

FINANCIAL SERVICES

How TD Bank Implemented 16,000 Ideas and Became Canada's #1 Banking Patent Filer



Challenge

- Open-funnel ideation overwhelmed business units with high submission volume
- Ideas often lacked alignment with strategic priorities
- Innovation efforts struggled to demonstrate measurable business value



Business Impact

100,000+

Ideas Submitted

16,000+

Ideas Implemented

54%

Increase in Capacity Hours Saved

#1

Patent Filer Among Canadian Financial Institutions



Strategic Pivot

- TD Bank transformed iD8 from a passive innovation funnel into a challenge-driven model centered on purposeful ideation, executive sponsorship, and measurable business impact.



Final Thought

"If I were starting from scratch, I'd choose a challenge-based approach—it delivers a far higher conversion rate, keeps innovators engaged, satisfies business needs, and quickly demonstrates real value." — Josh Death, VP of Intellectual Property and Ideation, TD Bank

[Read the full case study](#)