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SYSTEMATIC INNOVATION Special mit Darrell Mann & Simon Dewulf

Systematic Innovation / Aulive



PanSensic & Patent Inspiration



Dieses Spezialseminar mit Darrell Mann und Simon Dewulf findet im Vorfeld des Innovationskongress 2017 bzw. des TRIZ Day 2017 – Die Zukunft der Produktentwicklung – bei Philips Austria in A-9020 Klagenfurt statt.

Nutzen Sie diese Gelegenheit um zwei äußerst aktuelle Themen des Innovationsmanagements näher kennenzulernen und sich von zwei weltweit anerkannten Experten inspirieren zu lassen.

- **PanSensic: Analyse von Social Media Daten zur Ermittlung von Entwicklungspotentialen**
- **Patent Inspiration: Software zur strukturierten Nutzung von "BIG Patent Data"**

Eine kurze Einführung zu den beiden Themen finden sie auf der Rückseite.

"Today the world says BIG DATA, TRIZ can say BIG Patent DATA. And unlike BIG DATA, **BIG Patent DATA has a structure**. Most patents have a title and abstract (summary), claims (proposed solution), description (problem), citations (relation), and text structure.

Couple this with the step-change advance in the ability to analyse social media content being realised by the **PanSensic contradiction and frustration finder tools**, and the ability of innovators to capture and solve the "real" problems within a domain looks set to be transformed."

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Ort / Location: Philips Austria GmbH
Koningsbergerstraße 11, 9020 Klagenfurt, Austria

Trainer: Darrell Mann, Systematic Innovation Ltd., UK
Simon Dewulf, Aulive, Australia

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





Trainer & Organization



Darrell Mann

Systematic Innovation Ltd.

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Author, academic and innovator. He

has participated in the creation of over 500 patented inventions,

has been instrumental in the creation of five new enterprises,

has helped generate several billion dollars of top-line value creation

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Simon Dewulf

Aulive

www.aulive.com

Simon ran companies in the area of product and process innovation, creativity software, patent research, food innovation and funding.

With a background in Material Science, Product development and creativity research at Imperial College, London, Simon runs AULIVE, an online research resource for creativity and innovation.



Jürgen Jantschgi

Jantschgi C&R, Play Innovation – TRIZ & more

MA TRIZ Level 3



Robert Adunka

TRIZ Consulting Group, Vice-President MA TRIZ

TRIZ Master Practitioner

Short introduction to the topics of this Special Seminar

Pan Sensic

www.pansensic.com

PanSensic is the **emerging science** of objectively and accurately **measuring the un-measurable**:

It provides a structured, stepwise approach for the innovation challenges of

(1) Measuring The Right Things

(2) Measuring Things Right

by **Measuring Customer Frustration** (PanSensics) **using social media data**.

PanSensic is the outcome of a 10 year programme of research taking in several hundred thousand case study datapoints.

Patent Inspiration

www.patentinspiration.com

The **Software** "PatentInspiration" - Advanced Patent Analytics - offers a quick and easy way to analyze text, yield information on trends and technology across industries and domains.

Beside the standard analyses (e.g. activity, applicant, inventor) PatentInspiration has some unique analyses like Evolution Potential and Combination Analysis to get new insights in a particular domain or to explore other domains

The software PatentInspiration has a lot interactive visualization options and further special features.

It was awarded with the INSEAD innovator prize.