



INTRODUCTION

TRIZ is a innovation methodology discovered 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:	20 & 21 February 2020
Venue:	IPTECH IP Academy 501, 5 th Floor, Block A, Phileo Damansara 1, 46350 Petaling Jaya, Selangor Darul Ehsan
Fees:	RM2,000 per pax RM750 (special discount)
Eligibility:	Open to employees (min. class size 20 pax)



SUCCESS STORIES

BusinessWeek

TECHNOLOGY December 25, 2008, 12:01AM EST text size: T | T

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%.

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MAY 31, 2006
INNOVATION

BusinessWeek

By [Reena Jana](#)

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]



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: 20 and 21 February 2020 (10am-4pm) Fee: RM750

Venue: IPTECH IP Academy

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

Please register by 10 Feb 2020 via email to iptech@pintas-ip.com 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).

