

How Syngenta Generated 800+ Ideas and Developed 48 New Concepts



Challenge

- Expanding innovation beyond retailers to include end consumers
- Need to engage more employees in concept development
- Managing growing volumes of ideas through a consistent innovation process



Business Impact

800+

Ideas Generated

48

Concepts Developed



Strategic Pivot

- Syngenta implemented a structured innovation platform that combined workshop outcomes, online campaigns, and a stage-gate process to transform ideas into validated business proposals.

13

Project Proposals Created

400+

Employees Engaged in Innovation



Final Thought

“HYPE allows us to engage wider groups of employees on focused business challenges, regardless of location or expertise.” — Elena Ozeritskaya, Market Intelligence & Innovation Manager

[Read the full case study](#)