

P&G VENTURES APPLICATION CHECKLIST

So, you think you have the next big idea?
Let's make sure it meets all the criteria
for the application.

To be considered, each application must do each of the following:

01

Fall within one of our focus areas:



NON TOXIC HOME & GARDEN

We're looking for industry leading technologies that control insects in the home and on plants.



WOMEN'S ACTIVE AGING

We're interested in products that help women address unique challenges around aging—such as supporting them through the various symptoms of menopause or caring for fragile skin.



MEN'S ACTIVE AGING

We're looking for products that help older men maintain healthy, independent lives by addressing issues such as incontinence, mobility, and overall energy levels.



MANAGING INFLAMMATION

Reduce the body's inflammation that can lead conditions such as food sensitivity, insomnia, anxiety, skin irritation and more



SAFE AND EFFECTIVE GERM PROTECTION

We're looking for products that help consumers successfully rid their homes of bad bacteria—especially clothing, carpet, and upholstery—without overcleaning.



DIGITAL SKIN

We're interested in technologies that are focused on helping consumers care for their skin, helping them not just look better but actually feel more healthy and vibrant.



CONSERVE AND REPURPOSE

We're looking for new ideas outside of existing and previous P&G markets—particularly products that preserve valuable items, make day to day living more efficient and less wasteful, or make consumers' homes and communities smarter and more resilient.

02

Address an unmet need for consumers, represent a superior solution to those currently in use, or offer a significantly better value to consumers

03

Be an innovative technology, ready-to-go product, commercial opportunity, or leverage unique expertise

04

Include protectable intellectual property, typically in the form of a granted patent or published patent application

→ All boxes checked?

[START APPLICATION](#)

Not quite yet? [NEXT PAGE](#) →



If your idea does not check each of the boxes above, you have a few options:



Stay connected to P&G Ventures to learn more about our startup studio, get helpful resources for startups, and explore other topics that may interest you



Check out our **Innovation Challenge** to see if your idea is better suited there



Make necessary adjustments to your idea to include our criteria and apply in the future when you're ready

If your idea does check each of the boxes and you decide to submit an application, please make sure you **do not submit:**

- ▶ Innovations you do not own or have the legal right to represent
- ▶ Innovations you are unable to describe on a non-confidential basis
- ▶ Confidential information or documents
- ▶ Ideas, suggestions, or thoughts that do not include protectable intellectual property
- ▶ Comments or suggestions about existing products. For product questions or issues, please contact the phone number on the packaging or visit P&G Consumer Support
- ▶ Advertising ideas such as a song, slogan, ideas for a marketing promotion, or script for a commercial
- ▶ Sales pitches for commodities or services. To learn about registering your company to be considered as a potential supplier to P&G, please visit P&G's Supplier Portal

Ready partner?

START APPLICATION

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