

International TRIZ Conference 2023



MATRIZ Official

THE INTERNATIONAL TRIZ
OFFICIAL ASSOCIATION

Graz, Austria

August 30, 2023



Tutorials & TRIZ in Practice

AUGUST 30, 2023		WEDNESDAY
	PRE-CONFERENCE TUTORIALS AND TRIZ PRACTICE	
10:00-11:00	<i>Tutorial 1: Simon Dewulf, Aulive</i> AI / text mining with a TRIZ mindset	
11:00-12:00	<i>Tutorial 2: Barbara Gronauer, TRIZ Academy</i> The power of balance - how people can strengthen their creativity in stressful times	
12:00-13:00	<i>Tutorial 3: Simon Litvin, GEN TRIZ</i> It is hard to be a genius – The life and adventures of Genrikh Altshuller	
13:00-14:00	LUNCH	
14:00-17:00	TRIZ in PRACTICE: SOLVING PROBLEM ON THE SPOT Alex Lyubomirskiy – Nidec Global Appliance Austria GmbH Triple problem solving on refrigerators	

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August 30, 2023, 10:00 a.m. – 11:00 a.m. CET

Tutorial



AI / text mining with a TRIZ mindset

This tutorial presents Innovation Logic, a TRIZ-like innovation methodology. It comprises three steps: WISH, SHOP, and CREATE. WISH identifies desired values, SHOP finds areas for technology transfer, and CREATE explores property variations for improved functionality. The tutorial showcases the benefits of applying Innovation Logic to AI and text mining in the patent database. A key aspect of Innovation Logic is the Rosetta stone effect which translates functions into verbs, properties into adjectives, and context into nouns for better comprehension. Examples illustrate how this translation process can be applied to patent literature using the Patent Inspiration tool.



Speaker: Simon Dewulf

Position: CEO at Patent Inspiration

Simon Dewulf is a passionate advocate for engineering creativity and innovation. Throughout his career, he has actively contributed to over 500 successful innovation projects. His PhD thesis titled "Patent Data Driven Innovation Logic," completed at Imperial College, presents a novel framework for innovation analysis using patent data. Patent Inspiration, the tool he developed, is adopted by technology-driven companies (P&G, Shell, Bosch, ...) as well as numerous universities.

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Tutorial



The power of balance – how people can strengthen their creativity in stressful times

This tutorial teaches participants how to tap into the creative intelligence of their bodies for innovative thinking. By utilizing mindfulness exercises and visualizations, individuals can calm their minds, develop concentration, and enhance empathy for systems. The approach draws from scientific methods like mindfulness training, Theory U, and Mindful Leadership Training. Through reducing stress, strengthening resilience, and fostering inner connection, participants can access creative intuition on demand and enhance their creativity.



Speaker: Barbara Gronauer

Barbara Gronauer is a systemic and agile coach, mindfulness teacher, organizational developer, and TRIZer. With experience in transformation management and process support for ideation, she combines the development of new products and creative competences in team coaching. Barbara values mindfulness and participation-oriented workshop formats, emphasizing body intelligence and sense-orientation for sustainable change. She has been involved in various ventures and co-founded TRIZ Academy in 2011 alongside Horst Nähler.

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August 30, 2023, 12:00 p.m. – 1:00 p.m. CET

Tutorial



It is hard to be a genius – The life and adventures of Genrikh Altshuller

Genrikh Altshuller, a prominent 20th-century figure, is revered alongside Einstein, Freud, Turing, and others. He created TRIZ, a widely used innovation methodology, and founded the International TRIZ Association. Altshuller originated the Theory of Creative Person Development and the system of Creative Imagination Development. He was also a popular science fiction author. Altshuller proposed new paradigms, emphasizing everyone's creative potential and the importance of studying history of technology for effective innovation. This tutorial explores his multifaceted life as a scientist, inventor, writer, and community organizer, highlighting unique personal experiences.



Speaker: Simon Litvin, PhD, TRIZ Master

Dr. Simon Litvin is a world-renowned TRIZ expert. With over 40 years of experience, he is one of the architects of advanced TRIZ methodology – GEN TRIZ. He is the main author of advanced TRIZ tools like modern Function Analysis, Trimming, Function-Oriented Search, and Main Parameters of Value Discovery. Dr. Litvin is the founder and President of GEN TRIZ, LLC, the largest TRIZ-based company globally. He has led consulting projects for Fortune 500 companies and holds prestigious positions in TRIZ associations. Dr. Litvin is a direct student and multi-year collaborator of G. Altshuller.

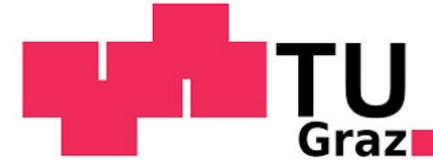
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International TRIZ Conference 2023

Graz, Austria

August 30, 2023, 2:00 p.m. – 5:00 p.m.

SOLVE IT ON A SPOT

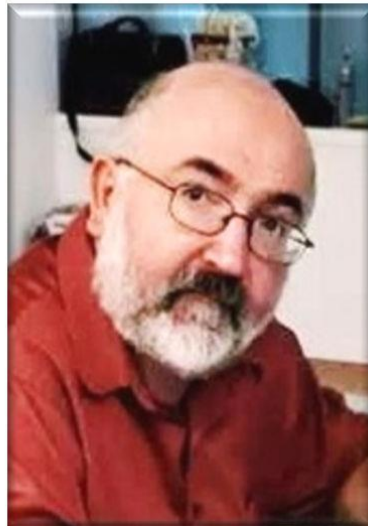


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Triple problem solving on refrigerators

In this unique "Solve It on the Spot" session, participants will collaborate under the guidance of TRIZ Master Alex Lyubomirskiy to address three distinct technological and inventive problems concerning refrigerators. These problems have been put forward by NIDEC Global Appliance Austria GmbH. Throughout the session, the participants will use such TRIZ tools as Function Analysis, Cause-and-Effect Chain Analysis, and Trimming, to thoroughly examine each problem, generate solutions collectively, and partake in a final discussion. Additionally, a Q&A session will be held to address any queries or concerns.



Facilitator: Alex Lyubomirskiy

Position: Chief scientific officer at GEN TRIZ

Alex Lyubomirskiy, a highly experienced researcher, has made major contributions to post-TRIZ tools like Function Analysis, Trimming, Feature Transfer, etc. He has led TRIZ mentorship and facilitation programs for numerous Fortune 500 companies worldwide. Since 1983, he has trained thousands of people to become innovation professionals. He was awarded his TRIZ Master title by G. Altshuller. He is the author of more than 20 patents and multiple publications, including a book on TESE. He serves in several TRIZ certification and expertise committees.

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Keynotes



SEPTEMBER 1, 2023

THURSDAY

09:20-10:00	Keynote 1: Stefan Vorbach, Graz University of Technology Fostering creativity in entrepreneurship education – challenges and success stories
13:00-13:40	Keynote 2: Cecile Amar, Renault Group The use of TRIZ in an innovation and collective intelligence approach

SEPTEMBER 2, 2023

FRIDAY

11.20-12:00	Keynote 3: Simon Dewulf, Aulive The benefits of adopting a TRIZ mindset in the era of data analysis and AI
16:20-17:00	Keynote 4: George Martsinovskiy, EPAM TRIZ in digital transformation projects: real-world applications

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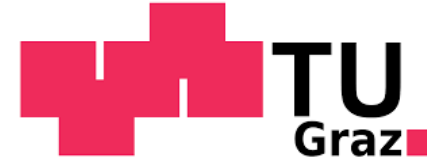


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Graz, Austria

August 31, 2023, 9:20 a.m. – 10:00 a.m. CET



Keynote speech

Fostering creativity in entrepreneurship education – challenges and success stories

Universities today are called upon to promote creativity and entrepreneurial thinking among students. Over the past decades, various approaches have been developed for this purpose. Not all of them have proven to be successful.

The keynote looks at the various developments and shows some examples of successful implementation.



Speaker: Stefan Vorbach

Position: Vice rector for academic affairs, Graz University of Technology

Stefan Vorbach is a mechanical engineer, holds a doctorate in technical sciences and a habilitation in general business administration. Since 2010, he has been the head of the Institute of General Management and Organization and, since 2019, vice rector for academic affairs at Graz University of Technology. His interests include innovation and technology management, entrepreneurship and intrapreneurship, and organizational issues.

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August 31, 2023, 1:00 p.m. – 1:40 p.m. CET

Keynote speech



The use of TRIZ in an innovation and collective intelligence approach

Renault Group has been using the TRIZ methodology periodically for many years as a part of numerous innovation and collective intelligence initiatives.

This keynote speech will outline the application of TRIZ, discuss feedback and perspectives, and explore its integration with other innovation methods at Renault.



Speaker: Cécile Amar

Position: Coach for innovation & collective intelligence referent at Renault Group.

Cécile Amar has been an integral part of Renault Group for 21 years, assuming various roles such as environmental communication, strategic innovation analysis, and innovation & transformation coaching, before her current position. She is a highly skilled professional coach with multiple certifications. Since 2007, she has been facilitating innovation teams by leveraging TRIZ alongside other methodologies.

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September 1, 2023, 11:20 a.m. – 12:00 p.m.



Keynote speech

The benefits of adopting a TRIZ mindset in the era of data analysis and AI

Nowadays we face an abundance of AI and text analysis tools.

This keynote speech will show how a TRIZ mindset can fast-track results in this new evolving context.



Speaker: Simon Dewulf

Position: CEO at Patent Inspiration

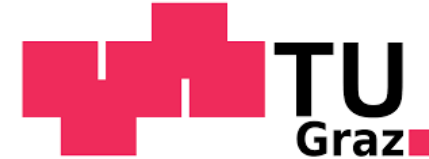
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International TRIZ Conference 2023

Graz, Austria

September 1, 2023, 4:20 p.m. – 5:00 p.m. CET



Keynote speech

TRIZ in digital transformation projects: real-world applications

Digital transformation is expected to radically improve business operation and delivery of value to customers. However, about 70% of digital transformation projects fail due to multiple reasons. At EPAM we use TRIZ to rethink and redesign business and technological processes to enable successful digital transformation for our clients. The presentation summarizes our experience of applying TRIZ in different industries leveraging on such technologies as IoT, Digital Twin, Machine Learning, and Generative AI.



Speaker: Georgii Martsinovskii

Georgii Martsinovskii, innovation consultant at EPAM Systems, has 25 years of experience in TRIZ-based innovation for the world leading companies. He has started using TRIZ at Invention Machine Corp. and has honed his skill through many dozens of projects in different industries. During the last 7 years he has been working with EPAM merging advantages of TRIZ approach with cutting-edge IT technologies to create innovations at the edge of business/technology/UX. He has PhD in physics and received more than 30 patents.

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