



Keynote Speech: Advanced TRIZ Methodology - Development Directions

**Speaker: Simon S. Litvin, PhD, TRIZ Master
CEO/President, GEN TRIZ, USA**



Speaker Biography:

Dr. Simon S. Litvin is one of the world's foremost experts on innovation methodology, including TRIZ, Value Engineering, Open Innovation, etc. He has more than 40 years of experience developing, teaching, and implementing innovative methods. Dr. Litvin is one of the architects of advanced TRIZ methodology - GEN TRIZ. Dr. Litvin is one of the authors of modern Function Analysis, Trimming and Feature Transfer techniques, Cause-Effect Chain Analysis, Function-Oriented Search, and Main Parameters of Value Discovery. Dr. Litvin is the founder and CEO/President of GEN TRIZ, LLC, the biggest TRIZ-based company in the world. Dr. Litvin led numerous international consulting projects for Fortune 500 companies such as Alcoa, British American Tobacco, Clorox, Colgate-Palmolive, General Electric, Intel, Kimberly-Clark, Mars, Novartis, Pepsi, Owens-Illinois, P&G, Siemens, Tyco, and Unilever. Dr. Litvin has over 110 publications to his credit, including 6 books. He is an author of more than 30 patents. Dr. Litvin is a Vice President R&D of International TRIZ Association (MATRIZ) and Chairman of TRIZ Master Certification Council. He is a member of Altshuller Institute for TRIZ Studies and European TRIZ Association.

Abstract/Outline

1. TRIZ approach to new Business Models development.
2. Disruptive Innovation (new products and technologies development) risk reduction. Addressing non-technical risks – economical, market acceptability, psychological, legal/IP, regulations, environmental, etc.
3. Secondary Problems identification – more instrumental approach, algorithm development.
4. MPV Discovery further development
5. Clone Problems – development of instrumental approach.
6. TRIZ specific approach and tools for Cost Reduction.
7. TRIZ approach to Platform Technology development.
8. TRIZ approach and tools for Intellectual Assets commercialization - identification of market niches for existing technologies, materials, components, IP, etc.
9. Parallel Evolutionary Lines further development – tools and algorithm