



# MATRIZ CERTIFIED TRIZ LEVEL 1 WORKSHOP

PUNE: 25 – 28 APRIL: LEARN FROM A PROVEN EXPERT  
VENUE: VENTURE CENTER, PUNE

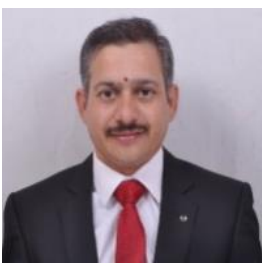
## Bust 3 Myths on Innovation:

- ↓ Technical Innovation process **can't be structured**
- ↓ **Creativity is an elite club...** Not everyone in an organization can be creative and able to generate WoW solutions that can be patentable
- ↓ Organizations that are **lucky only** able to develop technology leadership at a very short time and bring wow products with low product / manufacturing / service cost

Course fee : INR 40,000 + Service tax as applicable

Corporate advantage: Enroll 5 participants and get the 6<sup>th</sup> complimentary

- ↑ **Problems and solutions are repeated across industries...** Someone has already solved your problem. Don't need to reinvent the wheel.
- ↑ **Simplify products by Trimming components...** Functions remain and solutions change. Identify functions and redistribute them
- ↑ **Go beyond design compromises by identifying contradictions...** differentiate products with WoW solutions by identifying and solving inventive problems
- ↑ **Enhance technology leadership...** Patterns of engineering system evolution are predictable and help develop new technology faster
- ↑ **Low idea / product ratio...** Structured approach across organization reduce trail and error approach and helps in channeling resources towards lower idea to product ratio.
- ↑ **Facilitates WoW idea generation...** enhances the quality of ideation from random to structured, from quantity to quality



One hour FREE invited  
talk on 19<sup>th</sup> April @  
4PM at the Venture  
Center, Pune,  
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