



P&G Startup Innovation Brief Call for Startup Submissions

Procter & Gamble is looking for new approaches and technologies that can help them to address key business challenges/opportunities. The following innovation brief(s) will provide a high-level overview of specific business goals and needs, as well as a high-level overview of what they are looking for in a solution.

If you would like to submit a solution, please go to the P&G Innovation Brief Response Form bit.ly/2yRFZXB and complete the form with the requested information.

Submission Detail:

Brief Submission Period:	May 15 th 2020 – June 12 th 2020
Brand or Department:	P&G AMA – Product Supply
Opportunity for Innovation Partner(s):	Pilot Funding & Access to P&G expert resource team

Process Overview:

- Complete the P&G Innovation Brief Response Form - bit.ly/2yRFZXB
- All responses will be reviewed and you will be notified as to whether the response has been accepted for further consideration.
- If accepted, you will be contacted by a Pilot44 Research Analyst to schedule a meeting to present additional detail on your company and solution as well as, where applicable, to provide a demonstration of your product.
- If contacted for next steps, additional detail on the client needs will be provided during at that time, as well as additional information on the review, selection and reward process.
- You can send any specific questions to our innovation partner, Pilot44: submissions@pilot44.com

P&G Startup Innovation Brief Overview

Brief Name: Resolving Clogging/Caking Issues During Industrial Powder Dumping Process

Business Background:

P&G is looking for solutions to improve their process efficiencies with their premix production. The current premix process consists mainly of dumping and agitating the powder and the solvent. During this process, the powder may not always flow well into the rotary valve due to caking issue in the bags, therefore causing a clog into the rotary valve. The caking issue may also cause a flow stop, not allowing the powder to feed into the rotary valve. Currently, there is no existing solution to notice a flow stop or a clog in the dumping sequence other than the operator physically present to monitor the flow accumulation.

Business Challenge / Needs Definition:

P&G is looking for partners and solutions that can help improve their premix production process, specifically resolving clogging/caking issues during the industrial process of powder dumping. P&G sees an opportunity to simplify their efforts by introducing auto-monitoring and remote alarm systems to observe if there is a flow stop during the dumping sequence due to clogging, so that their operators are freed up to handle other tasks at the same time. With such a system in place, the operator would be remotely informed if troubleshooting is needed. P&G is also open to other solutions to resolve this issue other than an auto-monitoring and alarm systems. P&G is specifically looking for partners and solutions that are able to execute pilots in the Asia, Middle East & Africa region.

Initial areas of interest for scoping:

Below are some example areas of interest, but the business is open to other creative responses:

- Auto-monitoring & alarm systems
- Industrial IoT with digital measure capability
- Smart sensors

The desired outcome is a pilot or partnership with P&G to show proof of concept (POC) of the solution. If successful, the pilot solution or partnership could lead to a longer-term relationship across multiple markets.

The Ask:

P&G is looking for partners and solutions that can support premix production efforts and be able to execute pilots in the Asia, Middle East & Africa region. A start-up submission doesn't need to provide the entire end to end solution but can solve for part of it. If you have ideas and supporting technologies that you believe can help deliver disruptive solutions to the challenge highlighted above, we want to hear from you. Where there is a good fit, we are looking to drive agile in-market pilots with the goal of scaling successful solutions. All ideas and submissions will be fully reviewed.