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/2Vpt3js and complete the form with the requested information.

Submission Detail:

Brief Submission Period: May 15th 2020 – June 12th 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/2Vpt3js

- 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: Touchless Order Operations

Business Background:

In recent years, back-office operations have seen significant disruption. Specifically, there has been a focus on the automation of back-office processes to increase efficiency and accuracy. P&G currently still requires employees to manually "touch" an order in the fulfillment process. These digital "touches" include master data issues, price cuts, inventory allocation, and order releases. With the rise of innovative fulfillment automation tools and other specialized inventory management solutions, back-office operations have become significantly more efficient and automated. In line with their vision to continue to drive innovation and efficiencies across their supply chain, P&G is looking to develop a touchless operation for their back-office operations. Additionally, P&G is looking to improve their interaction with their customers through AI chatbots, where customers are able to obtain basic information requests themselves.

Business Challenge / Needs Definition:

P&G is looking for partners and solutions that can assist them to optimize their supply chain by improving their back-office operations and order-to-cash cycle through touchless order acquisition solutions. Additionally, P&G would like to understand existing best practices in the e-Commerce industry to improve their own existing processes. 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:

- Master data synchronization
- Automated inventory allocation management
- AI chat bots with translation capabilities

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 touchless order acquisition tools for their back-office operations 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.