

Mentor
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Samsung Electronics, South Korea

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Pune – India (Asia)



Master Class

Advanced Information Analysis with TRIZ

About the Workshop



- To make the right decision in any area of our professional and daily life, we need access to the information that will help us do that. Fortunately, in today's computer age environment, a huge amount of information is out there and available to us: 2.5 quintillion bytes of information are created daily, and ninety percent of all the data in the world was generated within the last two years. Unfortunately, extracting the information we need from all of this is like searching for a needle in a haystack – or a mountain.
- In 2017 there were 5.2 billion daily searches in Google. But Google searches are time-consuming and, moreover, do not guarantee good results. We urgently need tools to help us search for and select information efficiently.
- This is where Modern TRIZ comes in: it offers a number of analytical and problem solving tools which dramatically enhance information search and analysis. During the masterclass we will discuss how the TRIZ approach can be used for obtaining the data you need and making the most of it.

Agenda & Topics to be covered



- An overview of methods currently used in information search and analysis, including Semantic search and Big Data Analysis.
- Changing the paradigm from “the information we have” to “the information we need”.
- TRIZ tools that support information searches
 - Function-Oriented Search: identifies technologies known in industries outside the industry of interest
 - Resource Analysis: identifies and utilizes the most efficient resources among those available
 - Trends of Engineering System Evolution: used to indicates areas or fields in which data should be collected
- Predictive data analysis for identifying data patterns before planning any actions

Key Benefits of attending the Masterclass



- Participants will learn a part of TRIZ, a methodology that has been successfully internalized by some of the world's leading companies such as GE, Samsung, Intel and others.
- Besides learning theory, participants will develop practical skills through discussions of various case studies and hands-on practice during the masterclass.



Why should you attend this Masterclass

- This masterclass focuses on actual issues concerned with navigating the colossal amount of information resources currently available. It gives practical insights on how to proceed with information search and analysis.
- The masterclass is designed for innovative leaders, project managers and all other creative participants of Innovation Week in India.

Industries which can attend



- The TRIZ methodology and case studies selected for this masterclass are easy to understand for experts in any industry. Moreover, the case studies were selected from diverse industries, from cosmetics to semiconductors, in order to be valuable to specialists from a wide variety of industries.
- Specialists from any industry are welcome to attend.

Case studies to be discussed from



- A number of case studies from various industries, including semiconductors, glass manufacturing, skin care, etc.: application of Function-Oriented Search
- The recently developed “Smart plastic” technology: search for new applications for this technology
- The mobile device industry: application of Evolutionary Trends in flexible batteries for mobile devices

Course Fee & Venue – Master Class



- The fees per participant is INR 8000 + applicable Govt. taxes per candidate.
- Group discount for 5 participants above form the same organization.
- The fee must be paid before the course.
- Payment of a course fee is done at least 30 days prior to a course starting date.
- This is a non residential course
- We shall be providing the participants with lunch, and snacks during the course.
- Venue for the master class is Hotel Holiday Inn, Pune.



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Areas of expertise

- TRIZ
- Project Management
- Open innovation
- Disruptive innovation
- Value Engineering
- Systematic innovation
- Product development
- Process improvement

Education & Professional Certifications

Oleg Feygenson holds a Ph.D. degree in Plasma-Technology and an M.S. degree in Electro-Technology from Saint Petersburg State Polytechnic University.

Dr. Feygenson is a certified TRIZ Master by the International TRIZ Association (MATRIZ).

Professional background

Dr. Feygenson is a Principal Engineer at Manufacturing Core Technology Team, Global Technology Center of Samsung Electronics.

Prior to Samsung Electronics, Dr. Feygenson worked for the world largest TRIZ consulting company GEN3 Partners, Inc. As a Senior Principal and Chief Researcher at GEN3 Partners he managed dozens of successful innovation projects for world-class companies such as General Electric, Doosan Infracore, Unilever, Owens-Illinois and others.

Prior to GEN3, he was an Assistant Professor with the Department of Electro-technique and Electro-technology at Saint Petersburg State Polytechnic University, Russia.

He was also a Plasma Physicist at Archimedes Technology Group, Inc. San Diego, USA.

At the present time, Oleg Feygenson is a Vice President and Member of Presidium of International TRIZ Association (MATRIZ). He is also an Academic Secretary of TRIZ Master Certification Council of MATRIZ.

Dr. Feygenson is the author of several US and WO patents and over 20 published articles.

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