

# Proposing new product ideas using generative AI

Propose unique product ideas by generative AI,  
combining manufacturers' technologies with consumers' needs

## Background and Technical Challenges

There are no AI services specialized in generating product ideas. Relying solely on general-purpose generative AI services makes it difficult to generate product ideas that leverage a company's strengths or new product concepts based on consumer needs.



## R&D Goals and Outcomes

By enabling new product development utilizing generative AI that leverages corporate technological capabilities and enhancing the product development capacity of all manufacturers regardless of company size, we will promote sustainable economic development.

## Key Technologies

## 01 Core Technologies

We replicate the idea evaluation process of seasoned professionals using prompting and workflow techniques, utilizing consumer feedback and corporate technological capabilities as inputs to achieve optimal idea generation.

## 02 Key Differentiators

We integrate multiple elements, such as active interview systems for consumers, HITL(Human-in-the-Loop), and idea exploration considering manufacturer technologies input in natural language, into workflows and applications.

## Use Cases Manufacturing

## R&D phase      Business

## 【Exhibitors】

## **【Contact】**

### **[Co-exhibitors]**