



P&G Startup Innovation Brief Call for Startup Submissions

Procter & Gamble is looking for new approaches and technologies that can help them 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 – <https://bit.ly/2LvGM3j> and complete the form with the requested information.

Submission Detail:

Brief Submission Period:	May 15 th – June 12 th , 2020
Brand or Department:	P&G Signal Accelerator, Corporate Innovation
Opportunity for Innovation Partner(s):	Pilot Funding & Access to P&G sustainability team

Process Overview:

- Complete the P&G Innovation Brief Response Form – <https://bit.ly/2LvGM3j>
- 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 submissions@pilot44.com

P&G Signal Innovation Brief Overview

Brief Name: The 50 Lt Home: Making Responsible Consumption of Residential Water Possible

Business Background

P&G recognizes consumers want brands that both meet their traditional value and performance expectations, whilst help solve some of our world’s most complex social and environmental challenges. P&G is committed to ensuring that social and environmental sustainability are an integral part of our brand’s core equity, and overall central to P&G’s mission.

At P&G, 70% of our products require the use of water – and 70% of our Green House Gas footprint is in consumers’ home hot water use, a product of both freshwater consumption and greenhouse gases produced from heating water. We have the opportunity to get smarter about water by using new technologies that reuse, purify, and sanitize much of the water that gets discharged within homes. Imagine if we could enable people to reuse 50L of water per day that feels like 500L. The 50L Home is an initiative and coalition spearheaded by P&G to bring awareness to and develop innovative solutions for responsible water/energy consumption in urban homes. The urgency is further accelerating today in the face of the impending global water crisis. Through the lens of the United Nations Sustainable Development, the 50L Home seeks to impact Goals #6, #12, and #16.

Business Challenge:

How can P&G enable consumers to do radically more with radically less water and energy use? How can we make invisible use of water & energy visible, right at the point of use? How might we particularly address the triangle of tension that exists between improving sanitization, reducing water & energy, whilst keeping the feeling of abundance of using water?. From incremental evolution to product innovation, easy-retrofit water-infrastructure changes (taps, faucets, showerheads, etc.) and water appliances that aim at both reducing (hot) water and re-using/purifying/enriching (hot) water, we want to partner!

Relevant Technology Domains May Include, but are not Limited to, the Following:

<ul style="list-style-type: none">Water enrichment/ personalized water – via efficient local application for performance enhancement of water, to deliver instant, effective results and/or benefits personalization	<ul style="list-style-type: none">Water collection for re-use / recycling & purification / circular water tech – especially modular and easy retrofit solutions that can be adapted at each point of use (vs. central systems)
<ul style="list-style-type: none">Water quality/usage monitoring, plus energy (hot water)	<ul style="list-style-type: none">Water filtration and water removal of suspended soil
<ul style="list-style-type: none">Water tracing/analytics and diagnostics – especially related to health/hygiene reassurance	<ul style="list-style-type: none">Smart Home Water/Energy Systems – enabling more intelligent efficient water delivery and/or heat delivery
<ul style="list-style-type: none">Sensory water delivery and experiences, - e.g., in-line dosing/mixing/injecting of multiple “actives” in water streams, at point of use	<ul style="list-style-type: none">Water sanitization/sterilization/disinfection – especially as in-situ solutions at point of water use via easy retrofit (e.g., local in-situ bleach generation/cleaning, electrolyzed water cleaning, UV light cleaning)
<ul style="list-style-type: none">IoT sensors and retrofit h2O/E tracking devices. Interoperable solutions for water/energy management. Secured data-sharing platforms.	<ul style="list-style-type: none">Water/energy visualization/platform – to transpose consumers insights to preferred device (smartphones) or surfaces (mirrors)
<ul style="list-style-type: none">Touchless cleaning / automated self-cleaning	<ul style="list-style-type: none">Education/Guidance, Water/energy incentives/rewards – incl. water/energy credits, tokenization

Pilot Cities – P&G is looking for solutions that can be piloted in top water scarce cities: USA – Los Angeles, Mexico - Mexico City, China - Beijing, India - Mumbai

The Ask:

If you have a solution to partner with us, please submit a summary of your solution, approach and/or technologies that can help bring sustainable products and practices to the world. Please indicate how you would propose pilot testing your solution. We look forward to partnering with you. All ideas and submissions will be fully reviewed.