



## P&G Signal Accelerator 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 <https://goo.gl/forms/fwVFnonTOcBuiapg2> and complete the form with the requested information.

### Submission Detail:

<b>Brief Submission Period:</b>	August 11 <sup>th</sup> – September 1st 2017
<b>Brand or Department:</b>	Baby Care
<b>Opportunity for Innovation Partner(s):</b>	Pilot Funding & Access to Brands

### Process Overview:

- Complete the P&G Innovation Brief Response Form - <https://goo.gl/forms/fwVFnonTOcBuiapg2>
- 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 [submissions@pilot44.com](mailto:submissions@pilot44.com)

P&G Signal Accelerator  
**Innovation Brief Overview**

**Brief Name: Take Care at Daycare – Seamless Baby Products Availability at Daycare Centers.**

**Business Challenge / Needs Definition:**

P&G is seeking to develop innovative, new diaper distribution models that are designed to ensure that **parents have access to the right diapers whenever and wherever they need them.** As part of this overall effort, P&G is exploring new ways of enabling daycare centers to become a distribution point for diapers – to support in-daycare and at-home usage. To support this model, P&G is looking for enabling technologies that can help support the end-to-end distribution and management process, across areas such as order management, replenishment, inventory management, fulfillment, returns processing, and other related functions.

**As part of this broader program, this brief is focused on several key areas or questions;**

- 1) What would be required for daycare centers to offer an automated diaper subscription program, as part of the services they provide to parents? How can this program help both the daycare and the parents diaper shopping duties?
- 2) How can we best ensure 100% availability of diapers at the daycare using easy point-of-sale tracking, intelligent replenishment, automated ordering and other related capabilities?
- 3) Can the system leverage information about the child, ongoing usage, and current inventory levels to intelligently forecast demand across each daycare, as a means of minimizing required stock levels and avoiding outages?
- 4) Reaching beyond the daycare environment, how can the solution be extended to support at home management of diapers and supplies? (e.g. send diapers directly at home, chose product, update baby size).

**Relevant technology domains may include, but are not limited to, the following:**

- B2B & B2C Commerce Platforms
- Auto Replenishment / Subscription Models
- Conversational AI
- Smart Vending or Direct to Daycare “Customer” Enabler
- Alternative Marketplace / Distribution Models
- CRM technologies
- Mobile Sales / Payments
- Inventory & Predictive Analytics
- Last Mile Supply Chain

**Business Background:**

P&G estimates that 50% of the all diapers are used at daycare centers. However, in North America most daycare centers don't offer diapers. Instead, parents must bring diapers from home and manage inventory at home and at the daycare – ordering the diapers, carrying & transporting them and being mindful of changing sizes and not running out. At the same time daycares are trying to provide a better service for parents and their little ones. They wish they could offer high quality products and help parents so they don't run out, and quite frankly take a burden off of them.

**The Ask:**

If you have ideas and supporting technologies that you believe can help us enabling diaper distribution at daycare centers, we are anxious to hear about them. Where there is a fit, we are looking to drive active in-market pilots with the goal of scaling successful solutions. All ideas and submissions will be fully reviewed.