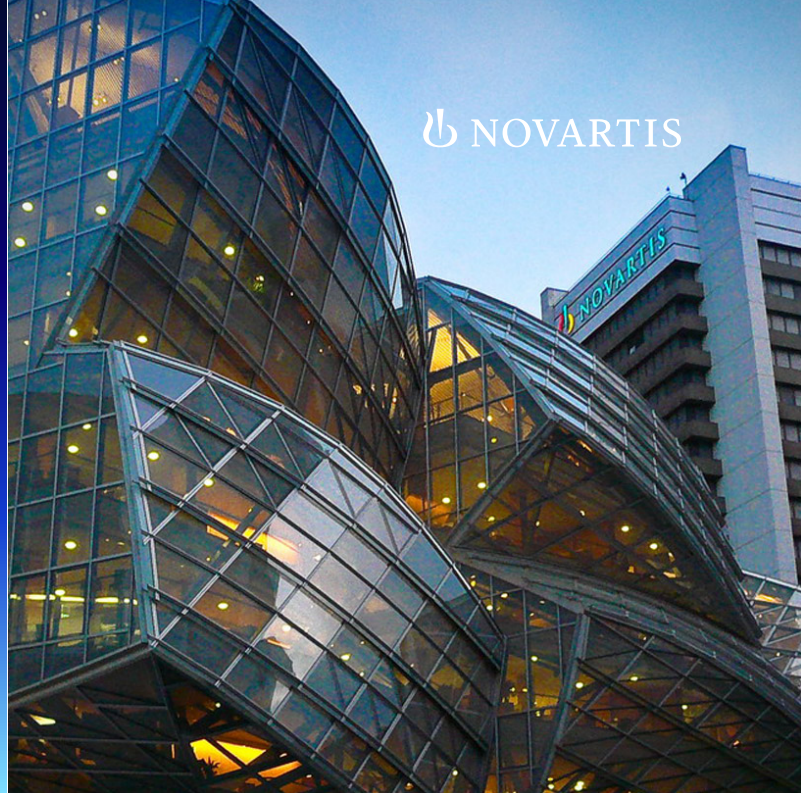


How Novartis Connected Global Researchers Through UNBOSSSED Innovation



Challenge

- Strengthening entrepreneurial thinking across a global R&D organization
- Identifying and advancing promising scientific ideas at scale
- Building stronger collaboration across teams and geographies



Business Impact

160

Ideas Submitted Across 11 Countries

49

Ideas Advanced to Full Proposals



Strategic Pivot

- Novartis leveraged HYPE to power its Genesis Labs program, enabling researchers worldwide to submit, refine, and pitch innovative ideas while expanding cross-functional collaboration and networking.

3,870

Associates Actively Engaged

33%

Of Participants Connected with 3+ New Colleagues



Final Thought

“HYPE truly helped us advance UNBOSSSED innovation, empowering colleagues to share ideas, make new connections, and build their network.” — Aimee Reynolds, Genesis Labs Project Liaison

[Read the full case study](#)