



BUSINESS TRIZ ONLINE

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Solving the Problem of Construction Mode for Traditional Industry Park in the Large Cities

HAN Bing

Tianjin Academy of Science and Technology for Development

Tianjin, China

About me

- M. Ec
- MATRIZ Level 3
- 12 years of experience in TRIZ
- Chinese Certified TRIZ Trainer, TRIZ consultant
- Chinese Certified Innovation Engineer (Chinese TRIZ) Level 3
- Member of IBTA Advisory Board
- Research Orientation
 - TRIZ in Business, Management and Social Science
 - Sci-tech consultation and appraisals
- Published 1 book and more than 10 papers on TRIZ
- TRIZ training and consulting for more than 100 enterprises

Outline

- Scenario of the problem
- Contradiction Analysis
- Function and Su-Field Analysis
- Solutions

Scenario of the Problem

- In China, There are many traditional industry parks built in the late 20 century in some large cities, especially in the urban district
- For many years, these parks have made a great contribution to the development of cities
- After several decades, Many parks are starting to fall into operational difficulties due to poor management, infrastructure and fiscal revenues, which making them difficult for the park continuing to play a role in promoting regional development
 - Scattered, small and disorganized layout
 - Lack of impetus for traditional industries
 - Property Service for Park administration
 - Many idle carriers: such as buildings, plants, incubators, etc

Scenario of the Problem

- Difficulties of regional development by relying on the industry park:
 - Existing industry parks can not carry new functions to promote the development of industry
 - The new industry park needs a lot of input, but for abilities limited
- A new construction mode of the industry park should be designed to adapt to the current development environment



Contradiction Analysis

- IFR:
 - A park that can play the role of promoting the development of cities and boosting innovation by itself.
- The better way for achieving IFR: Building a new park
- Problem: lack of lands in the urban district of large cities
- So a more suitable way for the cities is transformation of existing parks, which is easier to achieve IFR
- But more difficult to reconstruct existing parks than building new ones
- A technical contradiction:
 - **IF**: reconstructing existing parks
 - **THEN**: easier to achieve IFR (Ease of operation)
 - **BUT**: more difficult for reconstruction (Ease of manufacture)

Contradiction Analysis

Inventive Principles	Solutions
No.2: Taking Out	Selecting the idle carriers from all the industry parks in the urban districts of larger cities
No.5: Merging	Combining the idle carriers as a whole park by merging in time
No.12: Equipotentiality	Establishing interconnected links within the combined idle carriers

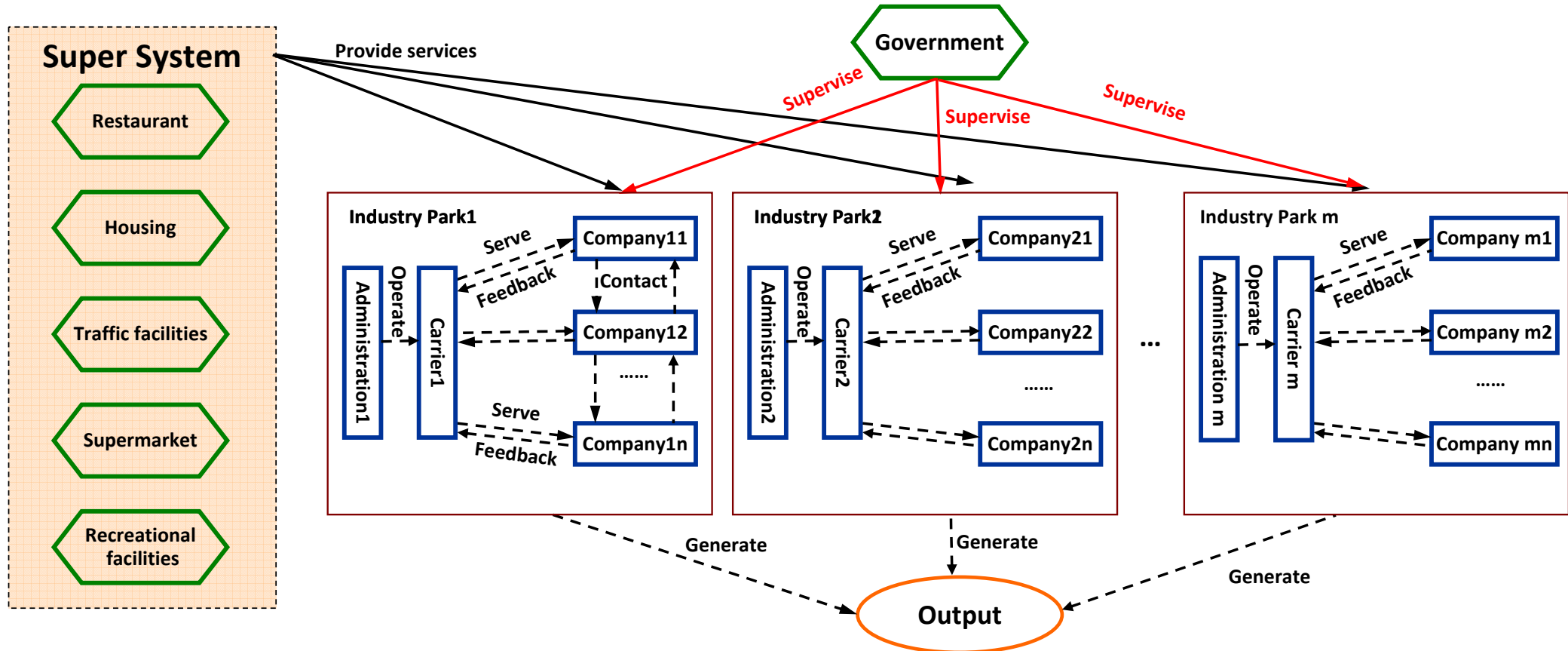
- Solutions:
 - Integrating existing idle carriers as a whole “new” park
 - Chain Mode: Unifying planning, unifying operation, unifying management
 - The enterprises can enjoy the same quality of service in different carriers
 - Functions planning for the carriers on different locations

Secondary Problem

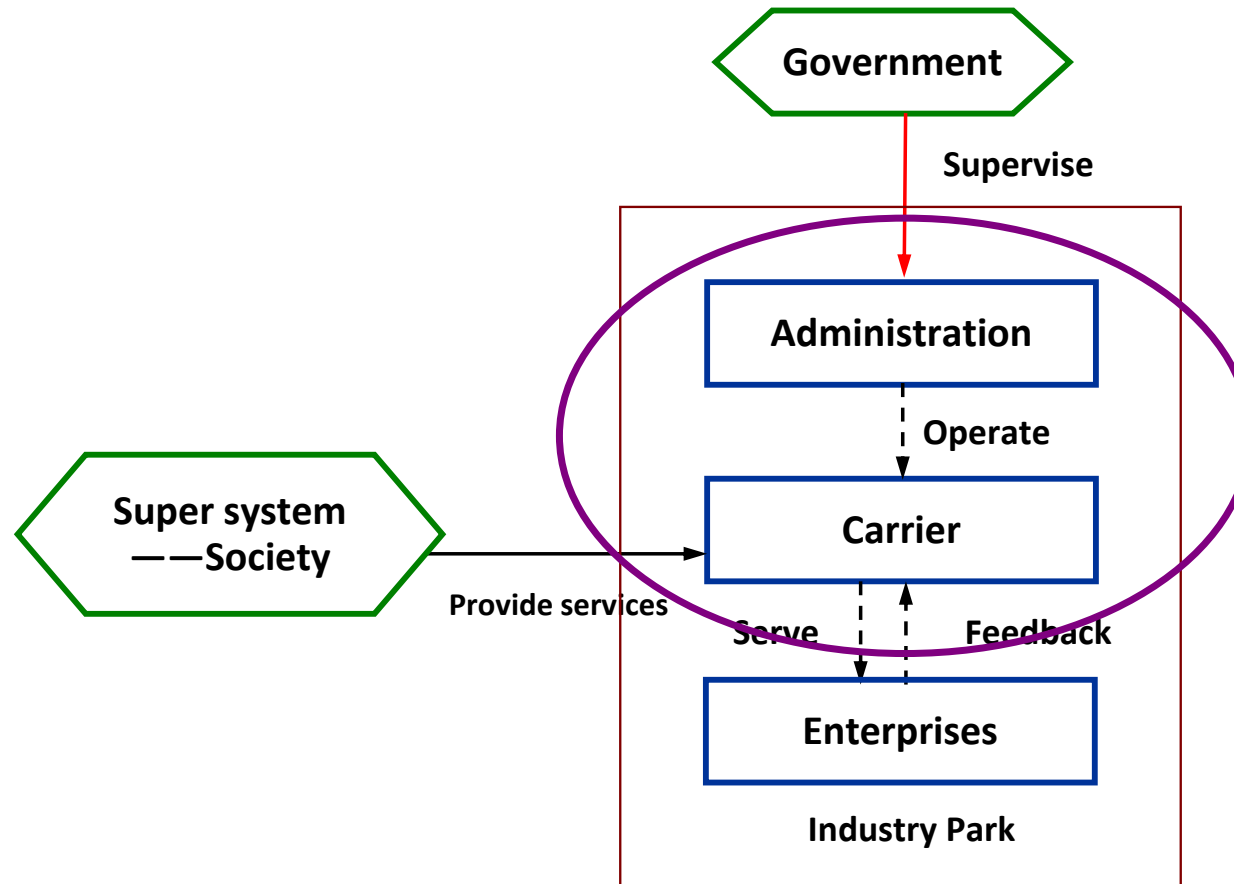
- Secondary Problem: How to plan/define the functions for the carriers on different locations
- Trends for Business: Structure Evolution—Diversity Increase

Lines	Example
<ol style="list-style-type: none"> 1. A homogeneous system of identical objects 2. A homogeneous system with a different but similar object(s) 3. A heterogeneous system of different objects 4. A system of objects with opposite properties 	<ol style="list-style-type: none"> 1. Software industry in all the carriers 2. Software industry for this park except IT Outsourcing in one carrier 3. Software and Integrated Circuit Design in different carriers 4. Software and Hardware in different carriers

Function Model

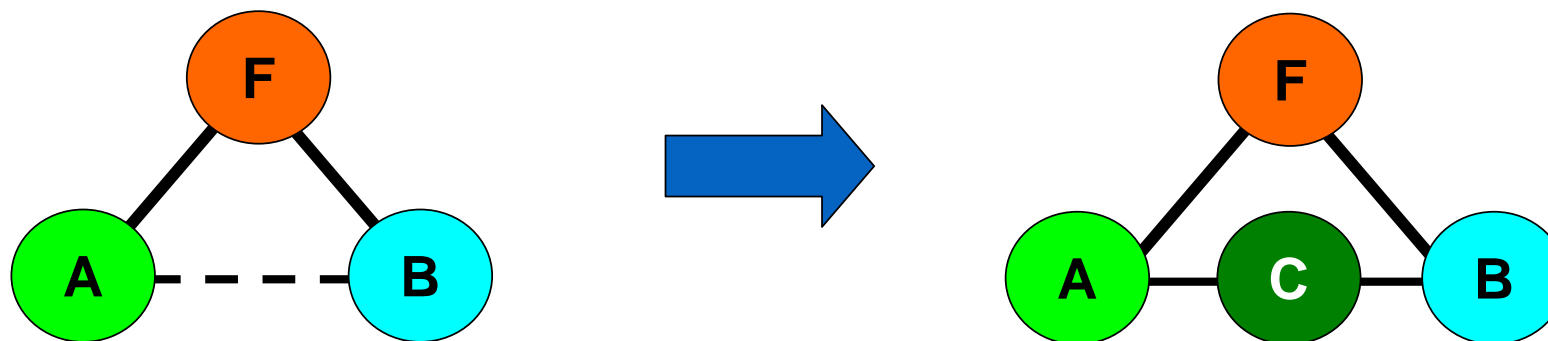


Simplified Function Model



Su-Field Model

- A: Administration
- B: Carrier
- C: A new object—Professional organization (team)

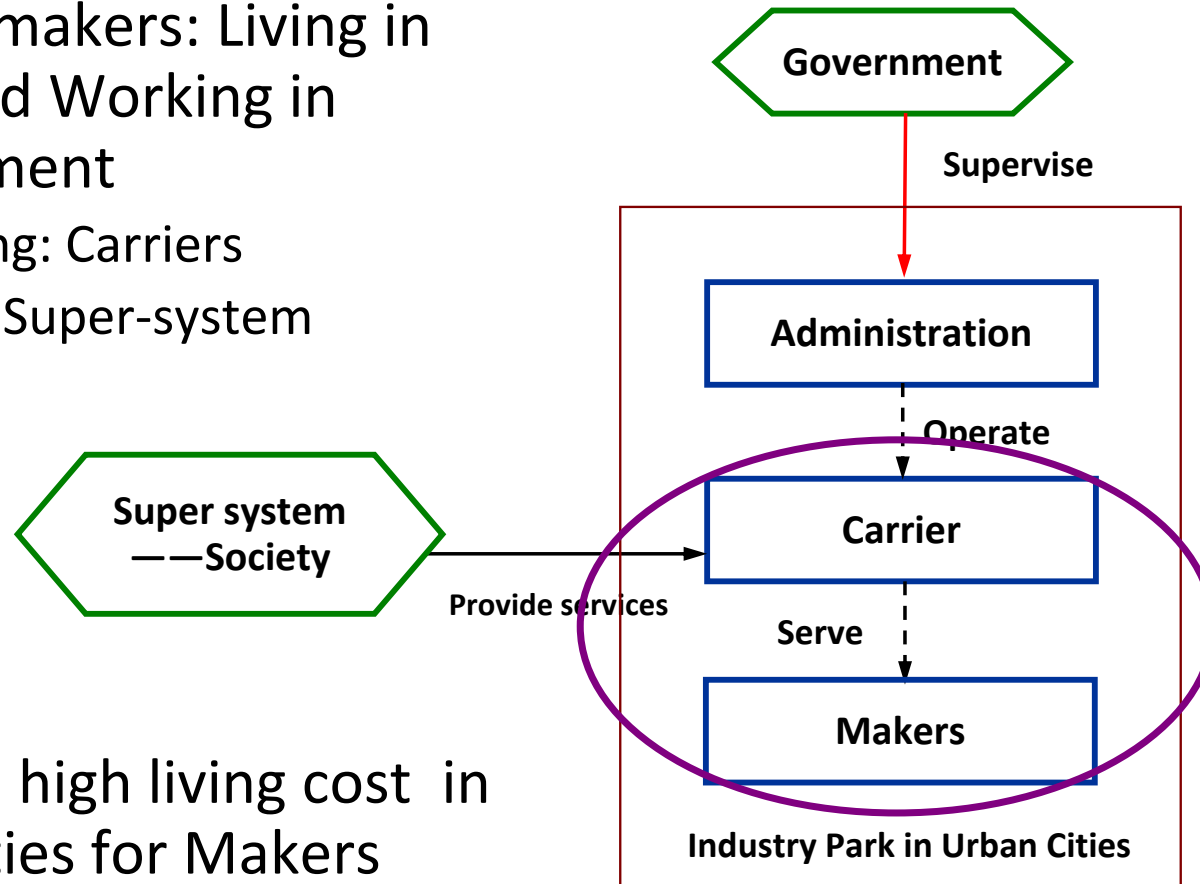


Inventive Standards For Business 1-3

Simplified Function Model for Makers

- Goal for makers: Living in Peace and Working in Contentment

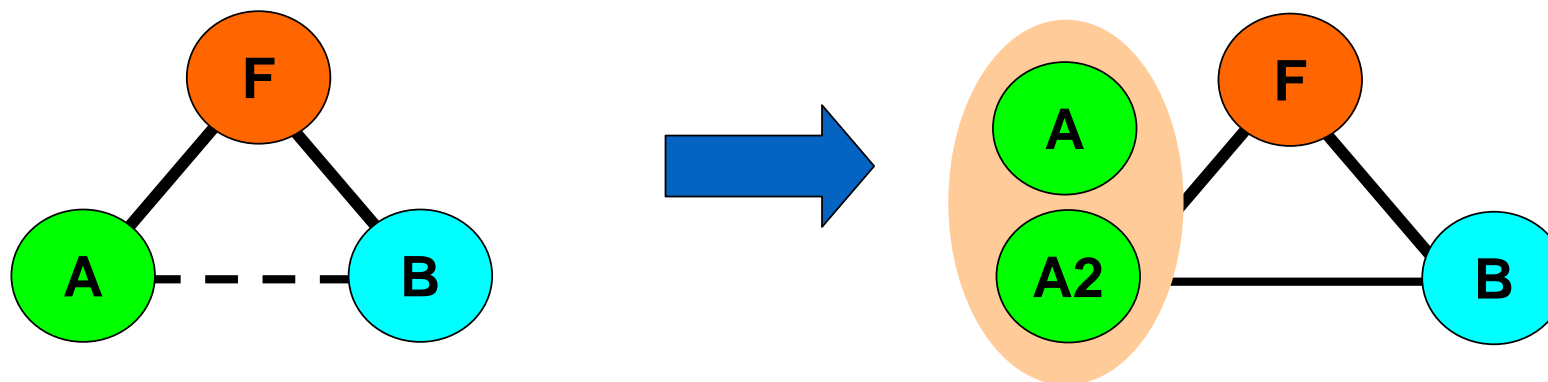
- Working: Carriers
- Living: Super-system



- Problem: high living cost in urban-cities for Makers

Su-Field Model for Makers

- A: Carrier
- B: Maker
- A2: Carrier for living
- The carrier with functions of working and living: Startup=Home



Inventive Standards For Business 1-14
 Mono-Bi-Poly

Solutions

- Integrating all the idle parks and operate them as one park
 - Establishing a new administration for all the idle parks
 - Chain Mode: Unifying planning, unifying operation, unifying management
 - Increasing the differentiations for the carriers on different locations
 - Introducing professional teams for operation
 - The function of the government should also be transformed from supervising and intervening to helping the companies
- Carriers for makers
 - Function: Living in Peace and Working in Contentment
 - Apartments for makers: A house can be regarded as a startup and maker's home
 - Measures for reducing the living cost of makers: Tax incentives and waivers, One-stop services, Infrastructure for Public Service, Service for the basic necessities of life, etc

Summary

- In the future, the way of expanding the scale for industry parks are not suitable for the future development
- More possible ways:
 - Changing business model
 - Adjusting industrial planning
 - Improving the competitiveness of industry parks
 - Balancing Economic development and people's livelihood
- A new transformation Mode: **Zero-cost entrepreneur community**
 - Transition to a community: integrating work, life, leisure and entertainment
 - Start-up Apartment: Unifying the location of home and company for makers
 - Introducing professional team for operation

Digression: Ways for applying TRIZ in Business

- Using Classical TRIZ tools to solve Business problems directly.
- Appropriate adjustment or modification on the Classical TRIZ tools or Modern TRIZ tools for fitting the application in Business.
- Using new tools or specific tools to solve problems, such as RCA+, VCM, etc.
- Maybe there are some new ways...
- Customers care more about whether the problem can be solved than the ways themselves



Thank you for your attention!

Tel: +86-22-24324829

E-mail: tisshan@163.com

Skype: [tisshan_1](https://www.skype.com/people/tisshan_1)