

Special Seminar with Sergei Ikoenko
Alternative System Design
Developing New Products
out of Old Ones



Target Audience:

Entrepreneurs, CEOs, Engineers, Product development managers, ...

This one-day workshop is designed to teach participants methods of **Alternative System Design** – a technique that targets innovative ideas created by **combining all the advantages of prototype systems and getting rid of their disadvantages**.

The method helps to improve products and processes by transferring a feature from one product/process to another. It is extremely effective for those who want to design a new successful product out of old ones, joining their benefits and eliminating their issues. In certain cases it may be possible to transfer the feature itself, while in others, you may be able to transfer the specific design that carries the feature.

The participants will learn:

- **how to select competing products for hybridization**
- **how to identify the feature that is responsible for the advantages/market success**
- **how to transfer the desired feature to your product**

The seminar will be very useful for **entrepreneurs** and **start-ups** that are focused on development and introducing to the market popular new products. The workshop is furnished with case studies from the best world companies and included hands-on practice on the method.

Termin / Date: September 07, 2019 (Saturday) / 07. September 2019 (Samstag)

Dauer / Duration: 09:00 - 13:00

Ort / Location: see:PORT, www.seeport.at
A-9210 Pörschach am Wörthersee, Hauptstrasse 204, Austria

Trainer: **Sergei Ikoenko**, TRIZ Master & Founder DFP™ Institute

Kosten / Costs: **290 €** (exkl. USt / excl. VAT) / incl. handouts

Sprache / Language: English

Veranstalter: Jantschgi C&R / Design for Patentability™ Institute

Anmeldung / Registration bis 26. August 2019 / till August 26, 2019

DI Jürgen Jantschgi, Jantschgi C&R

E: office@jantschgi.at, T: +43 676 9406476, I: www.jantschgi.at

Trainer & Organization



Sergei Ikoenko, Dr.-Eng., Ph.D., P.E., Professor

Founder Design for Patentability™ Institute (2019)
TRIZ Master (MA TRIZ Level 5) &
Chairman of MATRIZ Council of Methodology and Expertise (Certification)
Teacher Systematic Innovation at MIT and Tufts University

Jürgen Jantschgi, DI

Jantschgi C&R, Play Innovation – TRIZ & more
MA TRIZ Level 3 & TRIZ Champion (09/2018)
Higher College for Engineering Wolfsberg (HTL Wolfsberg), Headmaster



Short Overview: Content Introduction Seminar

Alternative System Design Developing New Products out of Old Ones

- (1) Introduction
- (2) Feature Transfer**
Alternative System Design major concepts and its place within TRIZ
(Theory for Inventive Problem Solving).
- (3) Feature Transfer Algorithm**
- (4) Levels of Alternative System Design:**
 - a. Direct Feature Transfer with a physical carrier
 - b. Mixtures
 - c. Pure Feature Transfer
- (5) Nuances of Alternative System Design:
multiple loop, neutral system hybridization, etc.
- (6) Conclusion and Q&A

Among the companies that repeatedly conducted the workshop:

General Electric, Intel, Procter & Gamble, Samsung, Hyundai Motor Company, ABB, Unilever, Philips, BMW, LG, General Motors, ENI, Boeing, Nestle, Alcoa, Whirlpool, Electrolux, Philip Morris, Mitsubishi Heavy Industries and many other companies.

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