

LIFE SCIENCES

How GELITA Identified 360+ Relevant Startup Matches Across 21 Locations

**Challenge**

- Startup scouting relied heavily on manual research
- Innovation activities lacked global coordination and visibility
- Identifying relevant startup partners was slow and resource-intensive

**Business Impact****1,500+**

Startups Screened

360+

Relevant Startup Matches Identified

**Strategic Pivot**

- GELITA implemented HYPE Partnering to build a scalable startup scouting process using AI-assisted search, collaborative evaluation, and global startup discovery.

+77%

Of Applications Generated Through Campaigns

Global Scouting

Across 21 Locations Enabled

**Final Thought**

“Our collaboration with HYPE resulted in the professionalization of our scouting process and contributed significantly to the success of our Start-Up Challenge”

— Michael Metzmaier, Head of Corporate Development, GELITA AG

[Read the full case study](#)