

Contents:

- TRIZ training and certification by ICG T&C.
- International TRIZ events in 2019: Reports
- Establishing the International Business TRIZ Association (IBTA)
- New papers from us.
- New books on TRIZ and Systematic Innovation.
- TRIZ Review: Call for Papers.
- More news: Reports from events, videos, etc.
- Other useful information.

Please note that all underlined text in this document includes web links and is clickable.

CERTIFICATION TRAINING WORKSHOPS



TRIZ and Systematic Innovation Classroom Training

2019:

Level 1 TRIZ for Business and Management, 3 days:

- November 11-13, 2019, Pune, India

Level 2 TRIZ for Technology and Engineering, 5 days:

- November 18-22, 2019, Utrecht, The Netherlands

First half of 2020:

Level 1 TRIZ for Technology and Engineering, 3 days:

- January 14-16, 2020, Utrecht, The Netherlands

Level 2 TRIZ for Technology and Engineering, 5 days:

- March 9-13, 2020, Utrecht, The Netherlands

Level 1 TRIZ for Business and Management, 3 days:

- February 4-6, 2020, Utrecht, The Netherlands

Level 2 TRIZ for Business and Management, 4 days :

- April 14-17, 2020, Utrecht, The Netherlands

Levels 1+2 TRIZ Fundamentals, two weeks:

- July 6-17, 2020, Enschede, The Netherlands

More information on each course and registration:

www.xtriz.com/Training/courses_and_agenda.htm

Please note that additional public training dates both in the Netherlands and other countries can be added during 2020.



TRIZ and Systematic Innovation Distant Training

Different courses on TRIZ and Systematic Innovation are delivered online in the distant mode throughout the entire year. Since now, courses on TRIZ for Business and Management will be certified by the International Business TRIZ Association (IBTA). For more information and registration please visit:

http://www.xtriz.com/Training/online_training.htm



On October 18, 2019, the first ever online course on TRIZ for Solving Innovative Problems in Russian language will be launched: "ТРИЗ для бизнеса и менеджмента: Уровень 1. Решение Инновационных Проблем". More information:

http://www.xtriz.com/online_bm_triz_level1_ru.htm

INTERNATIONAL TRIZ EVENTS IN 2019: REPORTS



TRIZ Conference and Workshop 2019 in Baku, Azerbaijan

The TRIZ Conference and Workshop 2019 was held on April 13-14, 2019 in Baku, the capital of Azerbaijan. The event was organized by Kutvan Project Group in cooperation with several organizations which sponsored the event, such as Azerbaijan Convention Bureau, Turkish Airlines, Pullman Hotel and Resorts Group, and so forth. Baku is a city which is very special to the TRIZ community and those who are seriously interested in history of TRIZ. It is a place where the founder of TRIZ Genrich Altshuller spent most of his life, where he created and developed TRIZ. In 1971, he established Azerbaijan Public Institute of Inventive Creativity in Baku which accelerated TRIZ development and further growth of the TRIZ community.

The main goal of the conference was to share knowledge about modern TRIZ in Azerbaijan in order to explore opportunities of applying TRIZ to foster innovation in the industry of the country. The event was visited by over 80 participants, most of whom represented local government and industrial organizations of Azerbaijan.

Among the invited speakers were TRIZ Masters who represented Israel, The Netherlands, Russian Federation, USA as well as TRIZ specialists from India, Turkey, and UK.



More details and some insights from the conference:

https://matriz.org/wp-content/uploads/2019/04/Baku_TRIZ_Conference_2019_Eng.pdf

TRIZ Summit 2019 in Minsk, Belarus

The International TRIZ Summit 2019 was held on June 13-15 in Minsk, Belarus. Over 150 participants joined the event which was hosted by EPAM and supported by the TRIZ Summit organizers group as well as Minsk TRIZ Club. The first TRIZ Summit was organized 15 years ago with the goal to bring together TRIZ developers and coordinate future development efforts.

The audience of TRIZ Summit has been growing since, and this time the Summit went in the format open for all. The first day of the event was dedicated to master classes run by several TRIZ Masters on different topics, and competition among children - "young inventors".

The second and third days featured keynotes and plenary talks as well as 40 paper presentations on different subjects. For the first time, the international TRIZ event had a special focus on TRIZ for Business and Management.



More highlights from the conference:

<https://www.linkedin.com/pulse/triz-summit-2019-impressions-valeri-souchkov/>

MATRIZ TRIZfest 2019 Conference in Heilbronn, Germany

The 15th International Conference of MATRIZ “TRIZfest-2019” was held on September 11-14, 2019 in Heilbronn, Germany. It was organized by the International TRIZ Association – MATRIZ and hosted by the Chamber of Commerce and Industry of Heilbronn-Franken. The conference was visited by over 120 participants. Most of them represented Germany, others came from many different countries including China, India, South Korea, Thailand, USA, Vietnam; in addition to European countries, and certainly Russia and Ukraine. It was quite exciting to observe that Germany continues building rather strong TRIZ community with representatives from top German companies. The conference featured 43 presentations and two keynotes.

During the conference I run tutorial for conference participants on Trends and Lines of Business Systems Evolution and presented a paper on extension of TRIZ function modeling to non-technical systems.

At the MATRIZ Congress which concluded the conference, a new Board and new President were elected. I was elected as a Board Member and appointed as Vice President on Development and Communication.



See more details in my report on the conference:

<https://matriz.org/wp-content/uploads/2019/09/Report-TRIZfest-2019-by-MATRIZ-1.pdf>

TRIZCON 2019 in West Lafayette, IN, USA

The 21st annual International TRIZCON2019 is sponsored by the Altshuller Institute for TRIZ Studies and took place on 20-22 May 2019 at Purdue University in West Lafayette, IN, USA. At the event, 25 papers including keynote talks were presented. You can find papers and photos from the conference at:

<https://www.aitriz.org/trizcon2019/trizcon2019-info>

The 10th International Conference on Systematic Innovation (ICSI) in Liverpool, UK

The 10th International Conference on Systematic Innovation (ICSI) & Global Competition on Systematic Innovation (GCSI) went on July 8-11 in Liverpool, UK. It was supported by International Society of Innovation Methods (I-SIM), The Society of Systematic Innovation (SSI), The University of Liverpool Management School and Nottingham University Business School. I was unable to visit the event due to engagement with other activities, but you can have a look at the conference details and photos from the event:

<http://www.i-sim.org/icsi2019/>

Triz Future Conference 2019 (TFC'19) in Marrakesh, Morocco

Triz Future Conference 2019 (TFC'19) "New opportunities for innovation breakthroughs for developing countries and emerging economies" went on October 9-11, 2019 and was organized by the European TRIZ Association (ETRIA) and ENSA Marrakesh, Cadi Ayyad university. The conference program included 4 keynotes and 41 paper presentations. The link to the book of proceedings of the conference can be found below in the newsletter. More information including the conference program can be found at the conference website:

<http://tfc19.ovh/>

THE INTERNATIONAL BUSINESS TRIZ ASSOCIATION (IBTA)



Good news for everyone interested in TRIZ for business and management: **The International Business TRIZ Association (IBTA)** has been established. It is a non-profit unincorporated network of individuals, teams and organizations dedicated to providing awareness of TRIZ and Systematic Innovation in Business and Management and creating a platform for communication and promoting professional activities as well as to liaise and cooperate with other relevant organisations, associations and institutions at all levels.

Among other activities, currently IBTA joins efforts with MATRIZ to develop curriculum and criteria for certification in TRIZ for Business and Management.

IBTA invites new members who can join IBTA by registering at IBTA website:

www.biztriz.net

NEW PAPERS BY US



Extension of Function Modelling to Non-Technical Systems

By Valeri Souchkov

Published in Proceedings of the 15th International Conference TRIZfest 2019. The International TRIZ Association - MATRIZ. September 11-14, Heilbronn, Germany. 2019. pp 130-137.

During many years and thousands of successful applications, TRIZ-based Function Analysis has proven its usefulness and effectiveness. However, when applying its original version to non-technical systems, where many objects are either intangible or possess smart behaviour, some of its concepts do not seem to produce sufficient results. The paper presents a proposal to extend TRIZ-based Function Analysis with new concepts that would increase its effectiveness and applicability when modelling non-technical or integrated systems.

<http://www.xtriz.com/publications/ValeriSouchkov-ExtendedFunctionAnalysis-TRIZfest2019.pdf>



Business Services Innovation: Transition to Supersystem

by Valeri Souchkov

Published in Proceedings of TRIZ Developers Summit 2019. June 13-15, 2019, Minsk, Belarus.

The paper belongs to the category of using TRIZ for business and management and shows how TRIZ Trend of Transition to Supersystem can be applied to generate ideas of innovative services based on "Mono-bi-poly" line of evolution.

http://www.xtriz.com/publications/TDS2019-Souchkov-Business_Services-Transition_to_Supersystem.pdf



TRIZ for Business and Management: State of the Art (keynote paper)

By Valeri Souchkov

Published in Proceedings of TRIZ Developers Summit 2019. June 13-15, 2019, Minsk, Belarus.

The paper was written for a keynote talk for TRIZ Summit 2019 to expose the contents of modern version of TRIZ for business and management applications.

http://www.xtriz.com/publications/TDS2019-Souchkov-TRIZ_for_Business-State_of_the_Art.pdf



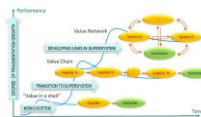
Towards Ontology of TRIZ

By Andrey Kuryan, Valeri Souchkov, Dmitry Kucharavy

Published in Proceedings of TRIZ Developers Summit 2019. June 13-15, 2019, Minsk, Belarus.

During dozens of years of development, TRIZ became rather large body of knowledge. It becomes increasingly difficult, specifically for newcomers, to see how different parts and concepts of TRIZ relate to each other. The paper presents a collaborative project launched to create TRIZ Ontology: framework which will link all concepts of modern TRIZ through establishing a number of predefined relationships between them. The paper explains what an ontology is and demonstrates some examples of TRIZ concepts presented in the ontology format.

http://www.xtriz.com/publications/TDS2019-Kuryan,Souchkov,Kucharavy-TRIZ_Ontology.pdf



Systematic Business Innovation: A Roadmap

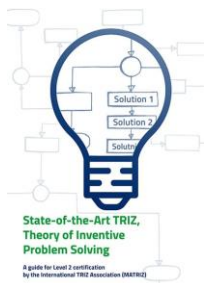
By Valeri Souchkov

Published in TRIZ Review, Vol 1. No. 1, 2019, 122-132.

Reprint of my conference paper describing a roadmap to using TRIZ for business and management areas.

<https://matriz.org/wp-content/uploads/2019/03/TRIZ-Review-vol-1-no-1-1.pdf>

NEW BOOKS ON TRIZ AND SYSTEMATIC INNOVATION

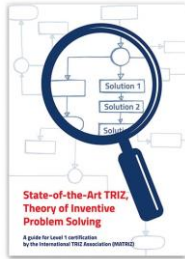


State-of-the-Art TRIZ, Theory of Inventive Problem Solving. A guide for Level 1 certification by the International TRIZ Association (MATRIZ).

S. Ikovenko, M. Przymusiala, S. Yatsunenkov, M. Barkan, P. Karendal, S. Kobayakov, J. Obojski, Z. Vintman. Novismo, 2019. 238 p.

From Novismo website: "Everyone interested in a systematic and algorithmic approach to creative problem solving may learn the material required to obtain the Level 1 of MATRIZ certification. The book shows how to become an experienced creative problem solver through practical exercises. Individuals, who have already obtained the MATRIZ Level 1 certificate, will find a systematized knowledge in the textbook, as well as new, real life examples."

To order: <https://novismo.com/level-1-triz-textbook-en/?lang=en>

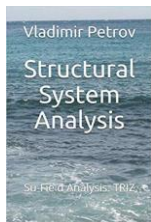


State-of-the-Art TRIZ, Theory of Inventive Problem Solving. A guide for Level 2 certification by the International TRIZ Association (MATRIZ)

S. Ikovenko, M. Przymusiala, S. Yatsunenkov, M. Barkan, P. Karendal, S. Kobayakov, J. Obojski, Z. Vintman. Novismo, 2019. 260 p.

A sequel to the previous book. This time about MATRIZ Level 2.

To order: <https://novismo.com/level-2-triz-textbook-en/?lang=en>



Structural System Analysis: Su-Field Analysis. TRIZ

Vladimir Petrov.

Self-published. 2019. 360 p. ISBN: 978-1692987015

The book presents substance-field analysis and its extensions proposed by the author.

<https://www.amazon.com/Structural-System-Analysis-Field-Analysis/dp/1692987011/>



Proceedings of the 15th International Conference TRIZfest 2019

Proceedings of the 15th International Conference TRIZfest 2019. September 11-14, Heibronn, Germany. Editors: Valeri Souchkov, Oliver Mayer. The International TRIZ Association - MATRIZ. 2018. 417p.

Free access to the proceedings is available in a single PDF file (ISBN of publication will be added soon):

<http://www.xtriz.com/publications/TRIZfest-2019-Proceedings.pdf>



Proceedings of the 19th International TRIZ Future Conference

New Opportunities for Innovation Breakthroughs for Developing Countries and Emerging Economies: 19th International TRIZ Future Conference, TFC 2019, Marrakesh, Morocco, October 9–11, 2019, Proceedings. Editors: Rachid Benmoussa, Roland De Guio, Sébastien Dubois, Dr. Sebastian Koziółek. Springer International Publishing, ISBN: 978-3-030-32496-4

<https://www.amazon.com/Opportunities-Innovation-Breakthroughs-Developing-Countries-dp-3030324966/dp/3030324966>

TRIZ Review: CALL FOR PAPERS



This year the first issue of a new journal "TRIZ Review" was published. I was appointed as Editor in Chief of the journal. The journal is published in English and focuses on presenting the latest advances in TRIZ and Systematic Innovation. We plan to release the next issue in January, 2020.

If you wish to expose results of your research or development in extended and detailed form, please send us your manuscript to triz.review@matriz.org.

Submission guidelines, paper template and publication policy are available at

<https://matriz.org/triz-review/submission-guidelines/>

MORE TRIZ NEWS



TRIZ SUMMIT 2019 PAPERS

TRIZ Summit 2019 presented papers in two languages: Russian and English, however no translation of papers was made. There were 4 sections at the conference, and papers in each section were published in one of these two languages. You can use Google Translator to check the contents of papers.

<https://triz-summit.ru/confer/tds-2019/articles/>

INVENTION MACHINE: 30 YEARS

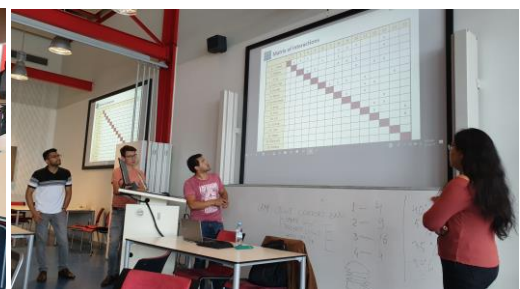
On the final day of TRIZ Summit 2019, we celebrated 30 years since founding Invention Machine Labs. It was a company which started distribution of TRIZ worldwide by developing and distributing software package with the same title - "Invention Machine™" (which later was known as TechOptimizer™, Goldfire Innovator™, etc.). I was one of the company's co-founders back in 1989. When we started, our offices were located near this red cathedral in Minsk. The distance between two photos is 30 years... Pity that the rest of the team were unable to join.

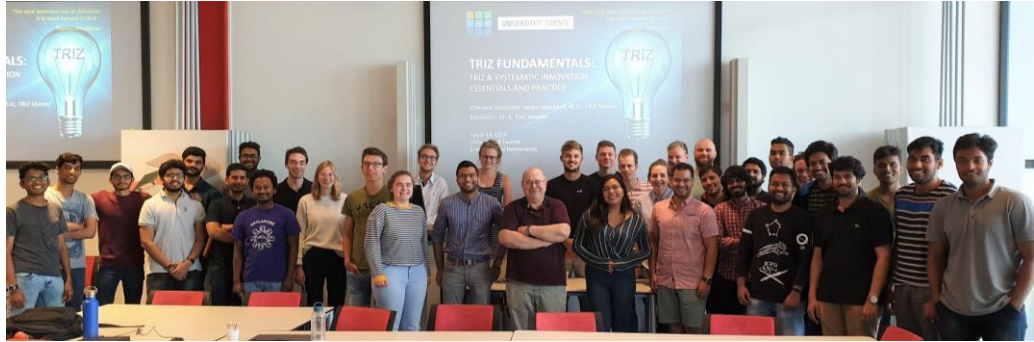


TRIZ FUNDAMENTALS 2019 SUMMER COURSE

TRIZ Fundamentals Summer Course for international M.Sc. students took place on July 8-19 at the University of Twente. It was the 10th consecutive year of delivery of the course. This time the course was fully booked. It was great to see that students continue demonstrating interest in TRIZ and Systematic Innovation, so they start booking the course well in advance. Two weeks of full immersion produced nice results: final reports presented some bright ideas for future inventions. Next course is scheduled in July 2020 and as usual, partly open to guests from academia or industry, so anyone who is interested in joining please contact us.

<http://www.xtriz.com/summercourse.htm>





BUSINESS TRIZ TRAINING IN MOSCOW

During last couple of years, there has been quite a large growth of TRIZ implementation projects in Russia, fostered by leading industrial and business companies. In May, I was invited to deliver a training workshop on advanced TRIZ tools for business and management in Moscow, Russia. The workshop was a part of a bigger training program delivered by my Russian colleagues for a group of companies. It was exciting to return back to Moscow after almost 30 years – the only TRIZ workshop in Moscow was delivered by me in 1992, and it was about classical TRIZ.



VIDEO: PRESENTING TRIZ TO INDIAN AGILE COMMUNITY



This video of my keynote talk «How TRIZ-based techniques are used to solve conflicts of demands» was recorded during AGILE NCR 2018 conference in December of 2018 in New Delhi, India.

https://youtu.be/qp_5i4-NHXU

VIDEO: KEYNOTE AT TRIZ SUMMIT 2019



Video recording of my keynote about State of the Art of TRIZ for Business and Management (voice in Russian, slides in English).

<https://youtu.be/gys54j4swGQ>

VIDEO: TALK ABOUT TRIZ FOR BUSINESS AND MANAGEMENT



This discussion with Eugeny Kustov about TRIZ for Business and Management was at radio Mediametrics in May 2019. (in Russian).

<https://newsvideo.su/video/10820489>

VIDEO: HOW TRIZ CAN BE USED IN SMALL AND MEDIUM BUSINESS



Video presentation of why TRIZ is important for SMEs.
Recorded in July 2019. (in Russian).

<https://youtu.be/2cfx3qJZJJ4>

COMPLETE LIST OF ENGLISH-LANGUAGE TRIZ BOOKS



A reminder that the full list of books on TRIZ published in English is available and is continuously updated on this link:

<http://www.xtriz.com/publications/trizbooksenglish.htm>

In case you notice that some title is missing, please let us know by mailing to info@xtriz.com

PERSONAL BIBLIOGRAPHY UPDATE



Bibliography of TRIZ Related Publications by Valeri Souchkov

The bibliography is available at: www.xtriz.com/publications

ICG T&C [Newsletter Archive](#)

Publications resource: <http://www.xtriz.com/publications.htm>

Prepared by Valeri Souchkov, October 2019

© 2019 ICG Training & Consulting, The Netherlands

Other copyrights and trademarks of respective authors and owners.

www.xtriz.com

xTRIZ LinkedIn Group



The LinkedIn xTRIZ group is available at:

<http://www.linkedin.com/groups?gid=4485435>

To join, please request a membership.