



WELCOME TO TRIZ*fest*-2014

The main theme – Theories and Applications



Dear colleagues!

As you already know, the *TRIZfest*-2014 takes place on September 4-6, 2014 in Prague, Czech Republic. As it is now a tradition, the program starts with the TRIZ Developers Summit on September 3rd, www.triz-summit.ru. The conference program includes speeches by key-note speakers, scientific and practical papers presentation, and a session of the MATRIZ Dissertation Council, where the public defense of the thesis for certification as TRIZ Master will take place.

The Organizing Committee is now formed. The appointed members are:

Dr. Mark Barkan, TRIZ Master – Organizing Committee Chairman;

Mr. Valeri Souchkov, TRIZ Master – Co-Chair of the Papers Review Committee;

Dr. Tuomo Kässi – Co-Chair of the Papers Review Committee;

Dr. Yury Fedosov, TRIZ Master – Treasurer;

Dr. Simon Litvin, TRIZ Master – Chairman of the Dissertation Council;

Dr. Pavel Jirman, Level 3 TRIZ Specialist – TRIZfest-2014 representative in Czech Republic, Association for Invention Development and Intellectual property (ARID), Hradec Králové,

Dr. Ivan Mašín - Institute of Creativity and Innovation (IKI), Liberec

Pavel Dlouhý – Czech Union of Inventors and Rationalizers (CSVZ), Praha



Below is a preliminary schedule agenda of the TRIZfest-2014:

- September 3rd – TRIZ Developers Summit.
- September 3rd – Seminars and tutorials. Already scheduled:
- **Anatoly Guin** – Creativity Bowl – what and how; introduction to the theory of open problems. About 2 hrs in duration. Free for TRIZfest-2014 participants, others \$30US.
- **Introduction to TRIZ** will be delivered by several prominent TRIZ Masters. 4 hrs in duration. Free for TRIZfest-2014 participants, others \$50US.
- **Pavel Jirman and Sergey Logvinov** – Transition to Micro-level. 2 hrs in duration. Free for TRIZfest-2014 participants, others \$50US.

These workshops are scheduled to take place in sequence, therefore interested parties will be able to attend every one of these seminars.

- September 4th, morning, – plenary Session and 1st key-note speaker; afternoon – 2nd key-note speaker; papers; evening – cocktail party.
- September 5th, morning, – 3rd key-note speaker, papers; afternoon – 4th key-note speaker, papers; evening – banquet.
- September 6th – Defense of TRIZ Master thesis and closing ceremony.

At this time, we have secured the commitments from 2 key-note speakers:

1. Dr. Val Tsourikov – Computational Creativity: a Path to Future Civilization.

During entire professional career Dr. Val Tsourikov has been focusing on automation of creativity by developing unique A.I. engines and knowledge bases for different domains. He received master degree in computer science at Minsk University of Informatics, Ph.D. at Moscow Technical University of Communications and Informatics.

As postdoc visitor, Val studied advanced A.I. methods at Imperial College of Science and

Technology in London. Dr. Tsourikov founded A.I. Laboratory at Minsk University of Informatics in 1987. In his Ph.D. thesis Val proposed novel A.I. system Pulsar, which was able to generate novel ideas in technical areas. This system became a foundation of Val's first company, Invention Machine Laboratory, founded by Val and group of his former students in Minsk in 1989. Company grew rapidly and in 1992 Val decided to move operations to Boston by registering Invention Machine Corporation (IMCorp), where he served as the CEO and CTO till 2001. Under Val' leadership new company raised four rounds of Investment from Smith Barney (later Citigroup), Intel Capital, Motorola and French company Dassault Systemes. Several A.I. software systems were developed and implemented by leading technical companies in the world, including Motorola, Intel, Xerox, General Electric, Boeing, NASA, P&G, Unilever, SAAB, Honda, BMW, Ferrari, and Samsung. Multimillion contract was signed with Mitsubishi Research Institute to adapt A.I. systems to Japanese companies. First versions of IM-software used knowledge bases of TRIZ and Functional Analysis. In 2000 IMC launched semantic engine as pure A.I. tool that is able to create semantic network of any text and to help users to find creative solutions in any domain.

In 2001 Val initiated development of A.I. technology, code name White Sparrow, to automate creation of investment strategies. New technology is in implementation phase right now. As Chief A.I. architect of Predizo LLC, currently Val is working on an A.I. platform for computational creativity with focus on art, including generation of movie scripts, compositions of photos and graphical images. Val is a co-author of several U.S. and international patents on creativity automation and semantic intelligence. His innovative ideas were featured by New York Times, Wall Street Journal, and Business Week. In 1998 Fortune Magazine named Val hero of U.S. manufacturing.

2. Dr. Ivan Mašín – topic to be determined.

Present Position

Dr. Mašín (born 1962) is the co-founder and owner of Institut průmyslového inženýrství (Institute of Industrial Engineering – focus on productivity improvement and Lean Manufacturing) and trainer at the Institut kreativity a inovací (Institute of Creativity and Innovation – focus on innovation engineering, systematic creativity, TRIZ a IP). He works as a consultant, trainer and auditor. Ivan Mašín is also the Assoc. Prof. in Innovation Engineering at the Technical University in Liberec.

Key Qualifications

He started carrier as a mechanic. He obtained his M.Sc. in Mechanical Engineering at Technical University in Liberec in 1986. After receiving his doctorate from the Technical University of Liberec in 1993 he worked as an industrial engineer in SKODA AUTO. In 1995 he established the Institut průmyslového inženýrství s.r.o. (Institute of Industrial Engineering) where he works as a senior consultant and project manager. Being focused on classical/modern Industrial Engineering and Lean Manufacturing his activities have been mainly carried out in the framework of a great numbers of projects for clients from the mechanical engineering and automotive industry field, e.g. Continental, Johnson Controls, Ford, Magna, Dura Automotive, Siemens, Black and Decker, Tyco Electronics, Rieter etc. His specialization is work standardization, Total Productive Maintenance, production systems development, Lean Manufacturing implementation, facilitation and techniques for systematic creativity at shop-floor level (MATRIZ certification for 2nd level, trained by TRIZ Masters as S. Ikovenko, V. Souchkov, and S. Logvinov). Dr. Mašín has published (in Czech) 12 books and 4 university textbooks on Industrial Engineering and Innovation Engineering. He is a member of IIE, SME, ARID, ETRIA. On the academic level Dr. Mašín obtained Assoc. Prof. degree at Zilinska univerzita (Slovakia). He is a member of the academic council of Faculty of Mechanical Engineering and

member of committee for doctoral studies. He prepared and today guarantees the Innovation Engineering study field. At this time Dr. Mašín prepares a publication with working title "Innovation Engineering methods at the micro-level".

We are sure that both key-note addresses will provide very insightful information. We should have 2 more key-note commitments in the very near future.

The above agenda is very preliminary and subject to change. Please continue to visit the *TRIZfest-2014* page on our website for updated information.

Unfortunately, we were not able to secure a hotel nearby *TRIZfest-2014* venue, capable of housing all of the participants. We would like to point you to a few websites, where you can select from a number of Prague hotels. You should be able to find a hotel that meets your needs on one of the following websites:

1. <http://www.hotelsprague.cz/>
2. <https://www.google.cz/maps/search/hotels+prague+centre/@50.0878738,14.43421,13z/data=!4m5!2m4!3m3!1shotels+centre!2sPrague!3s0x470b939c0970798b:0x400af0f66164090>
3. <http://www.booking.com/district/cz/prague/prague-centre.en-gb.html?sid=e98bec45148c2243ad0ff87aa3243a77;dcid=1;inac=0>

You can find more info for *TRIZfest-2014* at: www.matriz.org/trizfest2014

Please visit our website for more info as it becomes available.

TRIZfest-2014 organizing committee.