



Keynote Speech: Addressing Coronavirus challenges with TRIZ

Speaker: Simon S. Litvin, PhD, TRIZ Master
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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 120 publications to his credit, including 7 books. He is an author of more than 30 patents. Dr. Litvin is a Chairman of TRIZ Master Certification Council of International TRIZ Association (MATRIZ).

Abstract/Outline

The COVID-19 pandemic hits all countries around the globe and all industries. In normal times companies tend to gradually improve their products, processes, and services. When a crisis outbursts, most companies retract and stop their innovation processes. Instead, they should:

- Significantly improve current products and dramatically reduce costs
- Find new applications, and prospective markets
- Identify new MPVs and perform a Technology and IP Landscaping
- Develop new business models, new generation products, technologies, and services
- Educate employees in innovation methodology

There are two types of challenges that were caused by the COVID-19 pandemic:

1. Problems directly related to the coronavirus: how to develop an effective vaccine and remedies; how to prevent people from the infection; how to improve a medical equipment, etc.
2. Problems resulted from the economic crisis due to the pandemic (specific to different industries).

TRIZ being the most effective problem solving methodology is capable to address both categories of challenges resulted from the COVID-19 pandemic. Two case studies will be presented at ICSI-2020:

1. New generation mask preventing humans breathing system from the coronavirus infection.
2. Some solutions addressing the painful oil and gas industry challenge – the oil overstock.