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EIT AI COMMUNITY

Bayer

AI Challenge 2025

Bayer – Unlocking Regenerative Agrifood Insights

Challenge description

Our SharePoint system holds a vast amount of valuable information related to regenerative agriculture, best practices, including project updates, impact data, and strategic initiatives. However, much of this content is private or not easily accessible to field teams. As a result, farmers and sales teams often struggle to find quick, reliable answers to their questions about ongoing projects and the broader impact of our work.

We need to develop a smart, secure tool that can surface relevant insights while protecting sensitive data—empowering our teams on the ground with the information they need to drive conversations, build trust, and scale regenerative practices more effectively.

Why is this a challenge/opportunity to overcome?

This is a critical challenge because we need to actively promote new sustainable practices. Sales teams—who are in daily contact with farmers—must have a clear, practical understanding of our regenerative agriculture strategy so they can confidently share it and encourage adoption. However, they often face the burden of navigating through extensive documentation or printed materials, which creates friction and slows down impact.

We need to develop a user-friendly, secure tool that gives our teams direct access to the right information—on demand and without the need to search through countless documents. This will empower them to communicate our vision more effectively, support farmers in the transition, and help scale regenerative agriculture with clarity and ease.

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Did you try out a solution for this already?

We've started working on a solution—a mock-up version of an improved SharePoint platform. This is an important first step, but it's not enough. The current version focuses mainly on organizing existing content. What we still need is a dynamic and intuitive tool that not only connects to our core documents but also delivers reliable, creative, real-time content and support to our sales teams and internal stakeholders. To truly meet the challenge, the tool must allow team members to get fast, simple answers to their questions—without digging through long documents or waiting for responses. We envision a system that combines smart content delivery with interactive elements, perhaps even AI or chatbot capabilities, so sales teams can confidently promote regenerative agriculture in the field, supported by real-time, relevant information. Our goal is to move from a static content hub to a living, collaborative resource that drives understanding, engagement, and action.

What are your expectations about the solution?

A simple, WhatsApp or text or teams, accessible tool that is secure for confidential information, reliable with accurate content (no hallucinations), and easy to use and share.

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Additional information?

Anything else you want to inform us about in regards to the challenge or solution?

Information about the challenge ownership

Ana Paulina Posso

Name of your organisation – **Challenge Title**

Optional: please add infographics, pictures or videos here