

TRIZ SUMMIT 2022



INNOVATION MANAGEMENT
AND TRIZ INSTITUTE



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Intellectual Asset Management

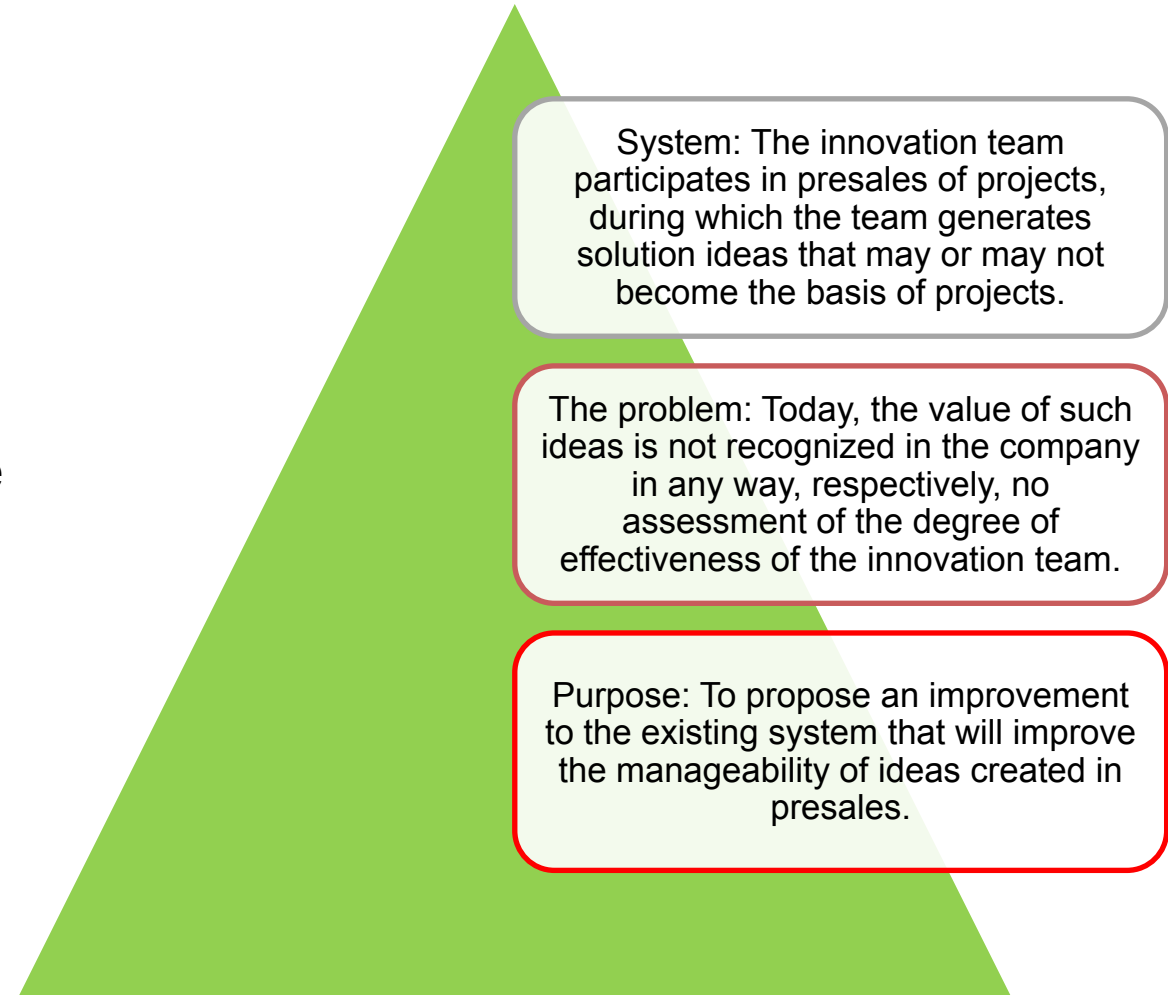


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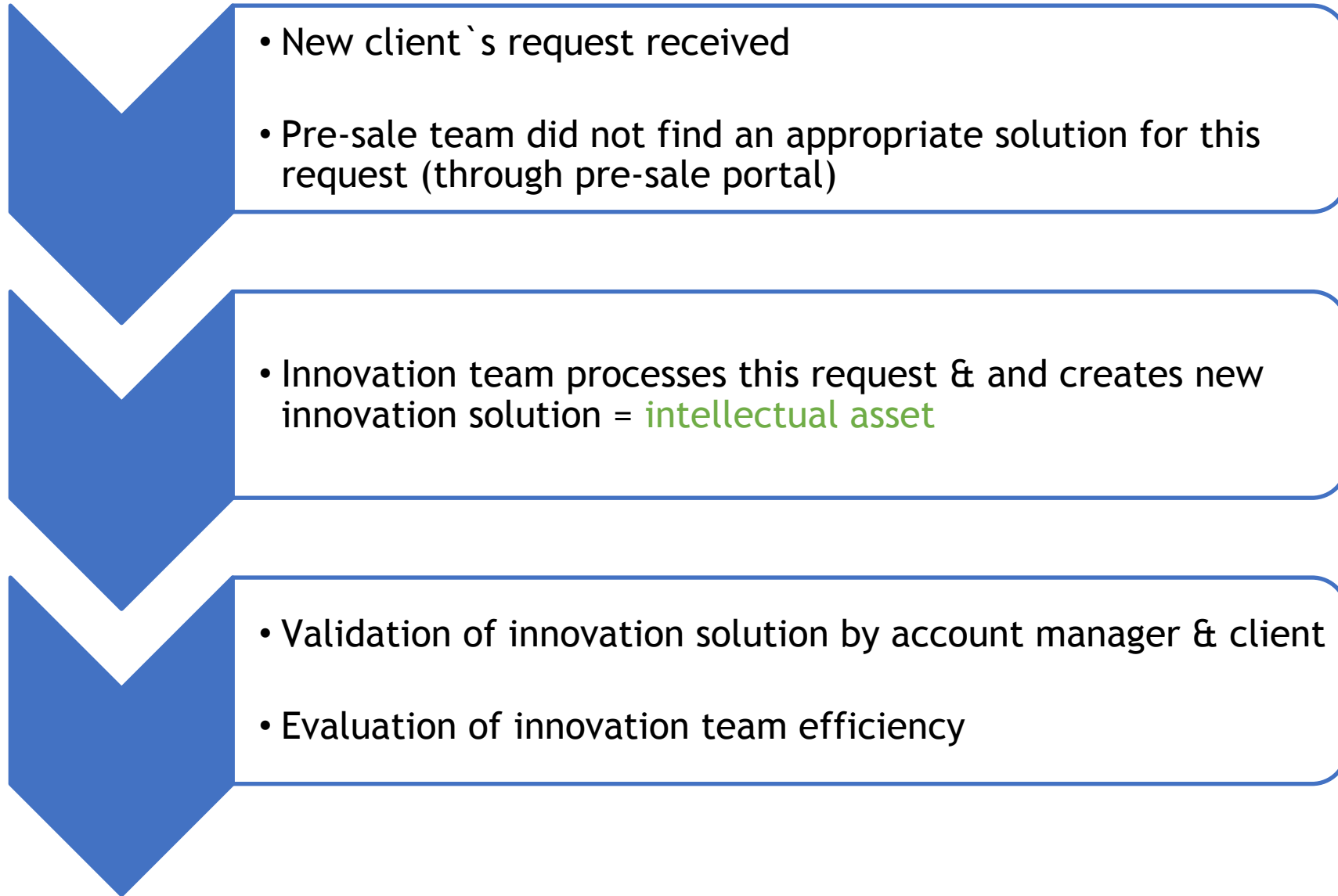


Research initiation

- ✓ Innovation team faced with a problem that there are difficulties in assessing the quality of the research work produced.



Pre-sale process with innovation team involved



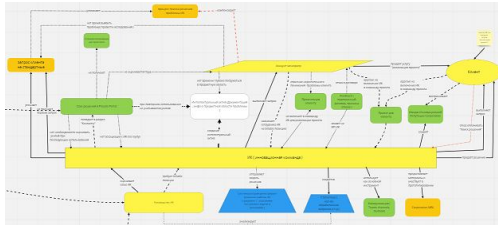
TRIZ Instruments

From Actor	Actor type	To Actor
Corporation	1. Cloud & equipment 2. Low level reception 3. Facilitation activity	Innovation Team
Top Management	Set KPIs (billable positions, growth conversion)	Innovation Team
Presale Team	Description of project (Data & Knowledge)	Innovation Team
Innovation Team	Solution Design (Good & Service)	Presale Team
Innovation Team	Intellectual Property (Intangible value)	Corporation / Client
Presale Team	Offer	Client
Account Manager	Request solution design with no payments	Innovation Team
Account Manager	Lead presales activity	Client / Innovation Team
Client	Payments for the project (Money & Credits)	Corporation / Presale Team

Value Network - allows us to identify all stakeholders

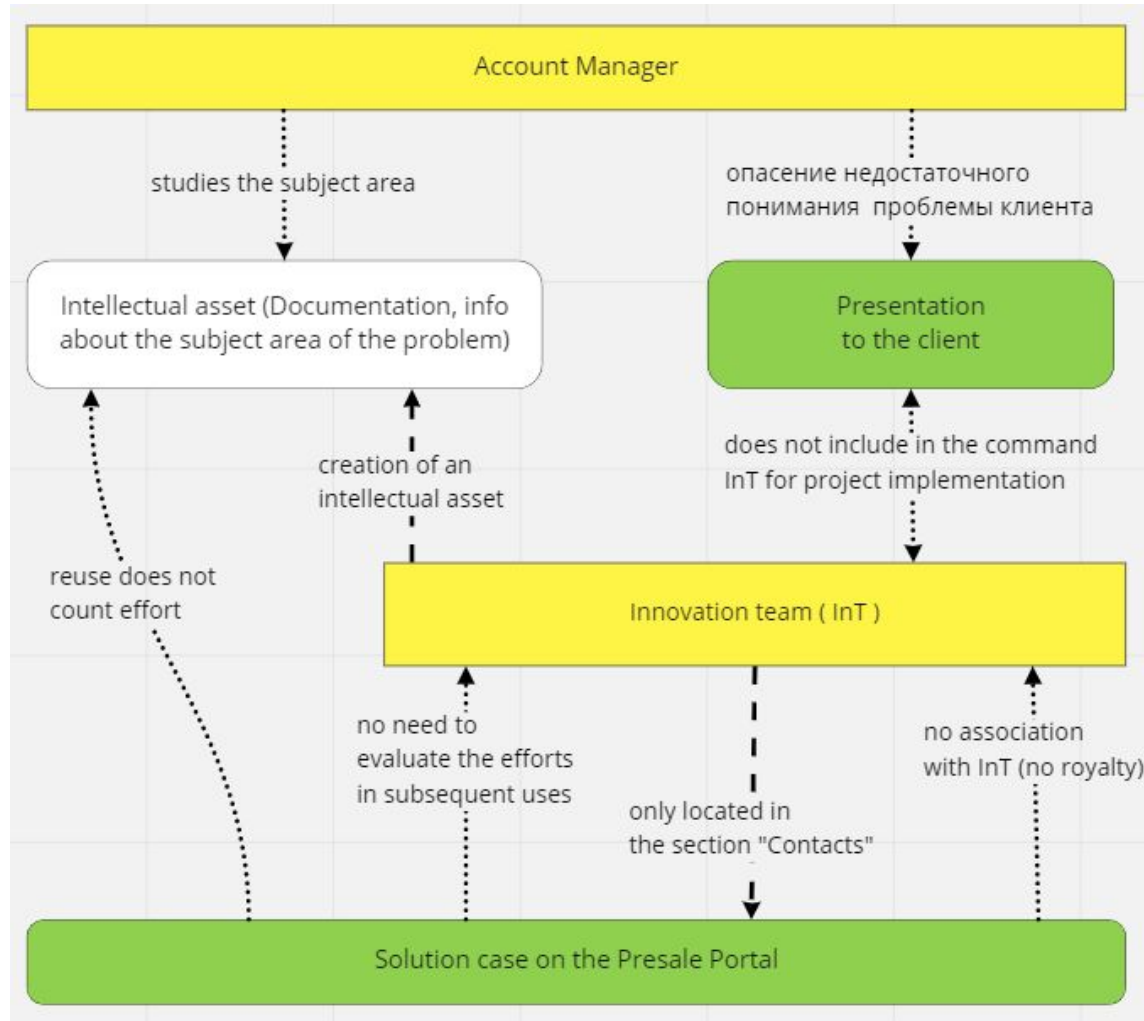


Processes Analysis (Process Blueprint) - clarify the whole scope of problem situation



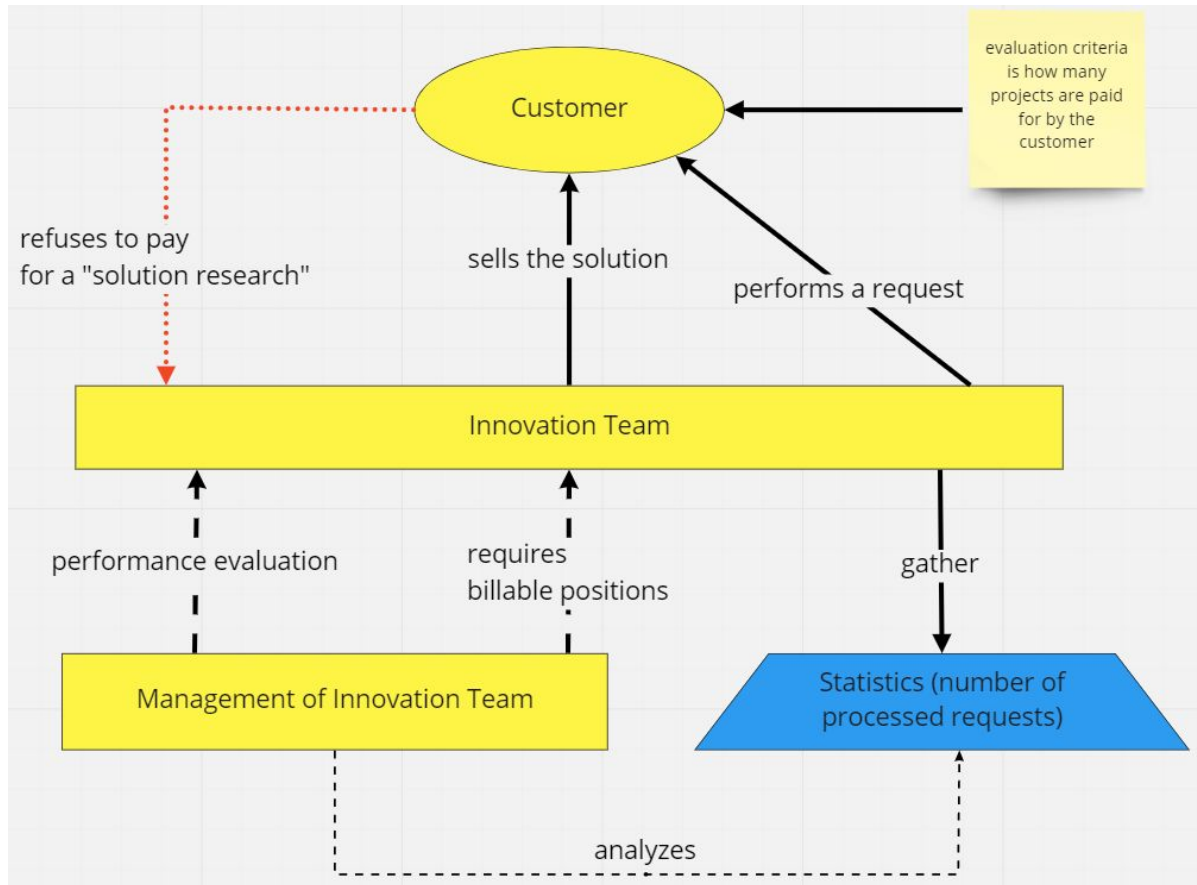
Functional Analysis - understand inefficient, harmful, implicit interactions

Problem: Lack of accounting and management of innovation assets created by the innovation team



- ✓ The customer is not ready to pay for the services (innovation consulting) of the innovation team, because the customer has positioned corporation as a ready-made solution provider or contractor.
- ✓ Lack of an approach to accounting for intellectual assets created by the innovation team when working with the account manager.

Problem: Low efficiency of innovation team performance evaluation based on team member utilization on billable positions

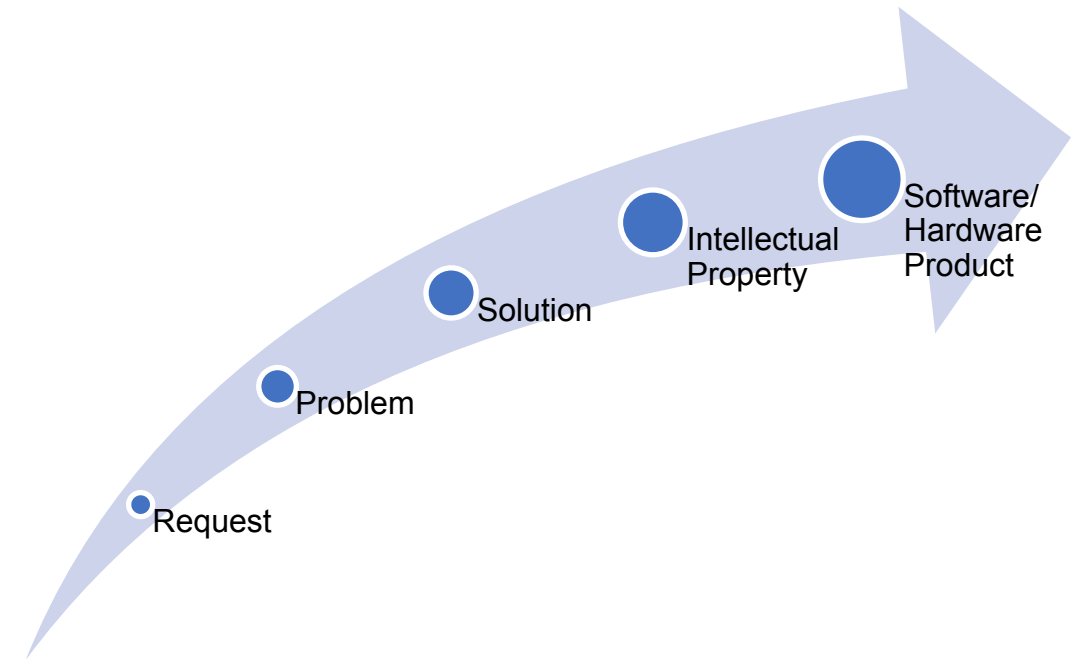


- ✓ Innovations created by the team are not included as a parameter to evaluate its performance.
- ✓ The value of the innovation team is determined by participation in projects in client-paid positions.

Transformation of problem definition

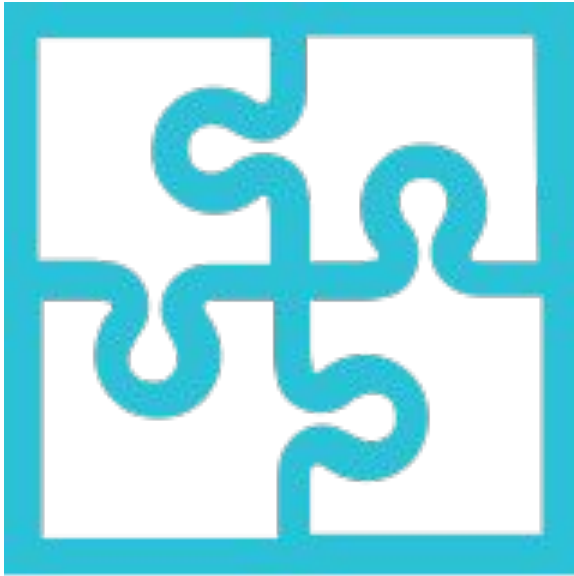


We have found an object that passes through all stages. It's Intellectual Property.



Detected Problems and Solution's Ideas

System under analysis:
Corporation pre-sale
process with innovation
team involved



Detected Problems	Solution`s Ideas (design, develop and deploy)
Lack of created intellectual assets control and management. The impact of innovation team did not recognize	Intellectual assets management system will allow to control innovations created during pre-sale
Today the efficiency of innovation team is evaluated based on the utilization of team members in billable projects. This approach does not stimulate new innovations	The system will allow to control the efficiency of innovation team in a new way

Innovation -> Intellectual Asset (Property)

Copyrighted materials (i.e., written materials, drawings, solution architectures, models, computer code)

Designs (i.e., industrial designs for products and interface designs for applications)

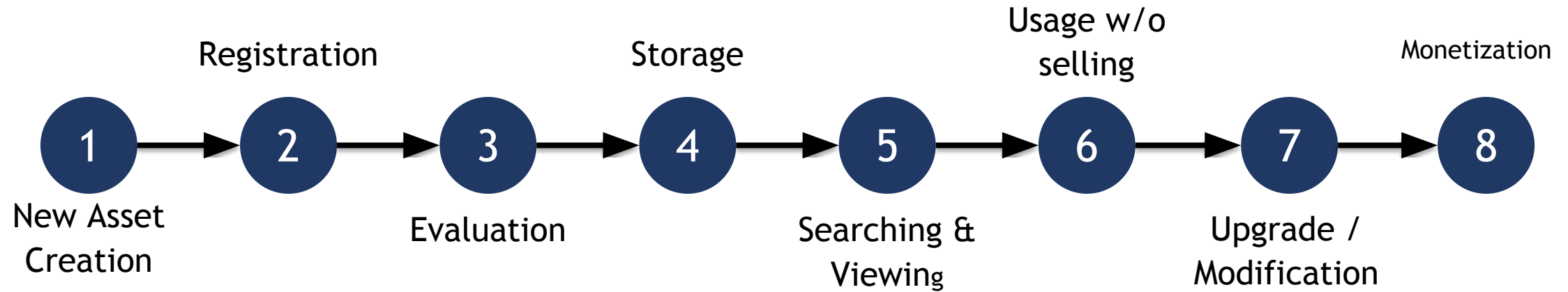
Trade secrets (i.e., methods of doing something only known to select individuals)

Patents (i.e., technical inventions)

Other (i.e., the goodwill associated with a brand)

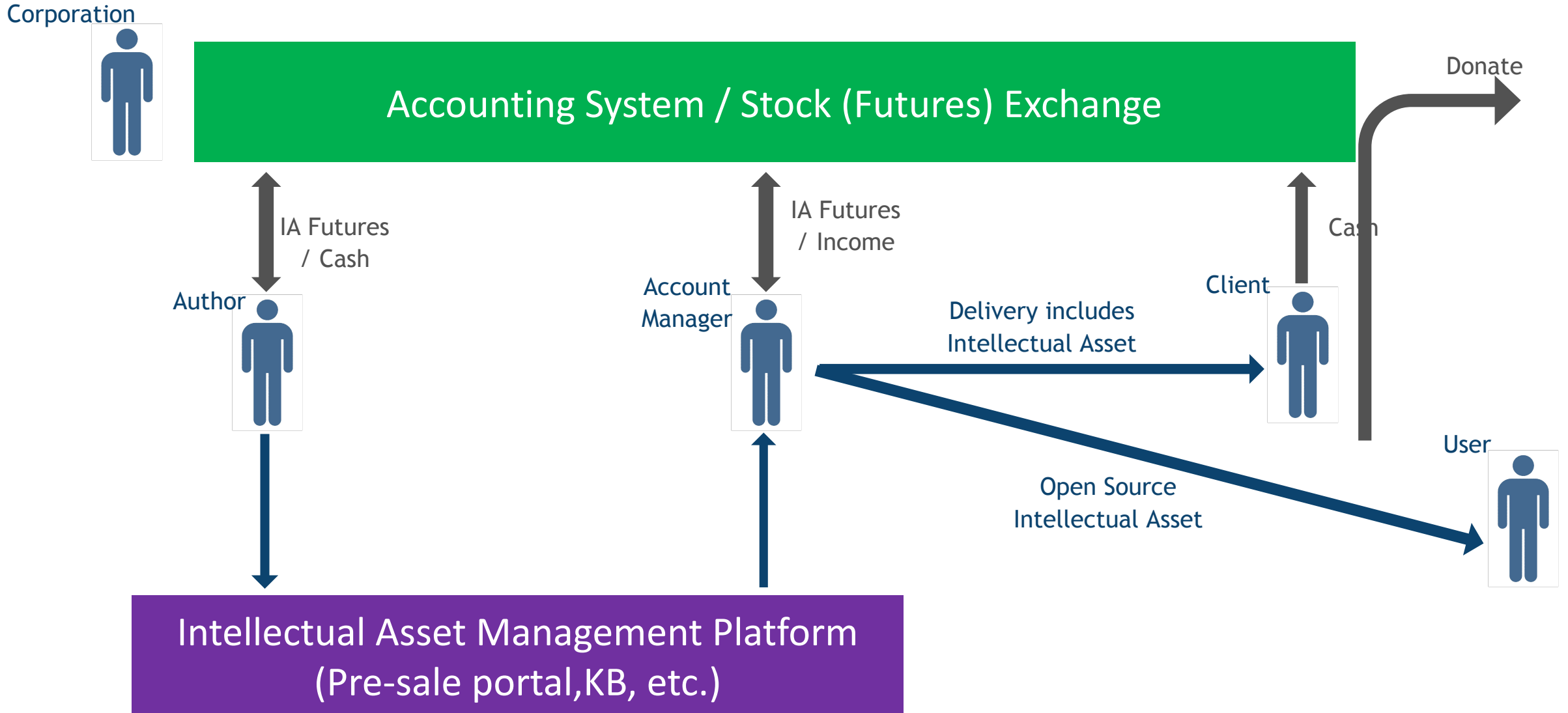


Intellectual Asset Life-Cycle



	1	2	3	4	5	6	7	8
Expenses	Time	System	Time	System	Time		Time	
Value/Income			Value			Value		Income

Solution Architecture



Problem of monetization IP in corporations



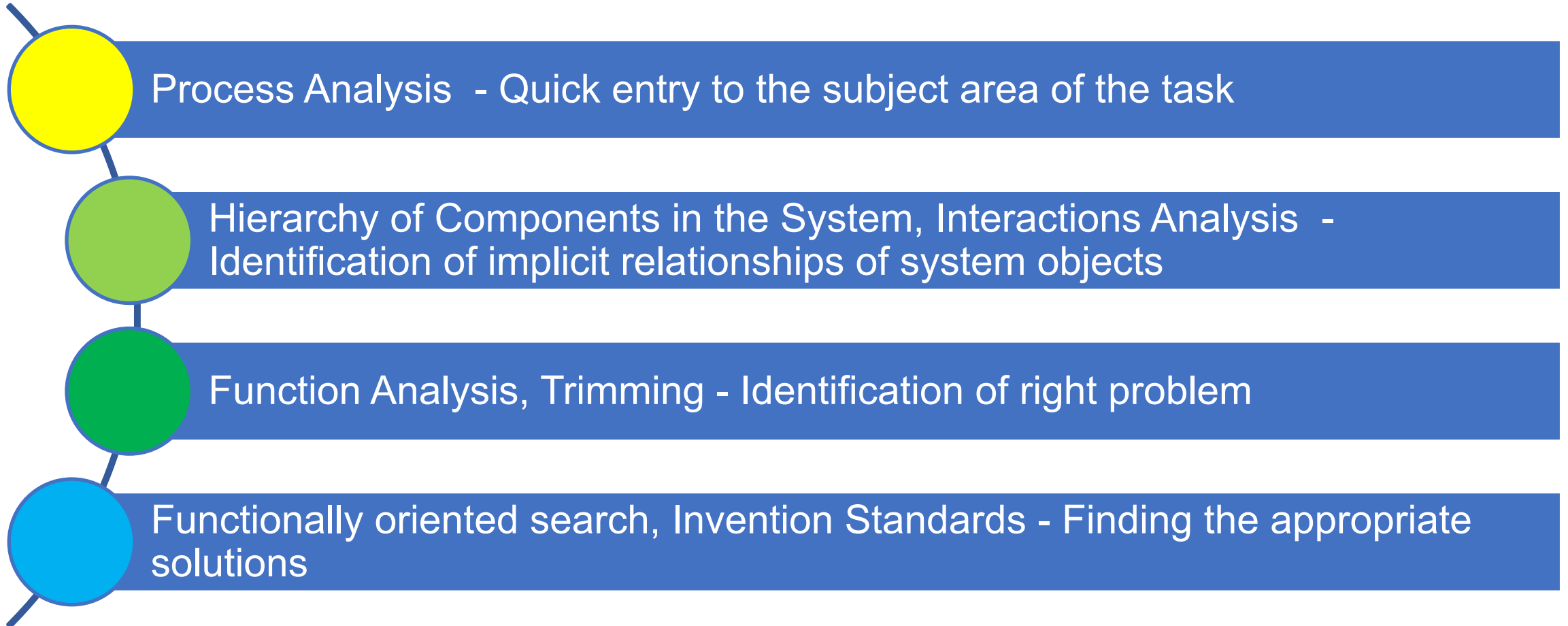
Prohibition of money creation

- Central Bank has monopoly to do money creation

Lack of regulation of digital currencies

- Creation digital currencies lead to change outsourcing company to financial institute.

Conclusion



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Q&A SESSION



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THANK YOU!



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