

# TRIZ SUMMIT 2022



INNOVATION MANAGEMENT  
AND TRIZ INSTITUTE



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**KURVAN ANDREI**



**KUDZI ANDREI**

## Intellectual Asset Management

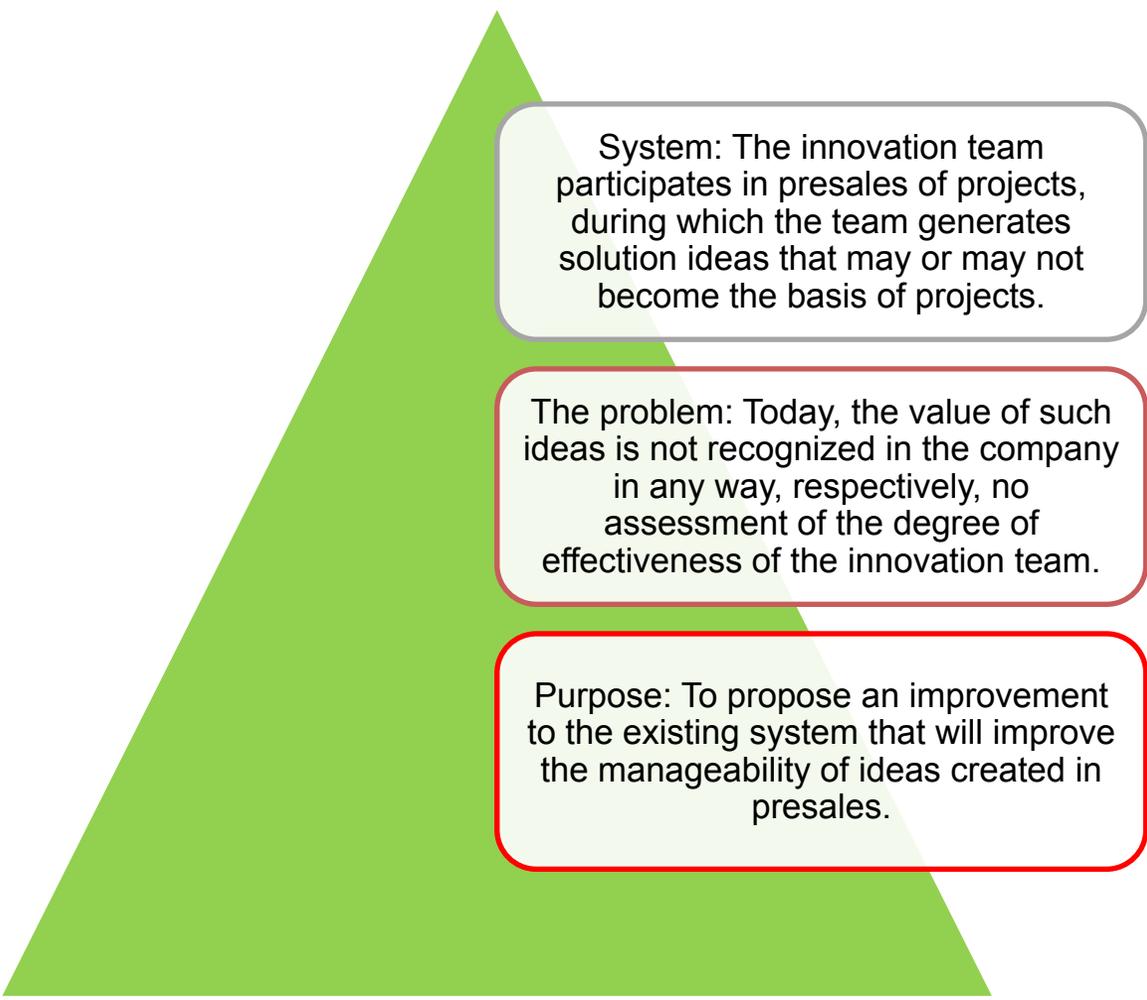


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# Research initiation

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



System: The innovation team participates in presales of projects, during which the team generates solution ideas that may or may not become the basis of projects.

The problem: Today, the value of such ideas is not recognized in the company in any way, respectively, no assessment of the degree of effectiveness of the innovation team.

Purpose: To propose an improvement to the existing system that will improve the manageability of ideas created in presales.

# Pre-sale process with innovation team involved

- 
- New client`s request received
  - Pre-sale team did not find an appropriate solution for this request (through pre-sale portal)

- 
- Innovation team processes this request & and creates new innovation solution = **intellectual asset**

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- Validation of innovation solution by account manager & client
  - Evaluation of innovation team efficiency

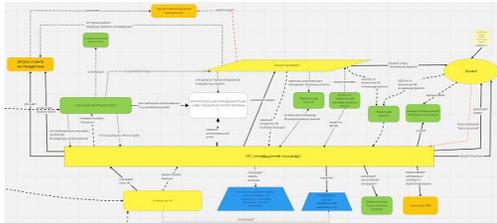
# TRIZ Instruments

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

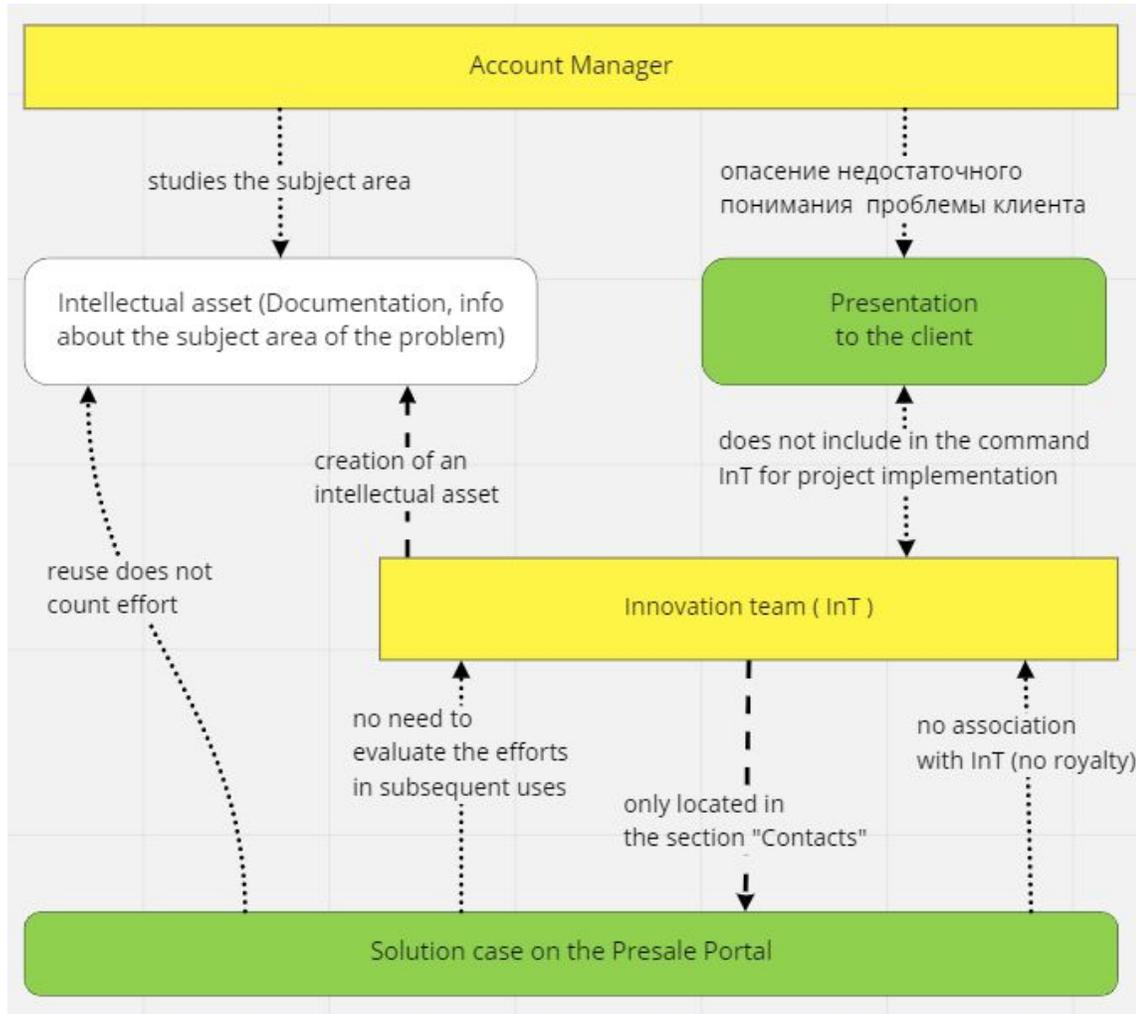


**Processes Analysis (Process Blueprint)** - clarify the whole scope of problem situation



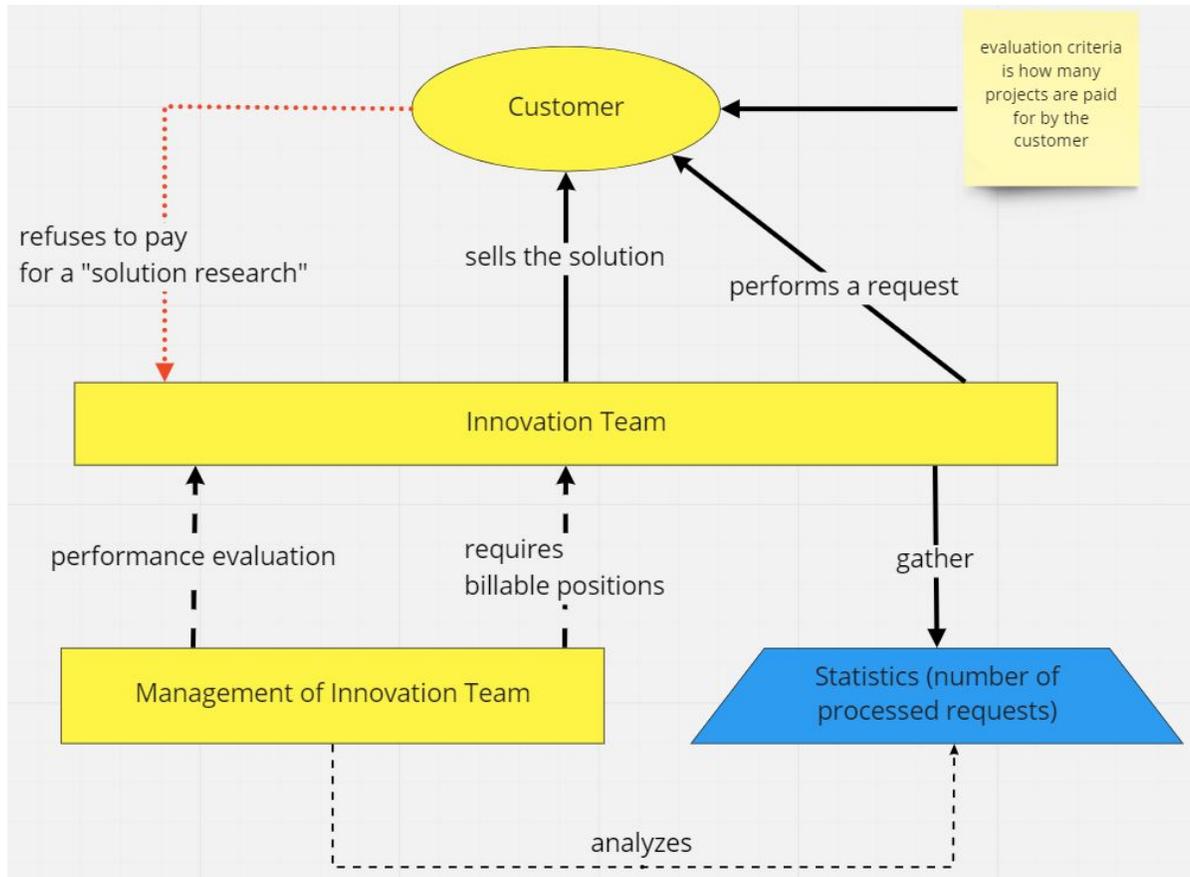
**Functional Analysis** - understand inefficient, harmful, implicit interactions

# 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

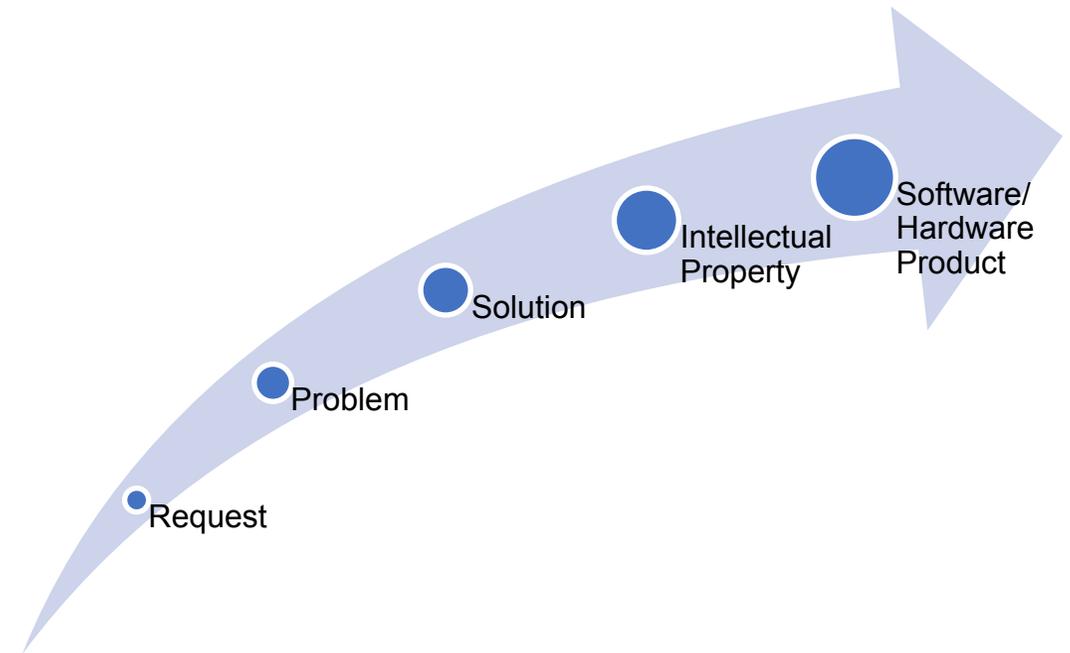


- ✓ Innovations created by the team are not included as a parameter to evaluate its performance.
- ✓ The value of the innovation team is determined by participation in projects in client-paid positions.

# Transformation of problem definition

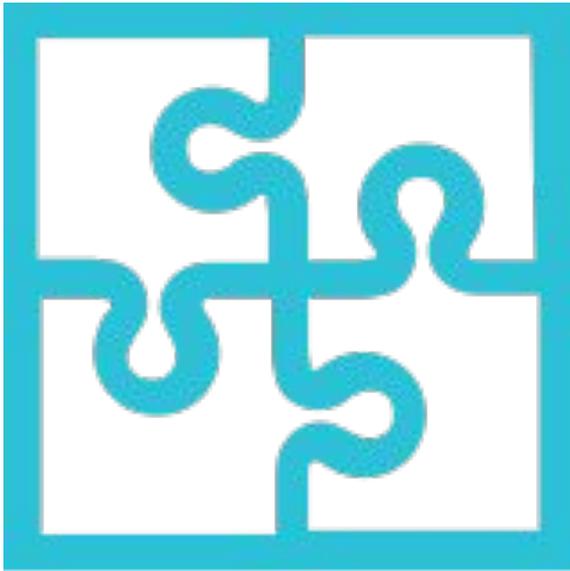


We have found an object that passes through all stages. It's Intellectual Property.



# Detected Problems and Solution's Ideas

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



## Detected Problems

Lack of created intellectual assets control and management. The impact of innovation team did not recognize

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

## Solution's Ideas

(design, develop and deploy)

Intellectual assets management system will allow to control innovations created during pre-sale

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)

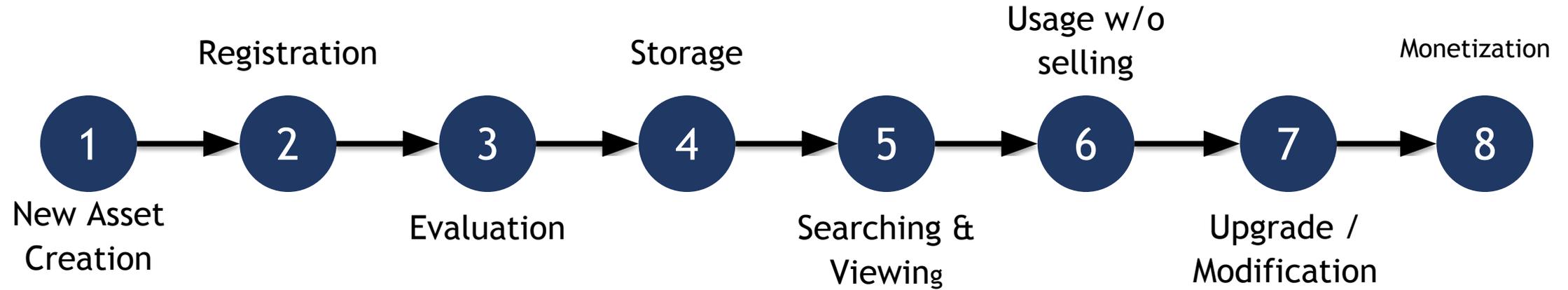
Trade secrets (i.e., methods of doing something only known to select individuals)

Patents (i.e., technical inventions)

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

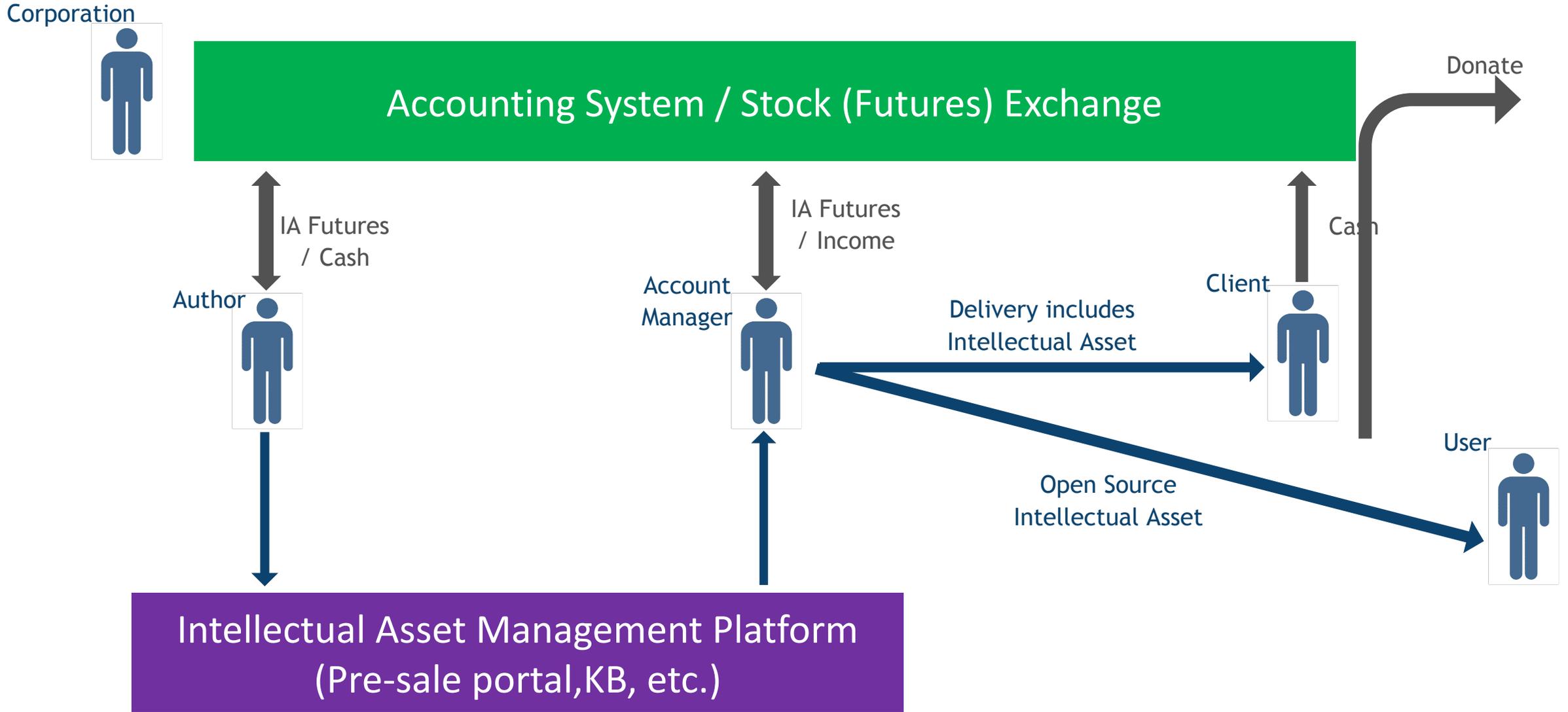


# Intellectual Asset Life-Cycle



	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



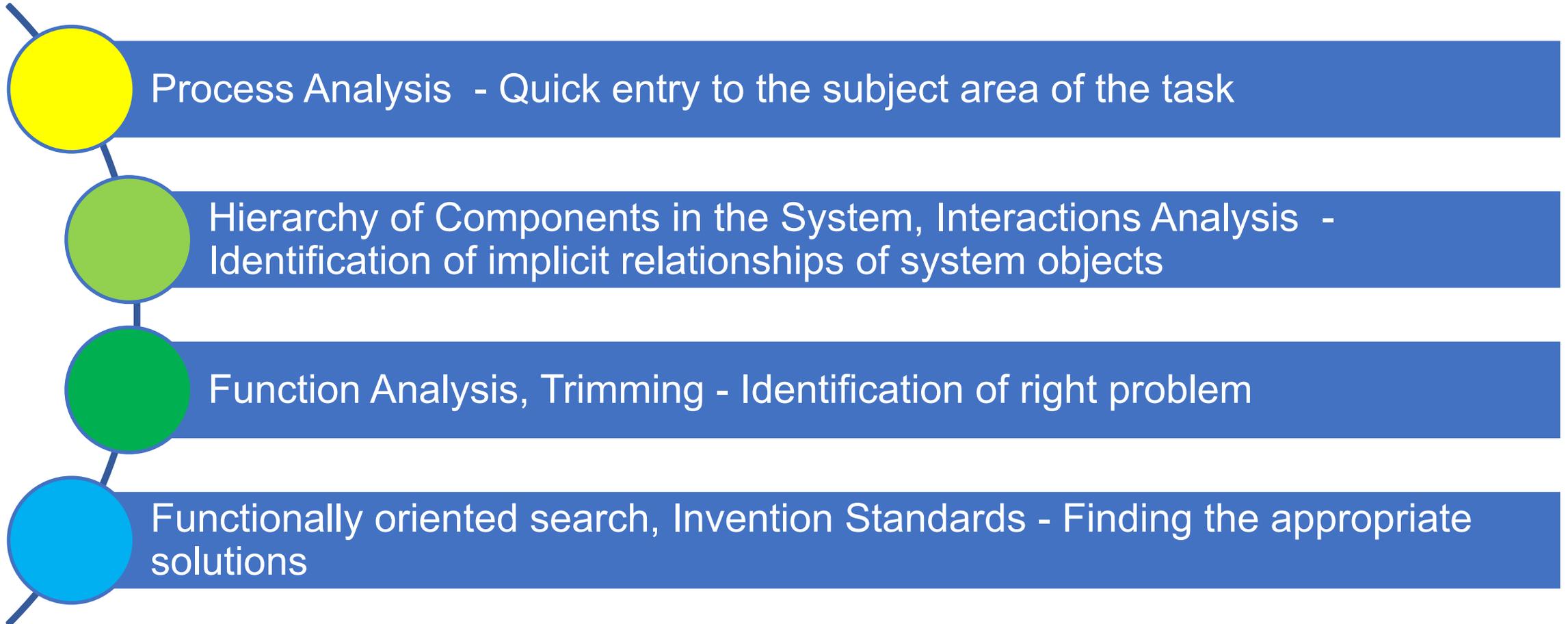
## Prohibition of money creation

- 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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