INNOVATION CALL

LEVERAGING THE POWER OF DIGITAL FARMING

APPLY BY NOVEMBER 6TH

BAYER

POWERED BY hello tomorrow

BAYER CROP SCIENCE IS LOOKING FOR INNOVATIVE AND DISRUPTIVE SOLUTIONS FOR DIGITAL FARMING

The rise of data science and the advent of digital technologies provide farmers with a wealth of new data and new opportunities to improve operations and outcomes.

Can your solution provide*...

Best in class fields monitoring systems

Automated high-quality field data acquisition (boundaries, crop, pest, soil...) from satellites or drones to embedded technologies

Universal Data & optimized interoperability

Improve data compatibility and sharing regardless of the device and brand

Seamless customer service

Optimized digital customer journey from purchase to post-sales support

*Preference for solutions with a TRL 6-7+ (Minimum Viable Product) and in the EMEA region

APPLY NOW

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WIN A CHANCE TO TAKE YOUR SOLUTION TO THE NEXT LEVEL WITH BAYER

- **Integration** into the Bayer Crop Science Innovation Ecosystem
- **Opportunity for** co-development, equity participation, and supplier relationship
- **Access to infrastructures** and a **wide network of experts** to boost development, industrialization, and commercialization
- **Dedicated point of contact** & fast response on collaboration (go/no-go in 2 months to upgrade to next phase)
- **Full pass to the Hello Tomorrow Global Summit**
  Access to all keynotes, masterclass, networking opportunities and startups showcases and pitches

APPLY NOW

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September 22nd 2022

APPLICATIONS OPEN

Fill in your application online

October 18th 2022

Optional

CHALLENGE Q&A WEBINAR

Bayer and Hello Tomorrow will discuss Challenge topics, eligibility criteria, and prizes. Questions welcome!

November 6th 2022

APPLICATIONS CLOSE

Submit your online application before Sunday, November 6th at midnight CEST

November 2022

ALIGNMENT CALLS

Bayer and selected startups to align on goals and expectations

End of November 2022

FINALISTS ANNOUNCED

Bayer jury selects finalists to pitch in their final event

Early December 2022

PITCH REVIEWS

To prepare the challenge final event, finalists review their pitch with Bayer and Hello Tomorrow

December 12th 2022

CHALLENGE FINAL EVENT

Pitch in front of Bayer teams during an hybrid event and discover the grand winner(s)!

APPLY NOW

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DIGITAL FARMING SOLUTIONS AT BAYER

Digital farming is at the forefront of modern agriculture and the associated technologies and data will continue to empower farmers through actionable insights in the future.

With a mission to become the gamechanger in agriculture, farming and food chains by 2025, Bayer Crop Science developed **Digital Farming Solutions** to strengthen its core business and create new business models to realize above-market growth.



Digital Farming Solutions' activities are driven by 3 pillars:

BELIEF

The next breakthrough in agriculture will come from using data & analytics for better decisions

MISSION

Help the world's farmers to sustainably increase their productivity through digital tools

VISION

Achieve more sustainable food systems through a farmer-centric, outcomes-based & digitally-enabled approach

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INNOVATION CALL

Our leading research capabilities in biology, crop protection and data science, bolstered by collaborations, **position us to deliver** the ideas that unlock new possibilities. This innovation means **better solutions and greater choice to farmers around the world.**



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