



## ABOUT P&G VENTURES

Founded in 2015, P&G Ventures partners with entrepreneurs, inventors, and startups to discover and create consumer products brands that solve peoples' needs in categories new to P&G. 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.

## WHAT WE DO

We **solve for big consumer pain points** that we can uniquely own and solve.

We **drive operational excellence** at each phase of the funnel by applying core LEAN principles (build-measure-learn) and metered funding.

We **leverage the best of internal and external resources**, technologies and models.

## OUR PROCESS (DISCOVERY, CREATE, BUILD, SCALE)

P&G Ventures manages projects through a Funnel modelled after the LEAN approach. All the projects are time, LOFA (Leap Of Faith Assumption), and resource bound against metered funding. The four phases of the project-life funnel:

- **Discovery:** *Define the Opportunity*
- **Create:** *Proof of Proposition and Business Model Validation*
- **Build:** *Learn & Grow in Market*
- **Scale:** Brand are either transfer from P&G Ventures or is bought back from our external incubator (M13) to execute globally within a current P&G Business Unit.

## P&G VENTURES AND M13 RELATIONSHIP

In 2019, P&G Ventures and M13 entered a partnership to open a brand incubator within M13 – the Launchpad. M13's Launchpad identifies and hires founders to run independent companies that accelerate brands into sustainable businesses. Select P&G Ventures direct-to-consumer brands are moved into M13's Launchpad on a case by case basis. The first to move into M13's Launchpad was the menopause care brand Kindra, formerly Pepper & Wits, followed by medicated skin brand Bodewell, formerly Metaderm, and OPTE Precision Skincare in US. Once they are sustainable businesses, they could eventually be purchased back by P&G.

## SPACES OF INTEREST

P&G Ventures focuses on key areas of interest based on macro-shifts that are believed to be shaping consumers' expectations and habits. These focus areas are updated annually. Currently, the focus areas are:

**Active Aging:** To help make it possible for more older Americans to live independently and age in their own homes.

**Balanced protection:** To help people clean their home from "bad" bacteria while not getting rid of the "good" bacteria.

**Chronic Conditions:** To help treat and prevent the symptoms of chronic conditions, such as, eczema and psoriasis to environmental allergens.

**Enhanced Sleep:** To create better sleep environments to help people fall asleep faster, stay asleep longer, and wake up refreshed.

**Non-Toxic Insect Solutions:** To control insects in and out of the home and on plants with products that are non-toxic to people and pets.

**Personal Performance:** To create solutions that aid in effective breathing and that build resistance to stress, distraction or cognitive decline.

**Women's Wellness:** To create solutions to allow women to live active lives from their teens through their golden years by addressing issues from menopause symptoms to migraines, from UTIs to stress incontinence.

## HOW TO CONNECT WITH P&G VENTURES

[Website: pgventuresstudio.com](http://pgventuresstudio.com)

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