

# International TRIZ Conference 2023



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THE INTERNATIONAL TRIZ  
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Graz, Austria

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

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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