

How Bayer Accelerated 25 High-Potential Research Projects in Weeks



Challenge

- Advancing cross-divisional collaboration across global research teams
- Identifying and funding the most promising scientific ideas
- Engaging scientists in innovation at enterprise scale



Business Impact

4,600

Active Participants Across 60 Countries

5,500

Virtual Investments in New Ideas



Strategic Pivot

- Bayer transformed its Life Science Collaboration Program with HYPE's Avatar Mode, creating an interactive innovation environment where scientists could evaluate, fund, and advance ideas through community-driven participation.

90+

Research Proposals Submitted

25

Projects Selected for Funding Within Weeks



Final Thought

“HYPE was the catalyst of our innovation journey, shifting the way our scientists engage and contribute.” — Michael Gamalinda, Life Science Collaboration Program Lead

[Read the full case study](#)