

BUSINESS TRIZ ONLINE

WINTER 2021

TRIZ FOR BUSINESS AND MANAGEMENT TRAINING AND CERTIFICATION CURRICULA

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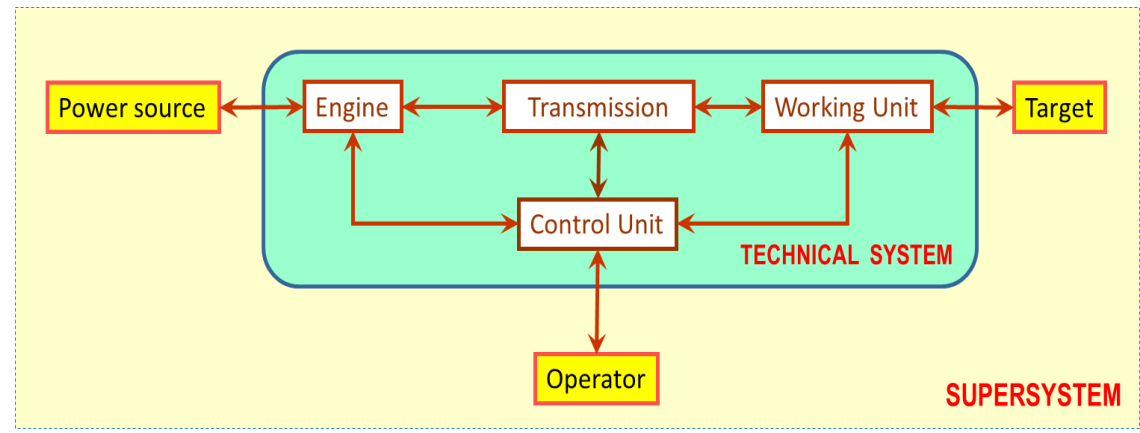
FOCUS OF IMPROVEMENT

TECHNOLOGY AND ENGINEERING	BUSINESS AND MANAGEMENT
PRODUCTS MANUFACTURING TECHNOLOGIES	BUSINESS SYSTEMS (ORGANIZATIONS) BUSINESS PROCESSES BUSINESS PRODUCTS (SERVICES)

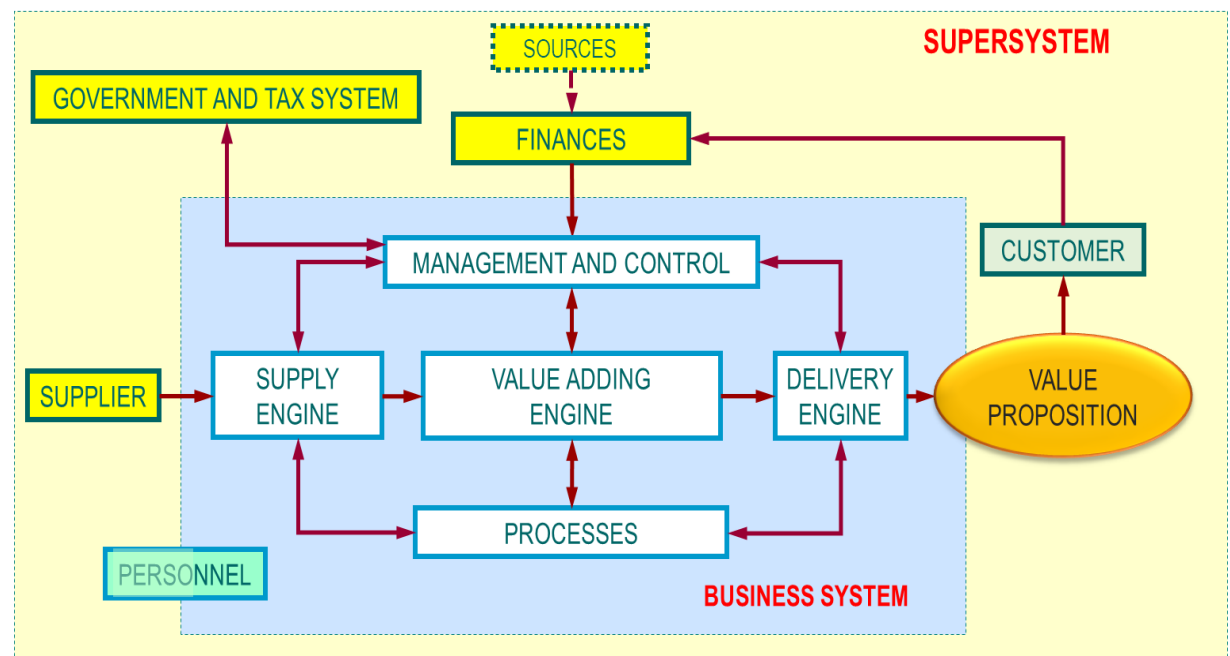
INCREMENTAL INNOVATIONS
DISRUPTIVE INNOVATIONS
RADICAL INNOVATIONS

Similarities and Differences

TECHNICAL SYSTEM



BUSINESS SYSTEM

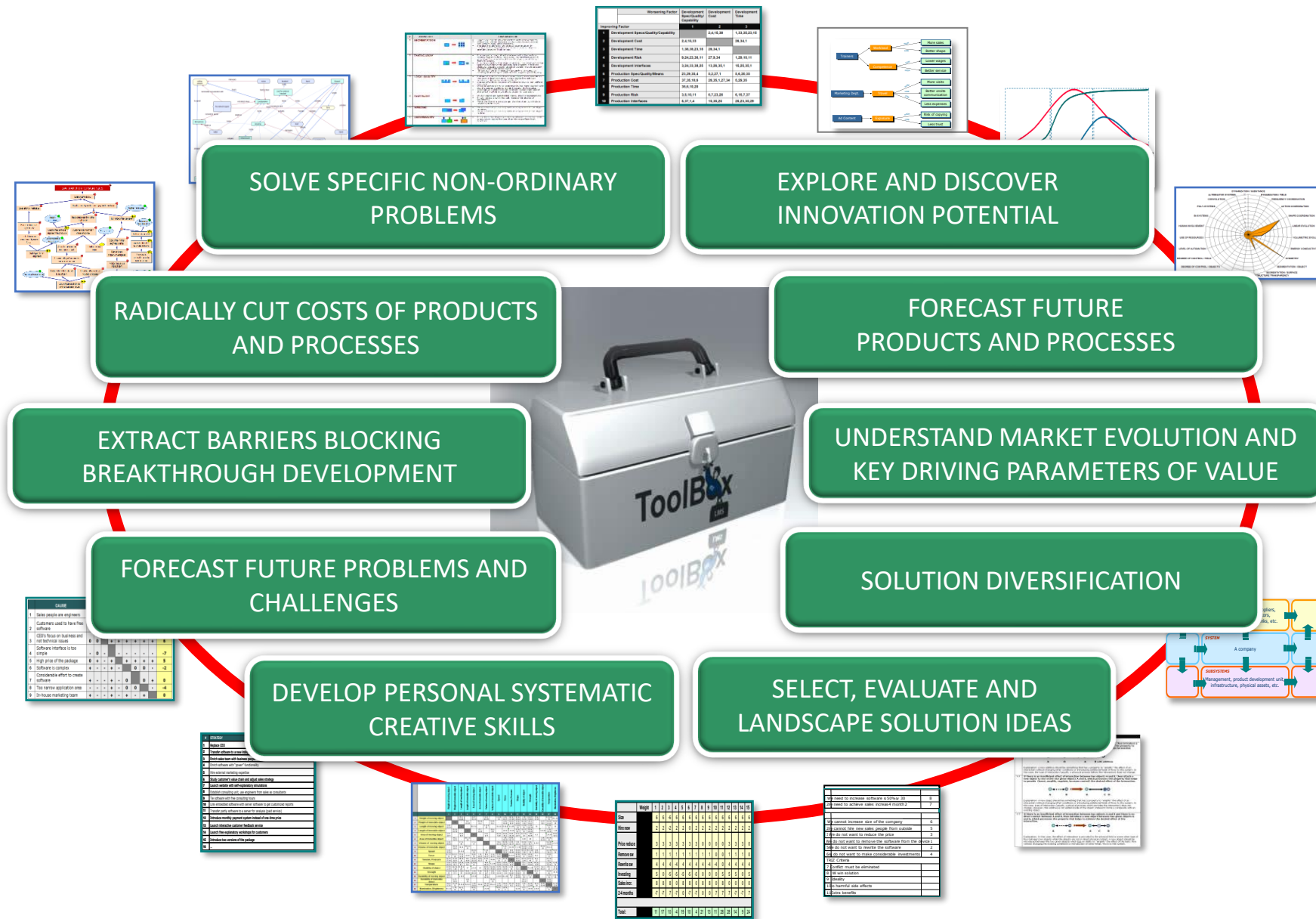


BUSINESS TRIZ

SOLVING SPECIFIC
PROBLEMS AND
CHALLENGES

DISCOVERY OF
INNOVATION
POTENTIAL OF
BUSINESSES AND
BUSINESS
PRODUCTS.
DISRUPTIVE COST
REDUCTION

FUTURE
FORECASTING AND
ROADMAPPING.
GENERATING
DISRUPTIVE BUSINESS
MODELS AND
PRODUCTS



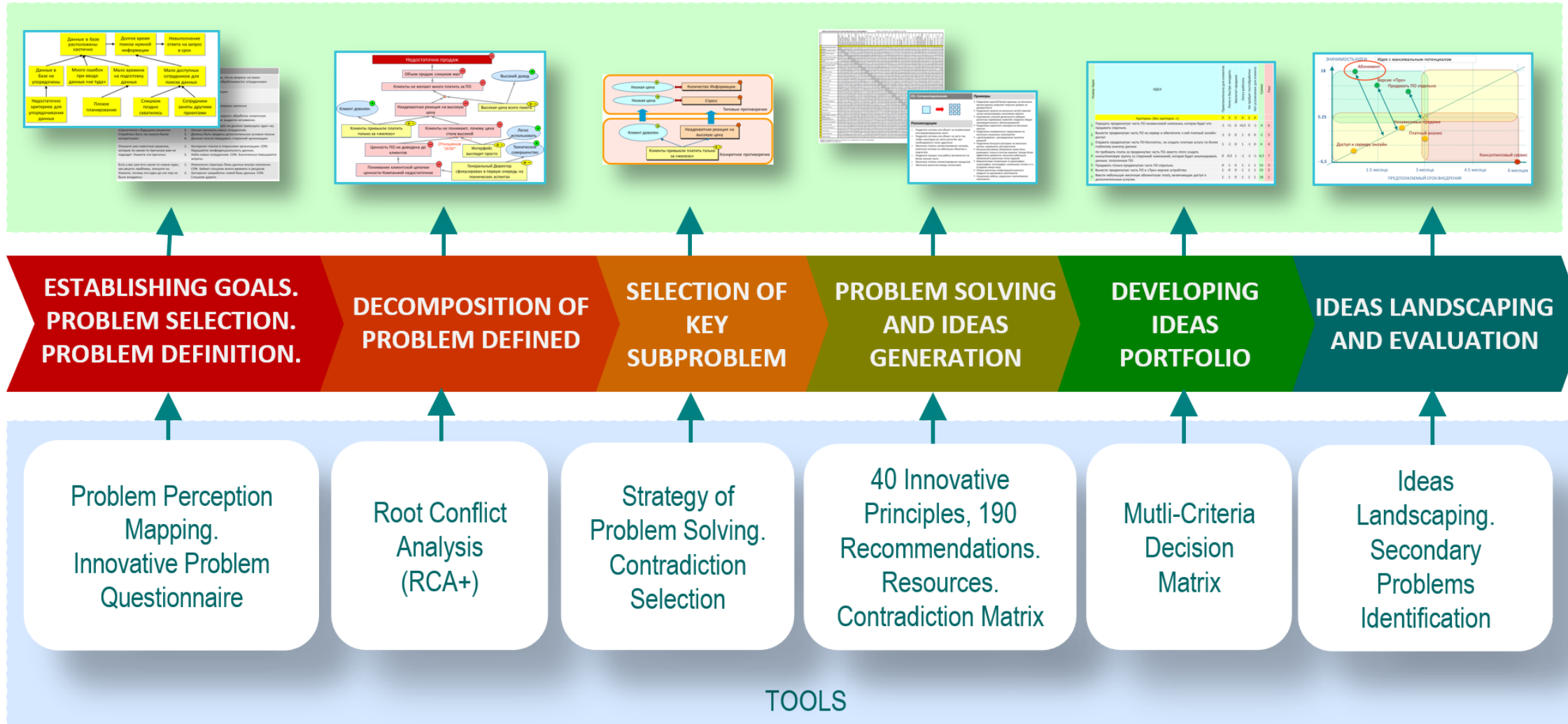
TOOLS OF BUSINESS TRIZ

LEVEL 1: SOLVING A SPECIFIC PROBLEM / CHALLENGE	LEVEL 2: INNOVATION OF SYSTEMS AND PROCESSES, PROBLEMS DISCOVERY, DISRUPTIVE COST CUTTING	LEVEL 3: FUTURE INNOVATION ROADMAPING
<ul style="list-style-type: none"> • Problem Perception Mapping. • Ideal Solutions. • Root Conflict Analysis (RCA+). • Principles of Separating Conflicting Requirements. • 40 Innovation Principles for Business and Management. • Contradiction Matrix for Eliminating Business Contradictions. • Ideas Portfolio. • Multi-Criteria Matrix of Solution Ideas. Integral Ideas Landscape. 	<ul style="list-style-type: none"> • Business Model Assessment. • Function and Cost Analysis. Problems Discovery. • Function Idealization (Trimming) for Systems and Processes. • Object-Field Modeling. • Standard Inventive Solution Patterns for Business and Management. • Merging Alternative Competing Systems (Feature Transfer). • Function Oriented Search (FOS). • Main Parameters of Value (MPVs). • S-curve Evolution. • S-curve Analysis of Systems Evolution. 	<ul style="list-style-type: none"> • Benchmarking. • Value-Conflict Mapping (VCM). • Multi-Screen Analysis (MSA). • Business Models Navigator. • Laws of Business Systems and Products Evolution. • Trends and Lines of Business Systems Evolution. • Subversion Analysis. • Anticipatory Failures Analysis. • Diversification of Business Models and New Markets Discovery. • Business Innovation Roadmaps.

Adapted Tools

40 Inventive Principles	Adaptation: 40 Inventive Principles for Business and Management
Contradiction Matrix by Altshuller	Business Matrix 3.0 (D. Mann) Innomation Matrix (D. Conley)
Cause and Effect Chain Analysis (CECA)	Root Conflict Analysis (RCA+)
Resources	Extended classification of resources for business and management
Function Analysis	Extended version: intangible objects; function formulation, etc.
Standard Inventive Solutions	Object-Field Model; New classification of standard solutions; New system of standard solutions.
Laws, Trends and Lines of Systems Evolution	Adapted version for business systems and products
ARIZ	Problem Solving process supported by different tools replaces ARIZ

Problem Solving Process



TOOLS

New Tools

- Value-Conflict Mapping (VCM).
- Multi-Screen Analysis (MSA).
- Business Models Navigator.

Certification: Levels 1 - 3

THE INTERNATIONAL BUSINESS TRIZ ASSOCIATION

Registered International Certificate
Issuing Date: October



CERTIFICATE
OF BASIC TRIZ PRACTITIONER

issued by the International Business TRIZ Association and the TRIZ Training International Centre to:

Yury Armonov

as a result of successful completion of Level 1 training program on TRIZ and Systematic Innovation for Business and Management



Valeri V. Souchkov, M.Sc., TRIZ Master (MATRIZ)
President: The International Business TRIZ Association (IBTA)
Chair: The TRIZ Training International Centre
Vice-President, Board Member: International TRIZ Association (MATRIZ)



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THE INTERNATIONAL BUSINESS TRIZ ASSOCIATION

Registered International Certificate
Issuing Date: February



CERTIFICATE
OF ADVANCED TRIZ PRACTITIONER - LEVEL 2

issued by the International Business TRIZ Association and the TRIZ Training International Centre to:

Aleksandrs S.

as a result of successful completion of Level 2 training program on TRIZ and Systematic Innovation for Business and Management



Valeri V. Souchkov, M.Sc., TRIZ Master (MATRIZ)
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THE INTERNATIONAL BUSINESS TRIZ ASSOCIATION

Registered International Certificate Number: 569-2021 / P
Issuing Date: February 25, 2021



CERTIFICATE
OF ADVANCED TRIZ PRACTITIONER - LEVEL 3

issued by the International Business TRIZ Association and the TRIZ Training International Centre to:

Eric Jones

as a result of successful completion of Level 3 training program on TRIZ and Systematic Innovation for Business and Management



Valeri V. Souchkov, M.Sc., TRIZ Master (MATRIZ)
President: The International Business TRIZ Association (IBTA)
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Sergei G. Krouglik, Ph.D
Certification Officer
The TRIZ Training International Centre, Paris, France



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Certification: Level 4 and 5

Level 4

- Confirmed experience with successful application of Business TRIZ to solve actual problems and business innovation / Business TRIZ Training

Level 5

- Contribution to the development of Business TRIZ



xTRIZ CUSTOMERS MAP: 2020 (TRAINING)

Email for communicating: