

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:

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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 choose is “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 the 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 a business model based on the scheme.
5. Presentation of the model and the evaluation. (Presentation to subject matter experts and interviews)

We choose 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.

The content of the report in fiscal year 2010 makes four of the examination phases a nucleus, locates a new business model in the time axis, and reports on the result of review of the concept construction of a short-term, mid/long-term business model. In addition, it reports on the evaluation result in which the concept of a short-term business model is made a nucleus and the content is presented to the large-scale vision entrepreneurs.