

Alexandra Deschamps-Sonsino

From the interview <https://www.youtube.com/watch?v=H8MIU0KWxIA> 45:00 min >

Question from interviewer: What is her perspective on hardware production and the influence of AI developments?

Alexandra: "There is a continuous learning experience people designing their first hardware product, keeping asking the same questions, running into the same problems over and over again.

So, she is very interested in what the next generation of CAD software, for example, could look like. Because a lot of the decisions that are now made are on top of standard questions but are about climate impact, recyclability, and repair. Making a product repairable is really hard but not technically difficult.

According Design Council, 80% of the climate impact of a product is at the design stage. Climate, recyclability, and repairability are easier for the tools to build in. A collaboration of the design and building tools.

IoT has always been a niche of a niche of a niche. Niche industry applications, niche institutions, and niche usage. However, the niche usage over time and scale can be really interesting.

In the world of physical digital, that's the one aspect she is really interested in.

She is also thinking in how the typical MVP team from 15 years ago, with a marketing person, a hardware engineer, the founder, and maybe a developer, can now move to a model where you have part-time or fractional CTOs because the tools are getting better. You can get there faster with less money. Development of new products becomes less expensive.

The potential downside is that more trashy products are being tested on the market. But if they are more easily repairable and made with better materials or materials that could ideally even be compostable.

So those are some the things she thinks about when she things about AI in the context of hardware.

