# EXECUTIVE BRIEFING

## TRIZ: The secret weapon for PRODUCT innovation

You are cordially invites you to attend this free executive briefing **on TRIZ, an integrated method for increased creativity and product innovation**. Delivered by Dr Paul Filmore (University of Plymouth) this briefing will give you a valuable insight into this powerful, groundbreaking method. Paul has years of experience introducing and cultivating research & creative methods with postgraduate students. He has tutored in TRIZ after attending workshops by one of the foremost European TRIZ groups, CREAX NL and is the UK partner leader with CREAX in an EU Framework 6 Proposal on disseminating TRIZ. He is a physicist turned engineer, MSc Programmes Manager, and joint course leader of the University's Entrepreneurship Programme; part of a much larger three-year programme called Knowledge Exploitation South West, funded by the SW RDA.

**TRIZ is...**

- The largest ever study of creativity
- A revolutionary set of tools and methods generated by analysing 2 million of the worlds most successful patents

**Currently being used by…**

- Ford, Motorola, 3M, Siemens, Phillips, LG, Electrolux, Samsung, Rolls-Royce, and hundreds more.

**TRIZ Benefits...**

- Generate creative, innovative solutions that provide tangible bottom-line benefits
- Increase the rate of intellectual property
- Reveal weaknesses in competitors patents
- Reveal how products and technologies will evolve
- Create a culture of innovative thinking and doing

**TRIZ Results...**

- Doubled the rate of invention at Rolls-Royce in 2 years
- Saved £5M for United Utilities on their first problem
- Reduced production cost for Samsung by $92M
- Solved a 20 year old glass manufacture problem for Pilkington Glass during their first course

**Briefing…**

- Date:
- Time: Duration: 1 hour
- Venue:

**Further information…**


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