking to help tackle business challenges in Mini Sessions



Bayer's innovation offerings accompany employees on their journey from idea through to incubation



Ideation

WeSolve & Mini Sessions

Exploration

Catalyst BOX

Incubation

Catalyst FUND

Incubation @LifeHubs



Collaborate



LifeHubs

Catalyzing impact through collaborative innovation at leading global hotspots



Life
Hub
Boston



Life
Hub
Berlin



Life
Hub
Osaka



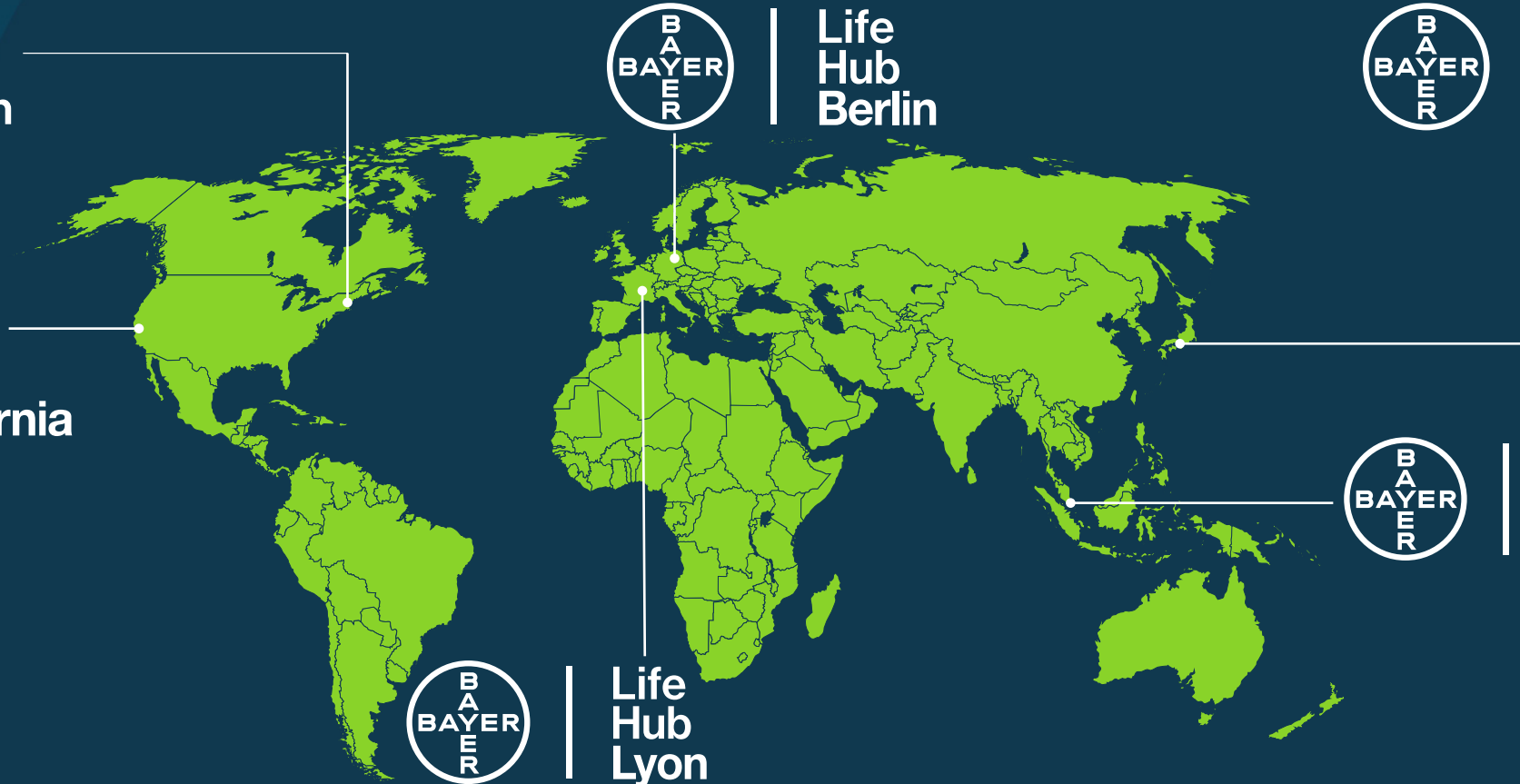
Life
Hub
California



Life
Hub
Lyon



Life
Hub
Singapore



In this dynamic world of



**connections, collaborations
and opportunities**

***The lab is no
longer our world;***

***The world is
our laboratory***

**In this world of radical change
and increasing uncertainty...**

 Empowerment, Engagement
& Entrepreneurship are key
to fueling Innovation