

TRIZ Symposium 2009

An Application of TRIZ Way of Thinking and Its Tools To Develop a New Business Model

Business & Management TRIZ Application Sub-Team,
Japan TRIZ Society

Member

Ikuo YOSHIKAWA (The SANNO Institute of Management)

Kazumasa YOKOYAMA (Toshiba Co.)

Kimihiko HASEGAWA (Sano&Associates International Patent Firm)

Akira SATO (Keio University)

Shigeru KUNO (NKN ConSulting CO., LTD)

Yasuo MORIYA (FUJITSU ADVANCED TECHNOLOGIES ,LTD.)

Takuo MAEDA (Takumi System Architects,Ltd.)

Teruyuki KAMIMURA (Willfort International Patent Attorneys)

Fumiko KIKUCHI (Pioneer Co.)

Abstract

Most of reported TRIZ applications are for solving technological problems. One of the challenges for TRIZ to be deployed in much wider scale is to prove its capability to help solve business and management problems.

The B & M Application Sub-Team of the Japan TRIZ Society was organized two years ago to address this challenge. We plan to study methods how to apply TRIZ to tackle business and management problems through analysis of real life cases. We intend to make up the guidance for TRIZ application for the purpose. The present report is about our effort up to the present time and some of its results. The subject we chose was “TRIZ application for developing a new model of business that brings in the best economic performance for a given product.”

We divided the process of our study into following 5 phases;

1. Selection of the target. (A product or a field of business)
2. Understanding the present situation (Interviews and analysis of available information)
- 3. Drawing a scheme for developing a new business model.**
4. Developing the business model based on the scheme.
5. Presentation of the model and the evaluation. (Presentation to subject matter experts and interviews)

We chose as our first target “the Large-Screen Television System”. This report focuses on the above-mentioned phase 3 in the course of our study and clarifies a basic scheme of developing a new business model. This report also provides the results of our research for identifying the components of the new business model for “the Large-Screen Television System,” which we have developed using the above-mentioned basic scheme and based on the result of our previously-conducted study at phases 1 and 2.

With “the Large-Screen Television System”

- ❧ The Systems are placed at major town centers and provide passengers with various information.
- ❧ The function of “the Large-Screen Television System”
 - ❄ The function as a local landmark
 - ❄ The function to provide the public information
 - ❄ The function to provide the local information
 - ❄ The function as an emergency communication tool
 - ❄ The function as an entertainment

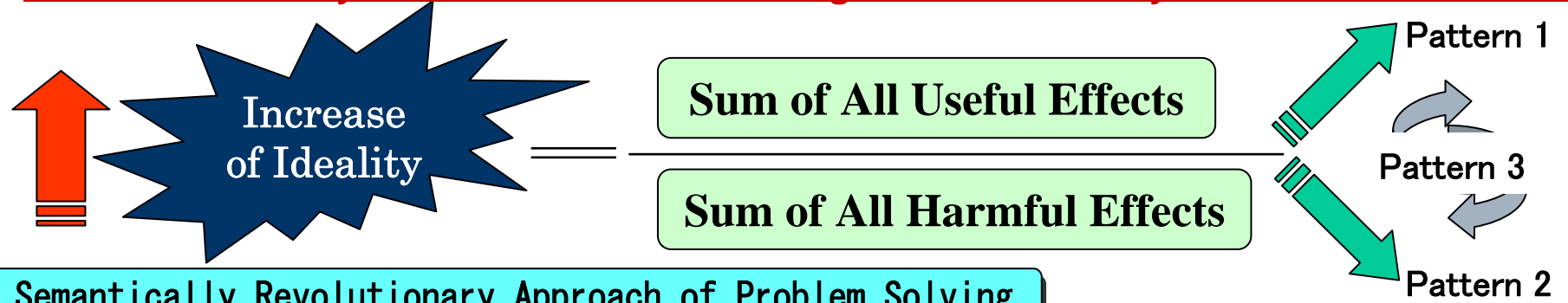


「SENDENKAIGI」(2005.6.1p28)

Basic Process for Development and Implementation of New Business Model

Function-Oriented Approach of Problem Solving

∞ Increase of ideality on the condition of existing function of the system under consideration



Semantically Revolutionary Approach of Problem Solving

∞ Shift to alternative system by redefining basic useful functions Pattern 4

