

How to Develop a New Product that Will Be a Market Winner

(Main Parameters of Value Discovery) - GEN TRIZ Tutorial

Pune, India, November 29, 2018
9:00am to 1:00pm

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CEO/President



Business Need for MPV: How to Identify Correct Innovation Target?

- All production companies in the world are looking for some new products that will be guaranteed market winners. However only few of the new products on the market are really successful
- Executives of industrial companies are operating with business categories like annual revenue, profit margin, market potential, market share, return on investment, etc. They are not involved in technical problems identification and solving
- Today there is no obvious direct connection between business challenges and underlying technical problem
- There is a serious gap between business consulting companies that usually address business issues and technology consulting firms and R&D departments that are dealing with technical problems
- Thus, there is an obvious need for effective methodological tools and corresponding providers that are capable to connect business challenges and specific technical problems of products/processes, identify right targets for innovation, and develop new products that will be market winner
- Main Parameters of Value (MPV) Discovery is a tool/technique that addresses the above mentioned business need

Brief Description of MPV Tutorial

- **Objectives:**

- The objective of this workshop is to radically improve innovation effectiveness of the participants

- **Overview:**

- GEN TRIZ's MPV Tutorial presents a specific point of view on innovation and a roadmap for effectively identifying, realizing, and managing innovation opportunities. The Tutorial is primarily focused on the fundamental principles of systematic innovation utilizing selected analytical tools for MPVs identification. It provides participants with fundamental skills for system analysis and selection of right innovation targets.

- **Topics covered in MPV Tutorial:**

- Overview of GEN TRIZ methodology for systematic innovation
- Business need for MPV
- MPV definition and role in the systematic innovation process
- Types of Parameters of Value
- MPV Discovery: Voice of the Customer and Voice of the Product
- Voice of the Product identification tools
- MPV Discovery algorithm
- Case Studies
- Hands-on practice

Brief Description of MPV Tutorial (cont.)

- **Format:**
 - The Tutorial is delivered using a combination of lecture materials and interactive facilitated hands-on practice
- **Trainer:**
 - Simon S.Litvin, PhD, TRIZ Master, author of MPV Discovery technique
- **Prerequisite:**
 - MATRIZ Level 1 Certificate – preferable, but not mandatory
- **Duration:**
 - 4 hours with one 15 minutes coffee break
- **Who should attend:**
 - This course is appropriate for executives, product managers, engineers, researchers, and marketing specialists
- **Key benefits and takes away of attending the Tutorial:**
 - Participants will get some knowledge and practical skills in identification of right targets for innovation (MPVs)
 - Application of these skilled gained during the Tutorial will allow participants to effectively address business challenges of their companies by developing new products that will be market winners
 - The Tutorial is furnished with multiple impressive case studies that may be used by the participants

MPV Discovery Tutorial: Agenda and Schedule

- GEN TRIZ methodology overview. Business need for MPV – 9:00 – 9:30
- MPV definition and role of MPVs – 9:30 – 9:45
- Types of PV – 9:45 – 10:15
- MPV Discovery: Voice of the Product vs. Voice of the Customer – 10:15 – 10:45
- Algorithm for MPV Discovery – 10:45 – 11:00
- Coffee break – 11:00 – 11:15
- Case Studies – 11:15 – 12:00
- Hands-on practice – 12:00 – 12:45
- Tutorial conclusions, Questions & Answers – 12:45 – 13:00

Course Fee & Venue – Master Class

- The fees per participant is INR 8500 + 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.

Dr. Simon Litvin

Chief Executive Officer/PRESIDENT

Dr. Litvin is one of the founders of GEN TRIZ and is responsible for the quality of its innovation services. He drives the ongoing development, testing and implementation of GEN TRIZ's methodology, and supervises GEN TRIZ's Global Knowledge Network of experts. Dr. Litvin has led dozens of innovation projects for Fortune 1000 companies worldwide including Alcoa, British American Tobacco, Chiquita, Clorox and Covidien. He is also the CEO of Algorithm, GEN TRIZ's technical innovation center in St. Petersburg, Russia.

Prior to joining GEN TRIZ, Dr. Litvin served as Executive Vice President and Chief Scientist of Pragmatic Vision International (PVI). At PVI, he developed more than 100 breakthrough technologies for the company's delivery system in Russia and Israel. Before PVI, he served as Vice President at Invention Machine Corporation where he led numerous international consulting projects for Fortune 500 companies such as P&G, Motorola and Intel.

Dr. Litvin is one of the world's foremost experts on Open Innovation, Value Engineering, and TRIZ. He has more than 35 years of experience developing, teaching, and implementing innovation methods.

He is Vice President, R&D of International TRIZ Association and Chairman of TRIZ Master Certification Board. He is also a member of the Altshuller Institute for TRIZ Studies, USA and European TRIZ Association (ETRIA).

Dr. Litvin is the author of over 20 patents, nearly 100 scientific and academic articles, and six books.

Education & Professional Certifications

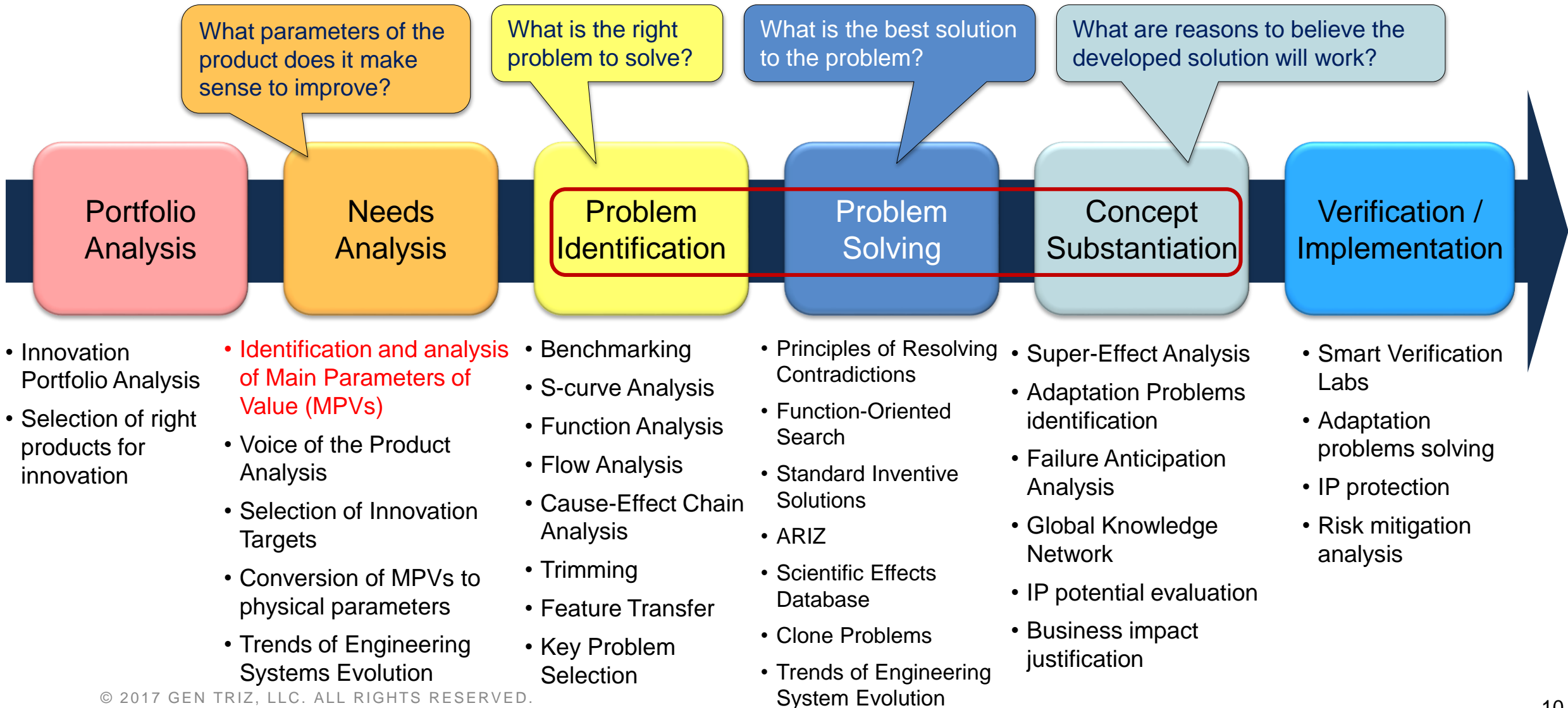
Dr. Litvin earned his M.S.C.E from State Marine University in St. Petersburg, Russia. He holds a Ph.D. in Mechanical Engineering from the Russian Academy of Science, The Institute of Science of Machine Problems in St. Petersburg, Russia. Dr. Litvin earned a TRIZ Master diploma from the International TRIZ Association

About GEN TRIZ Methodology for Systematic Innovation

- Our Methodology, GEN TRIZ, is a systematic approach to innovation based on an advanced application of TRIZ (*Russian acronym for Theory of Inventive Problem Solving*). Specifically, a collection of tools is applied algorithmically to identify the right problem, solve the problem efficiently and ensure that solutions are aligned with business strategy.
- For over 20 years, GEN TRIZ's world leading scientists have expanded and enhanced these tools through practical application across a broad range of industries, and continue to refine them to respond to the changing needs of the market.
- GEN TRIZ's innovation process is a robust, integrated approach that combines in-depth problem analysis, tools for generating ideas, a search process for finding existing solutions that can be adapted, and tools for evaluation of ideas
- GEN TRIZ brings discipline and a new perspective to the analysis of complex innovation issues
- GEN TRIZ is well suited for:
 - Improving existing products and processes (by improving functionality and reducing costs)
 - Developing next-generation products
 - Forecasting and validating technologies
 - Developing IP strategies
 - Assessing innovation opportunities
- GEN TRIZ, as any other science, can be taught

GEN TRIZ Innovation Roadmap

Use a scientific problem solving approach; not just inspiration



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