

The Opportunity – Join us at the Consumer Electronics Show on January 12th and 13th:

All briefs follow our normal submission process. For partners and startups who want to learn more about P&G’s innovations and/ or meet with P&G on the briefs below, or other topics, we will have P&G staffing at our LifeLab which is running in conjunction with the Consumer Electronics Show (CES).

The CES requires a paid ticket to enter their virtual meeting, but P&G’s LifeLab experience **is free** using the URL <https://pglifelab.com>. Create your avatar and experience P&G’s innovation efforts, hear our leadership speak live, or come talk to P&G Innovators and Innovation Managers on January 12 & 13 from 7:00am-8:00pm US EST.

The Briefs:

Title	Description	Location
Breakthrough Growth for Omnichannel Brands	Multi-channel approaches (including e-commerce and DTC) and rapid consumer adoption has accelerated consumers’ expectations of brands, their products, and their supply chains as technology has continued to evolve. This shift has redefined supply chain and last mile delivery, made traditional acquisition and attribution models obsolete, and opened the door to hybrid and new go-to-market approaches. Seeking solutions across the Omnichannel landscape.	North America and Europe
Making a Sustainable Lifestyle Effortless - 2030	By the year 2030, P&G aims to have 100% of our brands empowering, enabling and inspiring responsible consumption. How can P&G brands empower consumers to effortlessly lead a more sustainable lifestyle without any trade offs (convenience, experience, performance, value)? We are looking for new technology-enabled solutions, services and business models that incentivize and drive behavior change and make it easy/fun/rewarding to adopt responsible consumption habits	Global
Transformative Transactions	Technologies to help P&G build an autonomous supply chain that delivers highly customized, consumer preferences with an end-to-end scope (sourcing, manufacturing, distribution)	Global
AI Technologies for Digital Expert Advisors	We are searching for potential partners and capabilities to raise the bar on digital advisors. Specifically unique solutions and technologies that offer conversational AI technologies that enable natural, empathetic, long form conversations.	Global
Transforming Consumer Insight Research	P&G covets privacy preserving research methods that are capable of measuring actual behavior of product use within actual use environments, inclusive of consumers’ homes. Capturing and processing of measured data is critical. Advanced methods combining passive listening (sensors, audio, visual), edge computing with embedded AI development, and communication network technologies need to be integrated to limit data for transfer to the cloud and most importantly preserve privacy.	Global
Synthetic Image and Label Data	P&G uses images of consumers and products generated in research to develop new digitally enabled products. Evolving consumer needs requires more ‘data’ (e.g. image, video , text, audio, temporal signal) to accelerate development of new digital products for consumers. We are looking for potential solutions and technologies to automate generation of	Global

	'synthetic' image and label data as a critical building block in developing algorithms and models.	
Automation of Daily In-Home Consumer Tasks	P&G is seeking technologies and services that automate daily in-home consumer tasks, chores and routines in meaningful and delightful ways. Including in home robotic and personal care regimen automation.	Global
Device Amplified Chemistry	Looking for unique technical solutions for general cleaning problems that use primarily chemical means of action. A focus on the addition of energy (light, radio frequency, electromagnetic fields) could enhance cleaning jobs. Framed as "energy amplified cleaning solutions".	Global
Zero Waste Haircare	Our aim is to develop a Zero Waste Hair Care Solution. The goal is for no trash to be sent to landfills, incinerators or the ocean. Such solutions would offer a zero-waste alternate to haircare products and the formulation could evolve around liquid, cream, gel, solids, powder and others. Services and packaging solutions are also in scope.	Global