

Predictive Intelligence

Formulation Designer

A digital capability powered by Artificial Intelligence (AI) and Machine Learning (ML) that enables historical formulation visualization as well as forward and inverse predictive modeling for faster discovery and invention of new polyurethane systems.

Formulation Designer Capabilities

- Enable **faster innovation** by enabling the development of differentiated formulations in a virtual lab.
- Create **predictive models** using the power of big data, AI and ML, deployed through Microsoft Azure.
- New formulations can be **developed immediately with instant feedback** on properties of the final product.

Formulation Designer Benefits



Increase efficiency

- **Faster formulation development** and data-driven discovery
- **Reduction of number of experiments and trial iterations** needed to create a new formulation
- Full **detailed search** on historical formulations and properties
- **Centralized access** to historical and troubleshooting data



Aid innovation

- **Direct access to raw materials** through a customizable user interface
- **Real-time predictions** through physics-based math models and neural networks
- Conducting **customer process simulations** with selected product
- Accelerate product development and **push innovation boundaries** by predicting trends and customer needs



Drive growth

- Generation of **project-specific data analysis and trends**
- Prediction of formulations based on the targeted properties, which could lead to the discovery of **new combinations of ingredients and new inventions**
- **Reinforce our competitive advantage** through leadership in CX and innovation
- Create **growth opportunities** by visualizing the possibilities of proprietary Dow formulation science
- Enable a shift from selling products to **formulated solutions**

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