



# MA TRIZ<sup>(1)</sup> TRIZ Level 3 Training & Certification Week 1&2 2020/21



**inclusive MIT Certificate**

We are very pleased that we can offer the **10<sup>th</sup> public, international Level 3 training in Europe** with TRIZ Master and Top TRIZ-Trainer **Dr. Sergei Ikoenko**.

Our goal is to support **TRIZ Training to International Certification levels**. Several international companies such as Samsung, Intel, Hyundai Motors, ... are already using certification concept of the **International TRIZ Association MA TRIZ** since years.

**ONLY FOR THIS special Level 3 Training:**

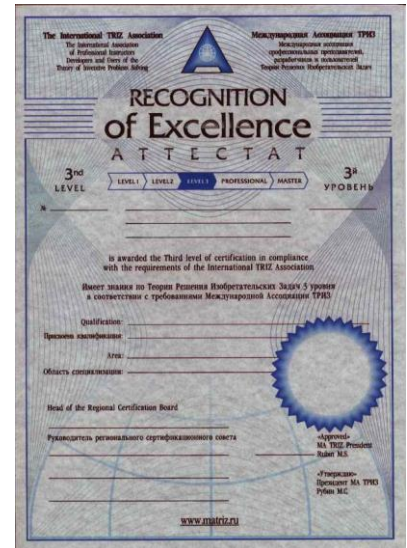
Participants who will graduate will obtain the

- **Level 3 Certification from MATRIZ**
- and on top of that, a
- **Certificate from MIT (Massachusetts Institute of Technology)**

indicating that the program corresponds to all TRIZ-based courses at MIT.

The MIT-Certificate bear the accreditation indication of the European Commission & ISO 9001.

*An explanation from Sergei Ikoenko is on the back.*



Important requirement: Participation only for people with MA TRIZ Level 2 certificate.

**Duration Training:** 2 x 5 Days; Monday till Friday; 09:00 am - 17:00 pm

**Date Week 1:** November 30 - December 03, 2020 (Mo-Fr)

**Date Week 2:** January 18 - 22, 2021 (Mo-Fr)

**Location:** Philips Austria GmbH  
A-9020 Klagenfurt, Koningsbergerstraße 11, Austria  
incl. visit and exercise at the Auer-von-Welsbach Museum

**Trainer:** Dr. Sergei Ikoenko, TRIZ Master & International Trainer MA TRIZ

**Language:** English

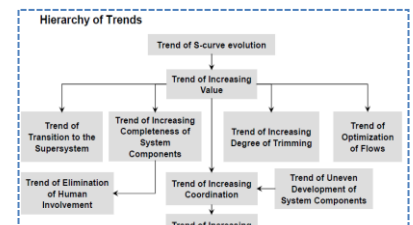
**Organization:** Jantschgi C&R

**Cost:** 4.500 € (excl. VAT)

**Cost Week 1:** 2.150 € (excl. VAT)

**Cost Week 2:** 2.350 € (excl. VAT)

incl. Training & Test; MA TRIZ Level 3 & MIT Certificate (after week 2)  
excl. travel and accommodation costs  
Bank transfer before training start obligatory



**Registration / Contact for questions till October 9<sup>th</sup>, 2020:**

Jürgen Jantschgi, Jantschgi C&R

**E: office@jantschgi.at, T: +43 676 9406476, I: www.jantschgi.at / www.triz-matriz.training**

(1) MA TRIZ: International TRIZ Association, www.matriz.org

## Content TRIZ Level 3 Training (main topics):

### Week 1:

- Trends of Engineering System Evolution (all trends, their mechanisms and tools)
- Comprehensive knowledge of ARIZ-85C (Algorithm for Inventive Problem Solving)
- Super-Effect Analysis
- Flow Analysis
- Patent Circumvention Strategies

### Week 2:

- Other Patent Strategies using TRIZ: incl. advanced TRIZ Patent Strategies
- TRIZ-based Forecasting
- Clone problems
- Subversion Analysis for Failure Determination and Prevention (Anticipatory Failure Determination)
- Development of creative Imagination / overview life strategies of a creative person

## Trainer & Organization



### **Sergei Ikovenko, Dr.-Eng., Ph.D., P.E., Professor**

TRIZ Master (MA TRIZ Level 5) &  
Chairman of MATRIZ Council of Methodology and Expertise (Certification)

Leading innovation consultant, who spearheaded TRIZ Innovation programs at General Electric, Procter & Gamble, Intel, Samsung Electronics, Hyundai Motor and other companies resulting in hundreds of patents and million dollars of ROI.

Teacher of Innovation at MIT and Tufts University.



### **Jürgen Jantschgi, DI**

Jantschgi C&R, Play Innovation – TRIZ & more  
MA TRIZ Level 3 & TRIZ Champion

### **Robert Adunka, Dr., Ing.**

TRIZ Consulting Group GmbH & Vice-President MA TRIZ  
TRIZ Master Practice (MA TRIZ Level 5)



## **Double Certification – MA TRIZ & MIT: Explanation from Sergei Ikovenko**

*MATRIZ Level 3 “TRIZ Practitioner” program has established a high reputation among world class corporations like General Electric, Siemens, Samsung, LG, Hyundai Motor Company and many others. It prepares innovation TRIZ professionals that play the core role in deploying innovation culture within the company and leading innovation and invention activities. Though graduating from the MATRIZ certification programs is quite an achievement, it is not usually recognized as something equal to accomplishments in academia.*

*The Level 3 program that we offer, covers all the topics required by MATRIZ, but also some other TRIZ applications that allowed to obtain the recognition of Massachusetts Institute of Technology (MIT), Tufts University and a number of other prestigious academic institutions.*

*The additional TRIZ applications that make the program unique include:*

- *Innovative Logistics (TRIZ for Supply Chains)*
- *Advanced TRIZ Patent Strategies (firewalls, patent revival, etc.).*  
*These topics have been included into Master-Degree programs in IP, funded by WIPO (World Intellectual Property Organization) and other TRIZ applications.*

***Those who will graduate from the program will obtain Level 3 Certification from MATRIZ and on top of that, a certificate from MIT indicating that the program covers all TRIZ-based courses at MIT.***

***This is the only program that gives its graduates double certification – MATRIZ and MIT !***

