



## INTRODUCTION

TRIZ is a innovation methodology discovered by a Russian Inventor and Patent Examiner, Mr Genrikh Altshuller, based on the study of patterns of problems and solutions discovered during his patent examination process. It is a systematic problem solving method based on logic and data, not spontaneity.

TRIZ has found success through its methodology of innovation and is widely used by thousand of innovative corporate entities worldwide such as:



### TRIZ LEVEL 1 PRACTITIONER WORKSHOP

**Date:** 28 & 29 February 2020

**Venue:** IP Academy  
501, 5<sup>th</sup> Floor, Block A,  
Phileo Damansara 1,  
46350 Petaling Jaya,  
Selangor Darul Ehsan

**Fees:** RM2,000 per pax  
RM750 (special discount)

**Eligibility:** Open to employees



## SUCCESS STORIES

### BusinessWeek

TECHNOLOGY December 25, 2008, 12:01AM EST

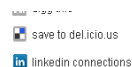
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#### Tech Innovations for Tough Times

How GE and others are using alternative techniques such as TRIZ to make R&D more efficient

By Steve Hamm

These days, TRIZ is coming on strong at corporations hungry for new ways to improve innovation and productivity beyond what they've already achieved with the widely adopted Six Sigma and Lean techniques. In addition to GE, TRIZ fans include Intel ([INTC](#)), [Samsung](#), and Procter & Gamble ([PG](#)), as well as smaller companies like FuelCell Energy ([FCEL](#)), a Danbury (Conn.) leader in power-generation fuel cells. The company employed TRIZ to evaluate the expensive flanges it uses to join pipes in its generators. After weighing the component costs, effectiveness, and complexity of assembly, FuelCell switched to a new clamping technique that will slash costs by 50%.



MAY 31, 2006

INNOVATION

By Reena Jana

### BusinessWeek

#### The World According to TRIZ

Blue-chip American companies are embracing a 60-year-old innovation theory pioneered by a Russian inventor

Fast-forward to 2006. The list of American companies that have applied Altshuller's recipe for innovation includes Boeing ([BA](#)), Hewlett Packard ([HPQ](#)), IBM ([IBM](#)), Motorola ([MOT](#)), Raytheon ([RTN](#)), and Xerox ([XRX](#)), among others.

#### A Perpetual Crisis Machine

Samsung's VIP Center is home to a uniquely paranoid culture--and that's the way the boss likes it.

By PETER LEWIS  
September 19, 2005

FORTUNE

In any event, TRIZ is by no means unique to Samsung; hundreds of companies—including competitors like Philips, LG, and Motorola—use it too. At the VIP Center, however, the goal is to train every engineer and researcher in the company in TRIZ think.

If interested, please contact:  
Mr. Alvin [016-2855770]  
Ms. Yong [012-7975077]

Organizers:



Supported by:



### TRIZ Level 1 Practitioner Course Modules:

- Introduction to TRIZ methodology
- History of TRIZ and global adoption
- Structured Problem Solving Process
- Function Analysis
- Cause & Effects Chain Analysis
- Trimming
- Ideality
- S-Curve
- Trends of Engineering Systems Evolution
- 39 System Parameters
- 40 Inventive Principles
- Contradiction Matrix
- Actual Problem Resolutions

**Topic: TRIZ LEVEL 1 PRACTITIONER WORKSHOP**

**Date: 28 and 29 February 2020 (10am-4pm) Fee: RM750**

**Venue: IPTECH IP Academy**

501, 5<sup>th</sup> Floor, Block A, Phileo Damansara 1,  
46350 Petaling Jaya, Selangor Darul Ehsan

**Please register via email to [iptech@ipowner.org](mailto:iptech@ipowner.org) or call Ms.Yong (012-7975077) or Mr Alvin (016-2855770) to register.**

### REGISTRATION FORM

Name 1: ..... Designation: ..... H/P No: .....

Name 2: ..... Designation: ..... H/P No: .....

Company Name: .....

Nature of Business: .....

Address: .....

Tel. No: ..... Fax No: .....



## FACILITATOR

### DR ISSAC LIM

Trained as a mechanical engineer and a certified TRIZ practitioner, Issac has over a decade of experience in running workshops in the areas of TRIZ, innovation, and eco-efficiency. To date, he has consulted and trained innovators from various industries such as finance, education, manufacturing, and construction industries. Some of the multinational companies that he trained are Panasonic, Proton, and Crowe Horwath.

Issac is actively involved in academics and design related research. His case studies on innovation have been published in over a dozen international journals and conference proceedings. He has also co-developed a new subject on entrepreneurship that has produced hundreds of innovative projects at an Australian university.

His involvement in the startup ecosystem has resulted in the establishment of an incubator and several startups. The combined total valuation of the startups he was involved in is over USD 20 million.

He is also the Honorary Treasurer at the Malaysia TRIZ Innovation Association (MyTRIZ).

