



Connect + Develop

Connect + Develop is P&G’s version of open innovation: the practice of tapping externally developed intellectual property to accelerate internal innovation and sharing internally developed assets and know-how to help others outside the Company. Open innovation at P&G works both ways — inbound and outbound — and encompasses everything from trademarks to packaging, marketing models to engineering, and business services to design. It's so much more than technology.

Background

Historically, P&G relied on internal capabilities and those of a network of trusted suppliers to invent, develop and deliver new products and services to the market. They did not actively seek to connect with potential external partners. Similarly, the P&G products, technologies and know-how they developed were used almost solely for the manufacture and sale of P&G's own products. Beyond this, they seldom licensed them to other companies.

Times have changed, and the world is more connected. In the areas in which they do business, there are millions of scientists, engineers and other companies globally. Why not collaborate with them? They now embrace open innovation, and they call their approach "Connect + Develop." Through Connect + Develop as well as their Co-Creation crowdsourcing platform, P&G is collaborating with individuals and companies around the world to develop innovative ideas and products.



Image:
http://www.pgconnectdevelop.com/home/pg_open_innovation.html



How does it work?

The idea of partnering externally to accelerate innovation is applied across the Company and around the world in all their work and with all their brands.

Within P&G, they have a global team dedicated to empowering C+D, searching for innovations, working with prospective partners and shepherding breakthrough innovations through the Company and into market. That dedicated team is called Global Business Development.

P&G wants to connect with high quality business partners who have innovative technologies, ready to go products, unique expertise, or commercial opportunities that match our needs.

Companies or individuals with an innovation that includes protectable intellectual property can submit their innovation through their submission portal. All ideas must be protected, usually through a granted patent or published patent application. If those innovations match one of P&G's current needs or have strong merits and fall into one of their business categories, an innovation partnership could be considered.



Image:

<http://www.pgconnectdevelop.com/home/needs.html>



Image:

<http://www.pgconnectdevelop.com/home/needs.html>

Benefits and Impact

Connect + Develop Open Innovation has helped deliver some of P&G's leading innovations, and is critical in helping them deliver on their renewed growth strategy moving forward. Connect + Develop has proven to be a winning strategy, with still more room for growth.

Information:

http://www.pgconnectdevelop.com/home/pg_open_innovation.html

Contact

<http://www.pgconnectdevelop.com/home/home.html>