

P&G VENTURES

What is P&G Ventures?

- P&G Ventures is an early-stage startup studio within Procter & Gamble that partners with entrepreneurs, startups and inventors to accelerate billion-dollar ideas that improve consumers' lives.
- While P&G has a long and successful history of innovating within its current categories, since its launch in 2005, P&G Ventures represents a new way for the company to disruptively innovate in spaces outside of its current categories.
- With its hybrid model, P&G Ventures brings together the speed and agility of the startup ecosystem together with the expertise and resources that P&G has built over its 180-year history.
- P&G Ventures looks for technologies, businesses and capabilities that will lead to breakthrough solutions to solve consumer problems and improve lives.
- The team's current areas of focus include:
 - Non-toxic home and garden: Effective, safe solutions that control insects in and out of the home and on plants, are safe to use around people and pets, and perform better than what's on the market today.
 - Active Aging – Women: Help women live vibrant, active lives as they age by providing solutions for the symptoms of menopause and other age-related issues.
 - Active Aging – Men: Help men age with vitality by providing solutions to incontinence, mobility challenges, sexual dysfunction and other age-related issues.
 - Healthy Skin: Help consumers keep their skin looking, feeling and functioning at its best, focusing on issues such as acne, sun protection, hyperpigmentation, eczema and psoriasis.
 - Food Preservation and Waste Reduction: Reduce food waste with technologies that keep food fresher for longer.
 - Daily Wellness: Help consumers maximize their "wellspan" with solutions to help them live their healthiest lives.
 - Go-Anywhere Clean: Help consumers clean their homes—and keep them clean—with safe solutions they can take wherever they go.
 - Helping Parents: Help support the health needs of children from 0-5 and their parents.

How does P&G Ventures work with entrepreneurs?

- Each P&G Ventures partnership is unique, providing funding and access to P&G's experts, resources and capabilities to help partners find their best customers, prove their technology and create their brand.

- When partnering with startups, P&G Ventures offers a suite of business accelerators including consumer insights, technical development, global regulatory and legal, manufacturing and supply chain, global distribution and retailer partnerships, audience creation, marketing and communications.
- P&G Ventures also has amazing access to experts, resources and systems developed over P&G's 180+ year history, including an extensive network of suppliers, retailers, agencies, developers, labs and leading experts.
- Though its Discover -> Create -> Build process, P&G Ventures can meet entrepreneurs where they are in their journey and ensure the project gets the right resources at the right stage.
- P&G Ventures aims to create long-term success for its partners, while filling the resource gaps that many entrepreneurs don't want or don't have time to fill.

What brands has P&G Ventures launched so far?

P&G Ventures has brought several new brands to market, with many others in early stages of development.

- Zevo: Safely and effectively kill a wide range of insects using BioSelective™ Technology to target and shut down biological pathways found in insects, not in people or pets. The proprietary formula is powered by essential oils and other familiar ingredients customers can feel confident in.
- Kindra: Addresses the physical and emotional aspects of menopause through estrogen-free essentials, made with clinically studied ingredients and natural plant extracts.
- OPTE: A revolutionary breakthrough in skincare science backed by 13 patents and 14+ years of research and development, the OPTE Precision Skincare System is the first and only handheld device designed to be a daily all-in-one solution for hyperpigmentation.
- Bodewell: Provides clinical, plant-based solutions for mild-to-moderate eczema, psoriasis, and sensitive skin without a prescription.

How does P&G Ventures find partners?

- P&G Ventures is constantly connecting with entrepreneurs and startups who are potential partners.
- Our scouting team travels across the globe to connect with entrepreneurs and startups with innovations that fit our spaces.
- One important channel for making such connections is the P&G Ventures Innovation Challenge.

- Since 2019, the P&G Ventures Innovation Challenge called on all entrepreneurs, inventors, and startups who have a technology-enabled fast-moving consumer goods product to apply.
- This year, three finalists who are chosen to travel to Las Vegas and pitch their idea in person to a panel of expert judges in Eureka Park during CES 2022, the most influential tech event of the year.
- One winner will receive \$10,000 and the opportunity to partner with P&G Ventures to continue developing their product.
- Previous Innovation Challenge winners have gone on to great success, including multi-million-dollar funding rounds, partnerships with the armed services, and even an investment from Mark Cuban.