



a Bloomflow company

Press release

Bloomflow is acquiring Agorize to become a global leader in innovation management.

PARIS, France, 19 November 2024: Bloomflow, a leading innovation management platform for enterprises, is acquiring Agorize, a globally renowned provider of challenge & idea management solutions.

Together, **they offer an AI-powered software suite covering every phase of the innovation process to fuel growth** - from sourcing transformative ideas to scaling them globally and leveraging an ecosystem of startups, tech vendors, and academics.

This acquisition blends two decades of combined experience, a portfolio of over 300 corporate and institutional clients across 26 countries - including L'Oréal, Nestle, HSBC, Bayer, Capgemini, Unilever, Jaguar Land Rover, PepsiCo, and the Government of Singapore - and a team of over 100 people in offices in Paris, London, New York, Singapore, Hong Kong and Tokyo.

Founded in 2016 in Paris, Bloomflow emerged as the leader of innovation ecosystem management, empowering corporates to scout and qualify startups and innovative partners, manage innovation portfolios, and gain actionable insights for informed decision-making. With robust growth, Bloomflow has successfully expanded its presence throughout Europe and the US.

Agorize, founded five years earlier, and also in Paris, set the standard for open innovation, connecting corporates and organizations with a global network of 10 million startups, students, developers, and researchers. After raising over \$20 million, Agorize successfully scaled its business across Europe and Asia.

Directors' statements

Thomas Girard, CEO of Bloomflow said:

"We are thrilled that Agorize is joining Bloomflow. Our visions and people are aligned and laser-focused on executing great synergies. We will benefit from similar and inspiring client bases, gain access to each other's respective markets, build on each other's strengths to deploy a solution across all phases of the innovation chain, and bring together two exceptional groups of people, all of whom believe in innovation as a force for good and for growth."

Yohann Melamed, CEO of Agorize, added:

"Our ambition remains the same, just unified and strengthened: To build the global leader in innovation technology and to empower hundreds of companies to make innovation a real driver of growth, a catalyst for sustainable transformation, and a magnet for talent."

The new company looks to leverage its competitive advantage and foothold in Europe, Asia, and the US to become the global leader in innovation technology, paving the way for a future where all companies worldwide make innovation a core driver of their business strategy.

About the companies

Bloomflow develops a SaaS platform that empowers companies to drive innovation by identifying, developing, and deploying new business opportunities to fuel growth.

Agorize helps large companies and institutions transform themselves, thanks to its innovation management software fueled by the ideas of 10 million startups and innovators.

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Media: [Logo](#), [website and video](#)