



#### OUR PERSPECTIVE

## The World's Biggest Challenges Are Also the Biggest Business Opportunities

Large organizations have an enormous opportunity to leverage their greatest strengths—brand, expertise, global reach, partners, distribution network, and beyond—to help tackle the most pressing problems facing humanity. Global Grand Challenges (GGCs), like education, energy, environment, food, global health, water, poverty, and security, are massive opportunities to drive both bottom line and social impact.