GENERATIVE AI FOR PRODUCT DESIGN
JANUARY-MARCH 2024

PROBLEM STATEMENT

Dart Container sought TechConnect services and support to find and facilitate contact with commercial entities, technology developers, or researchers which can help Dart leverage generative artificial intelligence (AI) technologies by utilizing software platforms able to optimize existing products or create new container designs. The identified platforms will enhance the capabilities of Dart Container's internal design team. Dart Container aims to utilize the advancements in generative AI to refine and develop designs for use in the food and beverage container industry.

OUTCOME & RESULTS

TechConnect attracted a total of six (6) respondents from which Dart elected to engage four (4). While two of them already work with generative AI or generative design software, most came from adjacent spaces, such as 3D modeling, industrial design and automation, and advanced manufacturing. We were excited to scope experts in a field experiencing such explosive growth and with a narrow set of criteria. This helped us explore both the possibilities and limitations of the relatively new solution set and, hopefully, set Dart on a path to continue its leading edge.

6 ENTRIES

50% STARTUPS

3 COUNTRIES

50% COMMERCIAL PRODUCT

67% ENGAGEMENT

TechConnect a division of ATI ADVANCED TECHNOLOGY INTERNATIONAL

DART