

Technology  
Forecasting

COST  
REDUCTION

BIG  
DATA

# TRIZ

for



DISRUPTIVE  
INNOVATION

INTERNET  
OF THINGS

Business  
Innovation

30<sup>th</sup>  
Nov 2018  
PUNE

### TRIZ LEVEL 1 workshop



26<sup>th</sup> - 28<sup>th</sup> November 2018

Mentor

**Shree Phadnis**

TRIZ LEVEL 3 Practitioner

### TRIZ LEVEL 2 workshop (Business Management & Strategy)



3<sup>rd</sup> - 7<sup>th</sup> December 2018

Mentor

**Valeri Souchkov** – TRIZ Master

Managing Director ICG Training & Consulting

### MASTERCLASS on : Advanced Information Analysis with TRIZ



1<sup>st</sup> December 2018

Mentor

**Dr. Oleg Feygenson** – TRIZ Master

Samsung Electronics, South Korea

### TUTORIAL on : How to Develop a New Product that will be a Market Winner



29<sup>th</sup> November 2018

Mentor

**Dr. Simon Litvin** – TRIZ Master.

CEO/President, GEN TRIZ, LLC

### TUTORIAL on : Organization wide Innovation Portfolio Analysis



29<sup>th</sup> November 2018

Mentor

**Alex Lyubomirskiy** – TRIZ Master

Chief Scientific Officer, GEN TRIZ, LLC



PATENT  
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info@trizasia.com

+91 90040 30093

+91 99202 91095

www.trizasia.com

## WHO SHOULD ATTEND

Senior Decision Makers / Heads of Design, Research & Development, Innovation, Engineering, Chief Technology Officers, Chief Innovation Officers, Process Heads, NPD, Six Sigma Specialist, Black belt Champions, Design Thinking Experts, Value Engineering heads, Chief Operating Officers and Chief Executive Officers to name a few.

## BENEFIT OF ATTENDING:

1. Understand the power of TRIZ from the Masters themselves.
2. Provide an appreciation of advanced topics in TRIZ.
3. Exposure to topics like Business innovation, Patent circumvention, IoT, Big data.
4. Provide understanding of tools to enhance cost reduction, Technology forecasting, disruptive innovation.

## TARGET INDUSTRY

Electronic, Auto & Auto Auxiliary, Electrical & Semi-Conductor, IT / ITES, Service Industry, Retail & FMCG, Defence & Aviation, Manufacturing & Engineering, Telecom, Chemical, Construction & Infrastructure, Government & Academia to name a few.

## OVERVIEW

TRIZ for X conference has the objective to celebrate the versatile nature of TRIZ. The applicability of TRIZ besides expanding to newer domains has also been utilised for various common place issues one faces in the planning, execution and competing for sustaining in today's marketplace. Various organisations are struggling to come out with strategies to meet the revolutions of IoT & Big data analytics while at the same time meet the constant need to reduce costs. These technologies are strong enablers for fulfilling many unmet needs of the customers. TRIZ provides the appropriate lens to make sense of these technologies and provide an effective handle to understand key drivers and develop smart solutions. TRIZ has a strong practice for "doing things differently" which blends very well with innovation practices like open and disruptive innovation. Businesses are feeling the need to reinvent themselves to meet the demanding customers and markets, TRIZ facilitates the understanding of business in novel ways to facilitate changes in the present practice of doing business. TRIZ has been effectively utilised by advanced patent practitioners to facilitate circumvention. Global leaders have dedicated professionals for utilising TRIZ in their IP practices.

# AGENDA

8:00 to 9:00 ▶ **Registration**

9:00 to 10:00 ▶ **TRIZ for Break through Cost Reduction**



**Simon Litvin, PhD**

*TRIZ Master, CEO/President – GEN TRIZ, LLC*

10:00 to 10:45 ▶ **TRIZ for Technology Forecasting**



**Dr. Alex Lyubomirskiy**

*TRIZ Master, Chief Scientific Officer – GEN TRIZ, LLC*

10:45 to 11:15 ▶ **Innovative Break**

11:15 to 12:15 ▶ **TRIZ for Business Innovation**



Chair Person

**Valeri Souchkov**

*TRIZ Master, Managing Director – ICG Training & Consulting*

Case Studies From



To be announced

12:15 to 12:45 ▶ **Track reserved for Sponsor**

12:45 to 13:30 ▶ **TRIZ for Disruptive Innovation**



**Dr. Oleg Feygenson**

*TRIZ Master, Samsung Electronics, South Korea*

13:30 to 14:30 ▶ **Innovative Lunch**

14:30 to 15:30 ▶ **Case Studies from Industries**

Case Studies From



**TRIZ for Systems Engineering – Case study**



**Santosh Khadsare**

*Program Manager,  
TRIZ Level 2 Practitioner  
John Deere  
Technology Center Pune*

**TRIZ for Low cost Design – A case study in Semiconductor Memory**



**Anuj Grover**

*Principal Engg, TRIZ Level  
2 Practitioner  
STMicroelectronics Pvt. Ltd.*

Continued...

15:30 to 16:00 ▶ **Track reserved for Sponsor**

16:00 to 16:30 ▶ **Innovative Break**

16:30 to 17:15 ▶ **TRIZ for IoT**



**Simon Litvin, PhD**

*TRIZ Master, CEO/President – GEN TRIZ, LLC*

17:15 to 18:00 ▶ **TRIZ / Innovation using Big Data**



**Shree Phadnis**

*TRIZ Level 3 Practitioner, Chairman – TRIZ Association of Asia*

18:00 to 18:15 ▶ **Presentation by Minitab** 

18:15 to 19:15 ▶ **Innovative Break**

19:15 to 20:00 ▶ **Rapid Fire Session with TRIZ Masters**



Moderator

**Aditya Bhalla**

20:00 to 20:30 ▶ **Reserved for Cocktail Sponsor Track**

20:30 to 22:00 ▶ **Dinner & Networking**

## ABOUT TRIZ ASSOCIATION OF ASIA

TRIZ Association of Asia is an association of members united based on common interests in the field of development, application, teaching and proliferation of innovative technologies founded on G.S. Altshuller's Theory of Inventive Problem solving (TRIZ) and is a regional body representative of International TRIZ Association (MATRIZ). International Association of TRIZ was created as to the initiative of founder of TRIZ, G.S. Altshuller in 1997. Henry Saulovich designed the structure and formulated the objectives of MATRIZ. The Main activity of MATRIZ is connected with attestation of users and the certification of specialists in TRIZ, by organising conferences, international competitions, examining methodological and scientific developments of TRIZ, by the information support of specialists in TRIZ. TRIZ Association of Asia also encourages proliferation of innovative thinking amongst school children & Parents of children (aged 3-8).