



Bayer Case Study: Leveraging an Open Innovation Platform to Streamline Collaboration

April 15, 2021 5:30 - 6:00 PM ET



Moderator:
Kevin Leland
Halo



Phil Taylor
Bayer



Strengthening
University-Industry
Partnerships

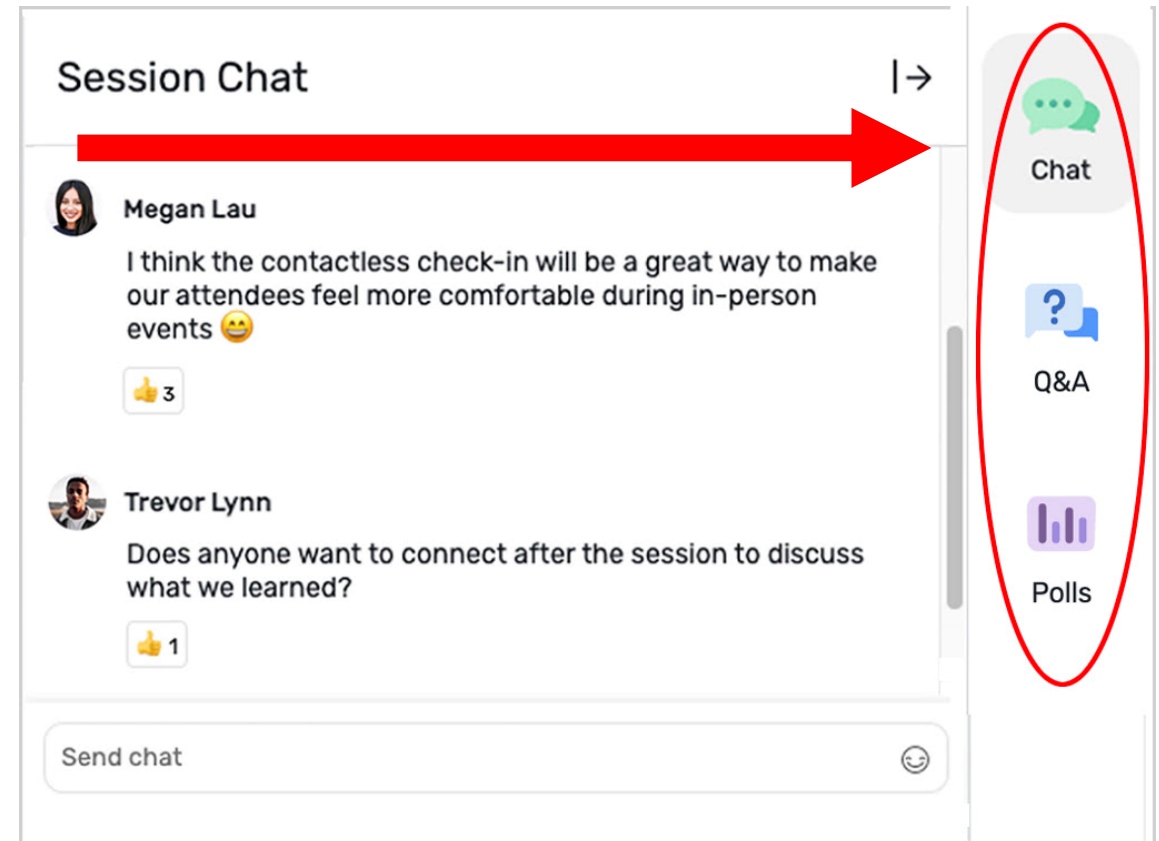
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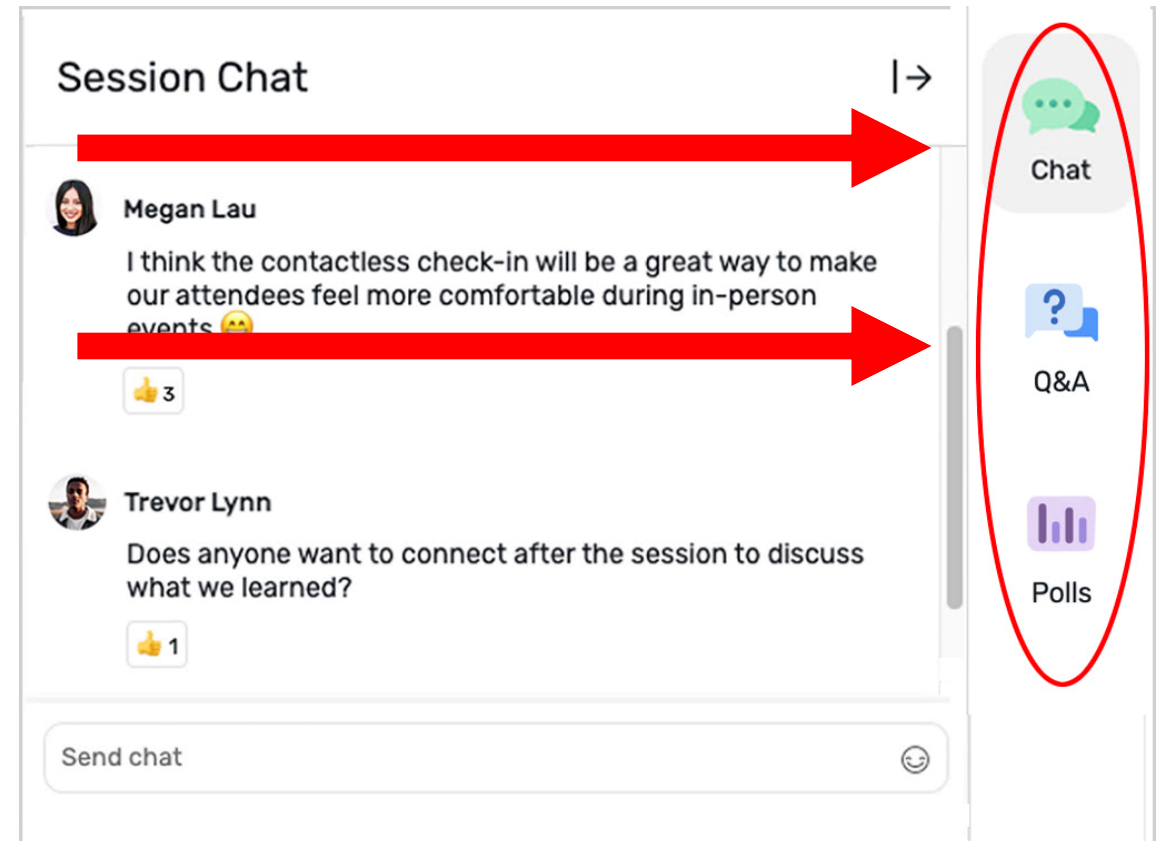


how to PARTICIPATE

Live Chat and Q&A

At the right of your screen

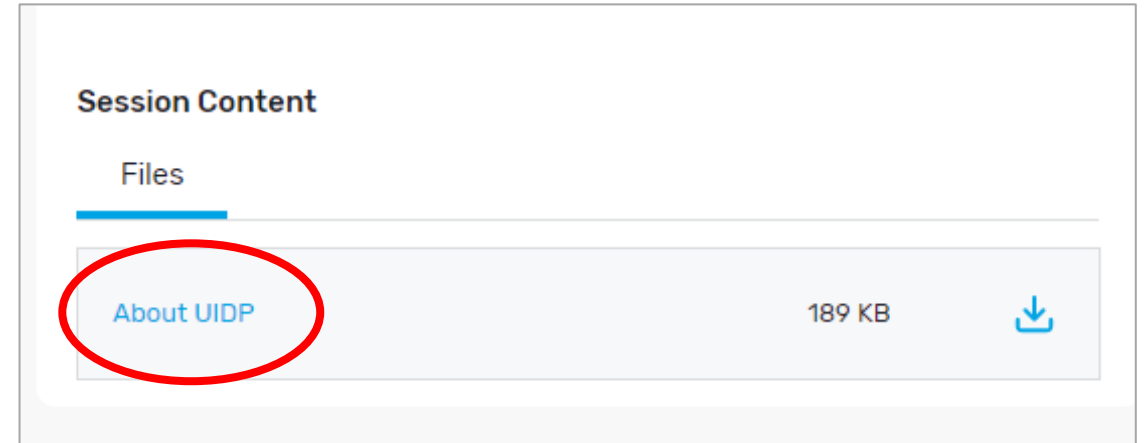
- Chat with one another
- Submit questions using the Q&A



how to **PARTICIPATE**

Handouts and Recordings

- Download available handouts from the Session Content tab on the bottom of your screen.
- Session recordings will be posted in the Attendee Hub. You will be notified via email when they are available at uidp.org.



UIDPVirtual 2021

April 15, 2021

CASE STUDY

Leveraging an Open Innovation Platform to Streamline Collaboration

Presenters:

Phil Taylor, PhD | Open Innovation Lead | Bayer Crop Science

Kevin Leland | CEO and Founder | Halo

Presenters

Kevin Leland
CEO & Founder

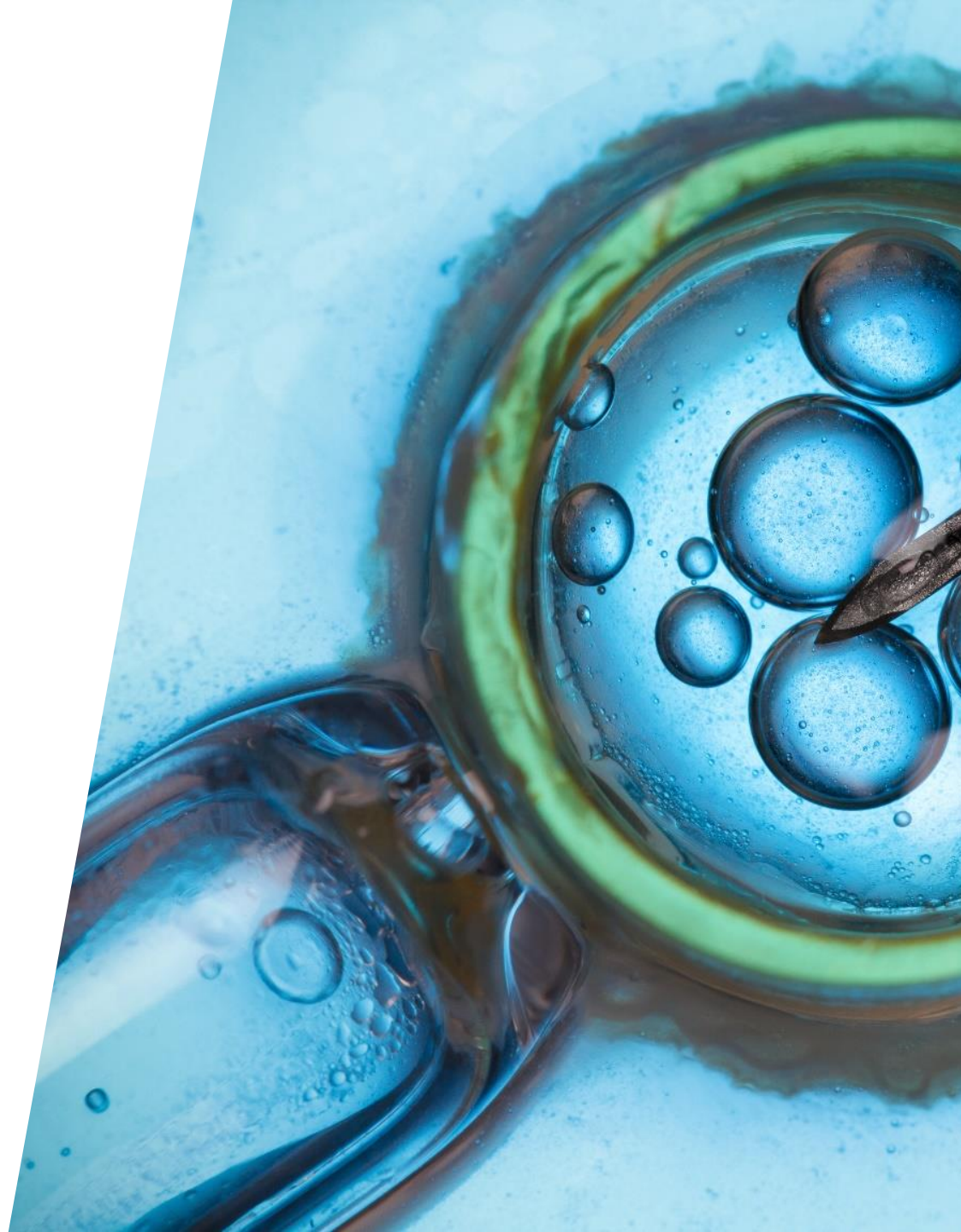


Phil Taylor, PhD
Open Innovation Lead



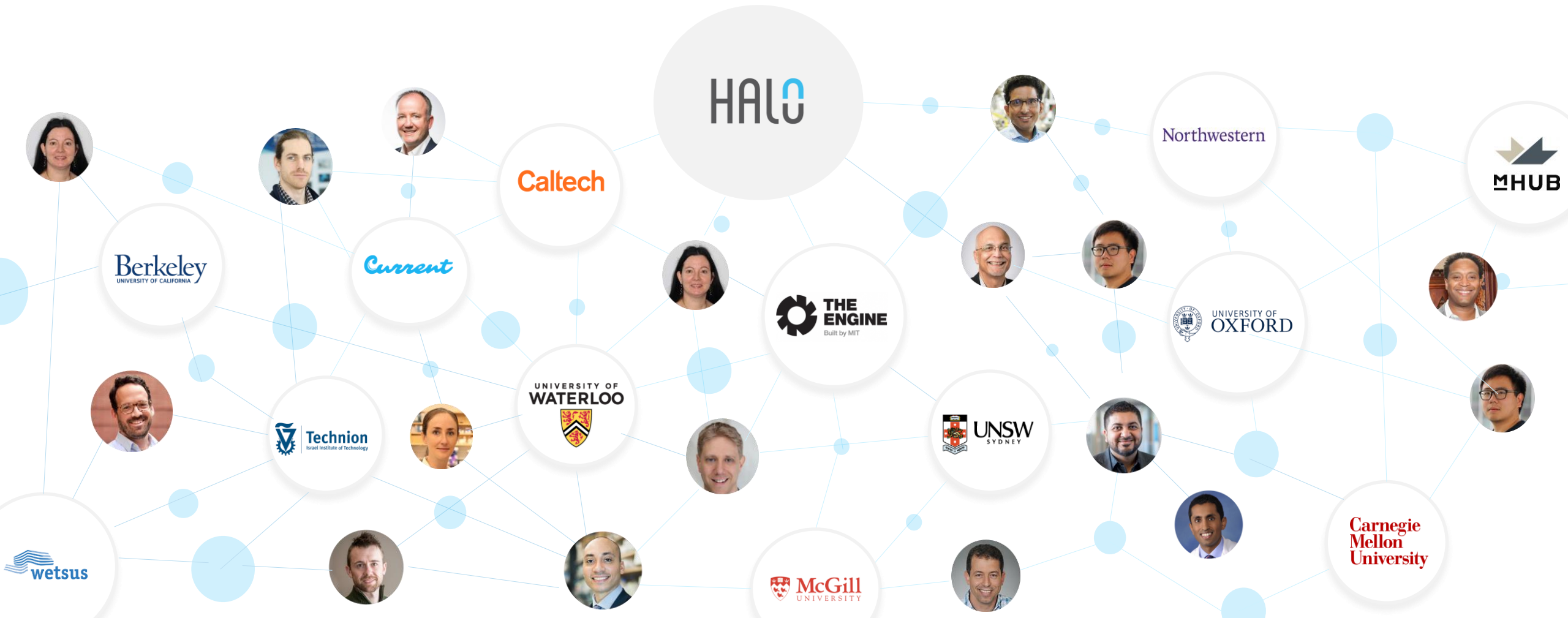
Today's Agenda

- ❑ What Makes Halo Different
- ❑ Bayer's Approach to Open Innovation
- ❑ How Bayer Partnered with Halo for its global Grants4Ag program
- ❑ Halo Demo



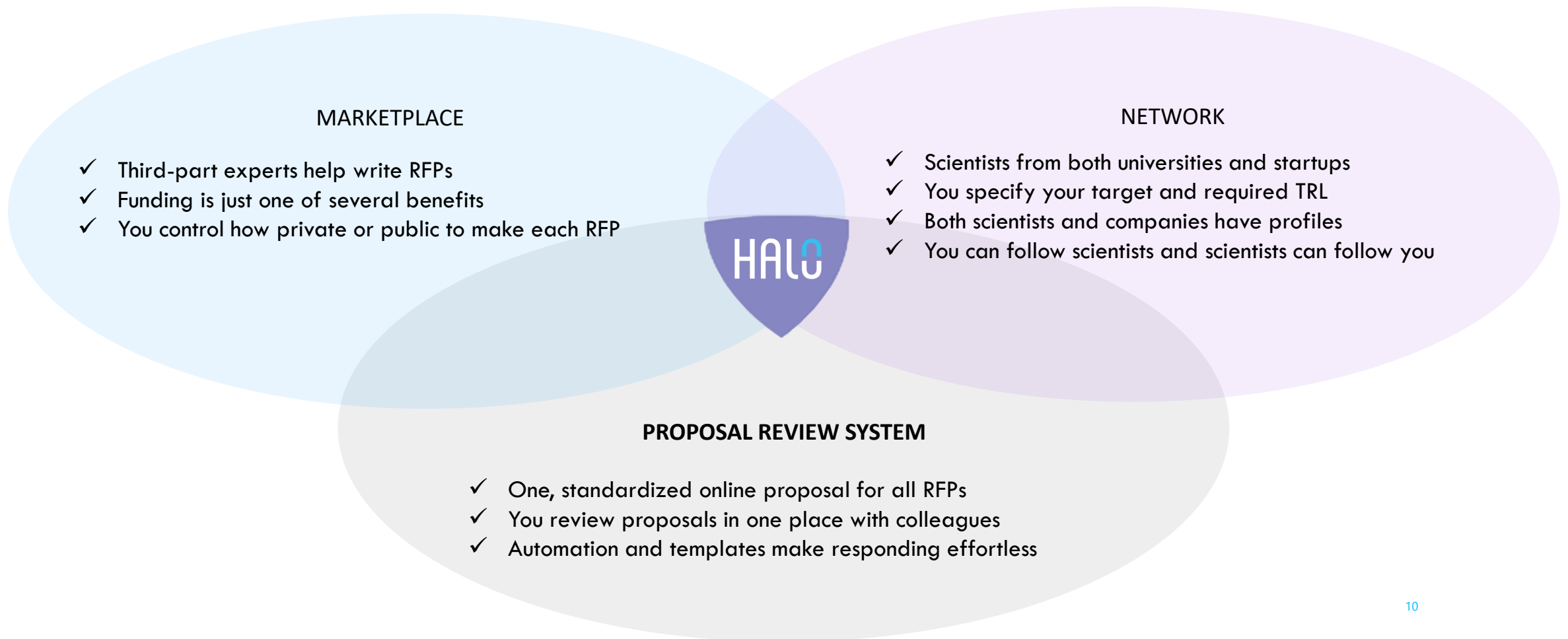
A Network Approach to Collaboration

Keeping pace with innovation requires a new approach. Halo is a collaboration platform for scientific innovation built for this new reality.



What Makes Halo Different

No other platform combines a marketplace of RFPs curated by experts, a network of profiles from companies and scientists, and back-end tools for managing proposals and researcher relationships



Network Growth

Since launching in January, **2,000+ scientists, startups and universities** from leading research institutions and accelerators across **65 countries** have joined the Halo platform



275+

Universities

20+

Accelerators

100k+

Extended Reach

Leveraging an Open Innovation Platform to Streamline Collaboration

Phil Taylor, PhD

Open Innovation Lead





The pursuit of open innovation

Exploring new ideas and collaborations to offer growers the best that science can offer

Internal R&D



Universities & Research Institutes



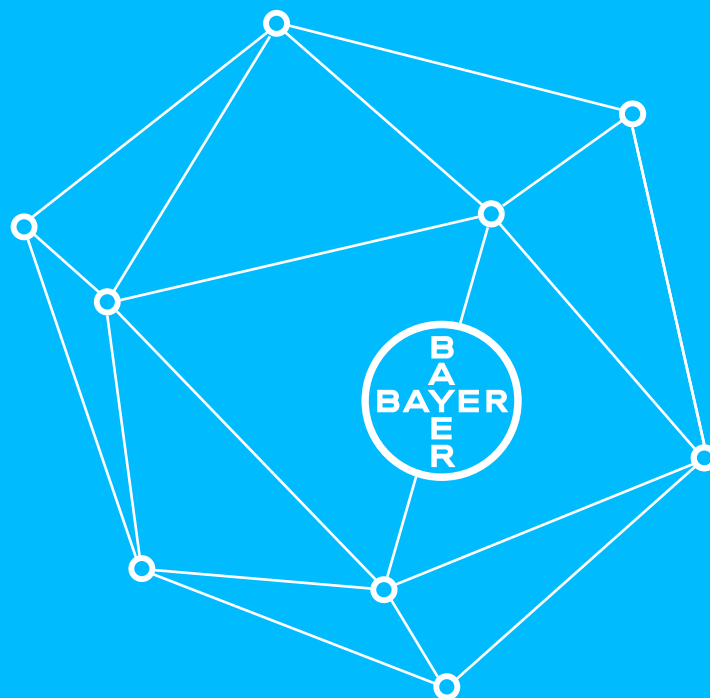
Customer-Sponsored Research



Crowdsourcing



Cross-Organizational Innovation



Disruptive Innovation/Venture Capital



Bayer Growth Ventures



Innovation Centers



Technology Collaborations



A commitment to sustainable innovation

Our vision for the agriculture landscape of 2030

Advance a carbon-zero future for agriculture

By helping our customers reduce field greenhouse gases in crop production.

30%

Reduction in field greenhouse gases emitted per kg of crops produced

- // Contributing climate-smart practices:
 - // No-tillage Highly Productive Crops
 - // Cover Crops Precision Agriculture
- // Optimizing the use of synthetic fertilizers through microbe integration



Produce higher-yielding crops with fewer natural resources and inputs

30%

Reduction in the impact of crop protection on the environment

- // Using Climate FieldView for precise crop protection application
- // Adding resistant traits to reduce pesticide use
- // Developing crop protection products with lower environmental impact



Empower 100 million smallholder farmers

100m

Smallholders will benefit from access to education, tailored solutions & partners

- // Enhancing social innovation (e.g. with Better Life Farming)
- // Pursuing digital transformation with FarmRise
- // Introducing higher-yielding, resource efficient rice hybrids





Bayer Grants4Ag Program

Financial support for early innovations that have the potential to impact agriculture.

Broad

Awarding multiple unrestricted grants to researchers at any career stage



Simple

No additional steps beyond submitting a proposal through Halo



Low touch

There are no formal reporting requirements and applicants retain ownership of any IP developed



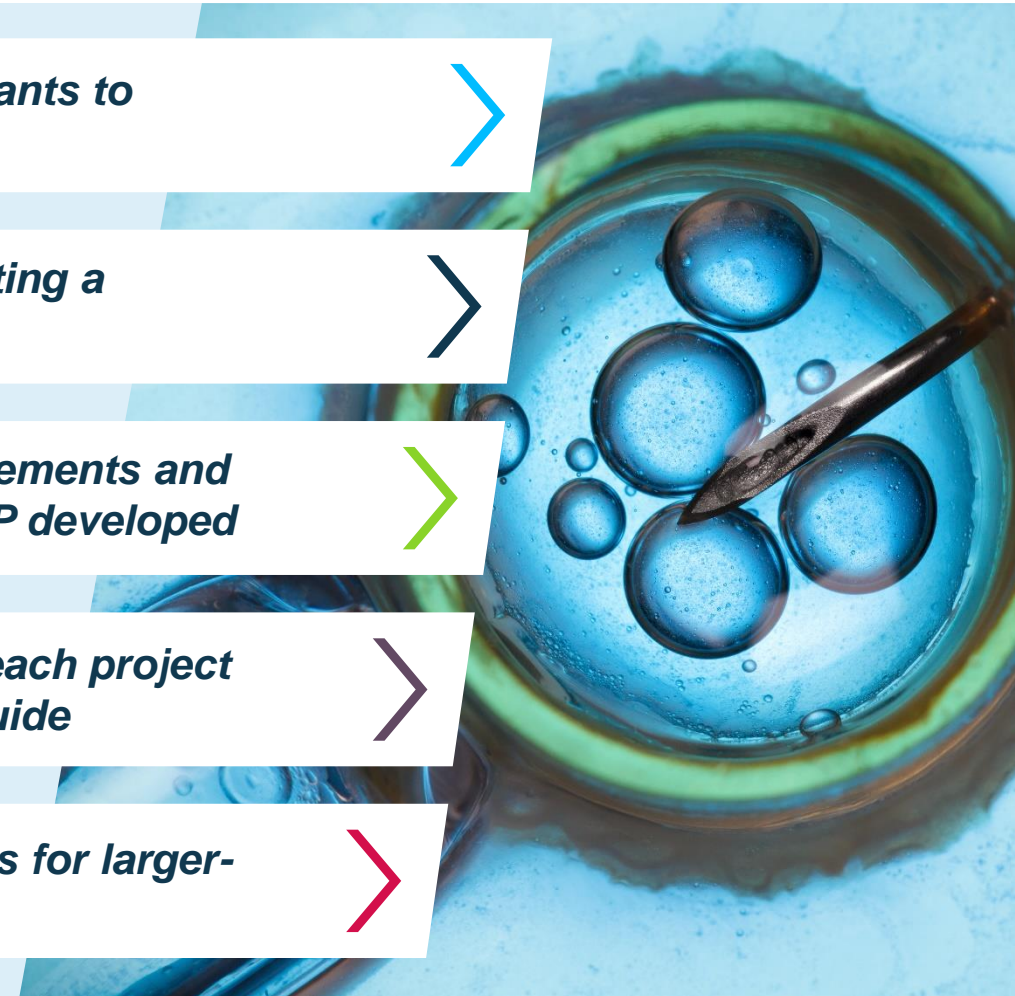
Supported

A Bayer scientist will be assigned to each project (where possible) to act as a mentor/guide



Impactful

One of our key ways to identify partners for larger-scale long-term partnerships





Case Study: Grants4Ag

Situation

- For the past 5 years, we used our own innovation portal to run the Grants4Ag program.
- While the portal was visually-appealing, it was challenging to review proposals in different formats, collect feedback from internal experts, respond to researchers, and keep track of the status of each proposal
- We were looking for a system to manage the proposal process and also reach a broader audience of scientists



Partnering

Partnerships in Crop Science

What

We continually expand our network of collaborations and welcome alliances and licenses covering early stage R&D opportunities to marketed products.

Who

- Academics,
- startups and corporations,
- growers,
- ag/food tech innovators and consumers

Apply any time



Case Study: Grants4Ag Action

- We posted **3 RFPs** on Halo
- Halo produced and promoted **3 webinars** across three time zones for scientists and startups to learn more about the challenge
- The webinars were hosted by Bayer and attracted more than **300 attendees**

Bayer Crop Science 

 Easy Apply

Accelerating precision agriculture

Bayer Crop Science is seeking digital innovations for measuring agronomic performance and compliance

Deadline: October 30, 2020

Bayer Crop Science 

 Easy Apply

Fighting pests while preserving biodiversity

Bayer Crop Science is seeking novel approaches and enabling technologies to produce higher-yield crops with resistance to weeds, insects and diseases.

Deadline: October 30, 2020

Bayer Crop Science 

 Easy Apply

Reducing chemical input and enhancing soil health

Bayer Crop Science is seeking novel approaches and technologies that minimize chemical inputs and protect soil health while maintaining crop yields.

Deadline: October 30, 2020

Case Study: Grants4Ag

Results

With Company Portal

80 proposals

Less than 10 countries

With Halo

613 proposals

39 countries



2021 GRANTS4AG AWARDEES

Bayer Crop Science



After receiving more than 600 proposals from almost 40 countries, the Bayer Crop Science team has selected 24 proposals to fund. From protecting plants with beneficial bacteria to detecting disease through drones and AI, these 24 scientists have outstanding innovations to help farmers protect crops. Congratulations to the 2021 Grants4Ag awardees!

Learn more about the scientists and how their research will impact Bayer's vision of #HealthForAll, #HungerForNone below.



Ian Henderson
University of Cambridge



Addie Thompson
Michigan State University



Ana Laura Torres Huerta
Monterey Institute of
Technology



Elizabeth Skellam
University of North Texas



Sivam Krish
GoMicro

MOVE SCIENCE FORWARD

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2021 GRANTS4AG AWARDEES

[Addie Thompson - Michigan State University](#)

[Ana Laura Torres Huerta - Monterey Institute of Technology](#)

[Bryan Berger - University of Virginia](#)

[Eduardo Rodriguez - Institute of Molecular and Cell Biology of Rosario](#)

[Elizabeth Skellam - University of North Texas](#)

[Enrico Bonello - Ohio State University](#)

[Haoyu Niu - University of California, Merced](#)

[Ian Henderson - University of Cambridge](#)

[Ingrid Span - Heinrich Heine University](#)

[Jishnu Bhatt - Penn State University](#)

[Maria DeRose - Carleton University](#)

[Megan Rúa - Wright State University](#)

[Ming-Zhi Zhang - Nanjing Agricultural University](#)

[Sivam Krish - GoMicro](#)

[Vanessa Nessner Kavamura - Rothamsted Research](#)

UIDP Virtual 2021

April 15, 2021

Halo Demo

Kevin Leland
CEO and Founder

HALO 

Please submit your questions using the questions tab.

Session Chat



Chat



Q&A

M Monique Brown

What's the benefit of changing the check-in process?

M Megan Lau

I think the contactless check-in will be a great way to make our attendees feel more comfortable during in-person events 😊



D Doug Brashear

I can't wait to use these new features for my next event!

K Katrina Tanner

I've noticed the same trends as an event attendee. It's wonderful to learn how event planners are staying current.



C Chris McAndrews

Same!

T Trevor Lynn

Does anyone want to connect after the session to discuss what we learned?



C Casey Hartnett

I'm interested



Public-Private Partnerships to Advance the Nation's Innovation Ecosystem

April 15, 2021 6:20 - 7 PM ET



Moderator:
Theresa Mayer
Purdue University



Erwin Gianchandani
NSF



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THANK YOU!



- Did you enjoy the session? Rate it in the Attendee Hub!
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