

BioInspired Chemistry Inspiring Solutions

Come Join us in an Interactive Session on May 18th in Ballroom A

How often do solutions to Life's greatest technical challenges get overlooked, or go completely unnoticed?

Well, that all depends on where you look for solutions:

- Over the past few billion years, Mother Nature has solved literally billions of problems, while learning and teaching countless lessons on how to survive and thrive on a global scale.
- Over the past 2.8 million+ years, human and human-like hominids have been solving problems necessary for survival, and these solutions have allowed humans to thrive and better understand the world we live in. This process continues today, and is an aspiration at P&G.

Since Nature has already solved many of Life's greatest technical challenges, let's take advantage of Nature's problem solving prowess for inspiration and deliver bioinspired answers to accelerate our innovation pace and deliver transformative results to improve life.

But how can we take advantage of these solutions?

- **I**nnovate how we innovate
- **N**urture creativity and collaboration
- **S**upport innovation pipelines
- **P**rovide nature's best design in consumer products
- **I**ntegrate everyone's talents and capabilities
- **R**econnect existing and emerging technologies with nature
- **E**ncourage entrepreneurial mindsets connected to and guided by nature

