

Applying TRIZ's Way of Thinking and Tools To Developing New Business Models

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

Member

Ikuo YOSHIZAWA (The SANNO Institute of Management)

Kimihiko HASEGAWA (Ideation Japan Inc.)

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 Corporation)

Osamu IKEDA (NIKON Corporation)

Hisataka IZAWA (Sony Corporation)

“A Large-Screen Television System”

- ❧ It provides passengers with various kinds of information, around a large terminal station.
- ❧ Currently, it functions as
 - ❁ a local landmark
 - ❁ a sending office of public information
 - ❁ a sending office of local information
 - ❁ as an emergency communication tool
 - ❁ as an entertainment tool



「SENDENKAIGI」(2005.6.1p28)

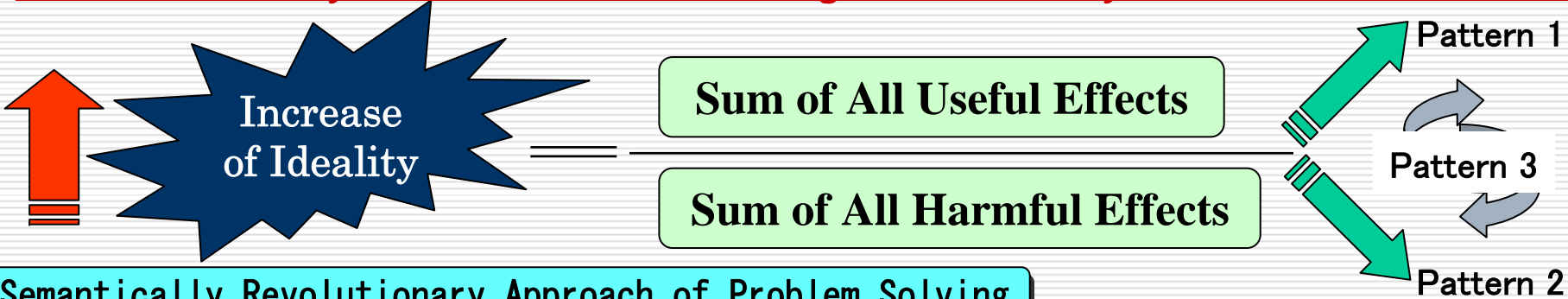
❧ We apply TRIZ to developing a new business model taking advantage of a large-screen television system, based on next five phases.

1. Selection of a target product or a business area.
2. Fact finding of a target product or a business area by hearing and information analysis.
3. Developing a scheme of new business models.
- 4. Developing a business model based on the scheme.**
- 5. Introducing a new business model and evaluating it by hearing to its business provider.**

Basic Process for Development and Implementation of New Business Models

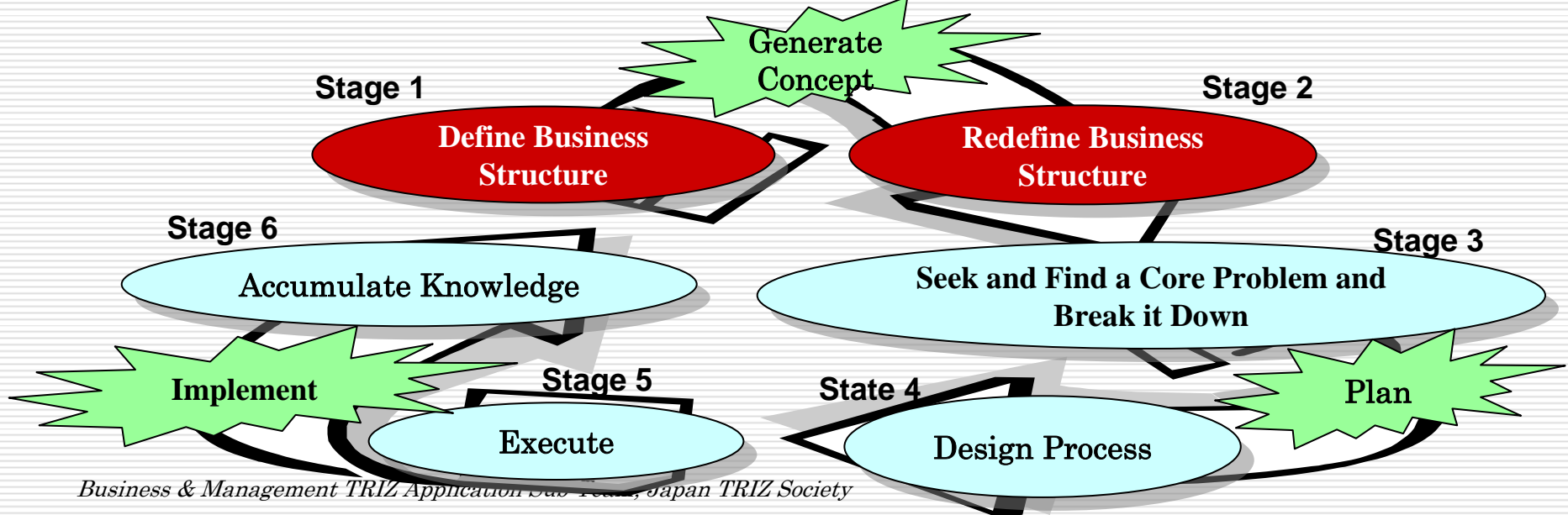
Function-Oriented Approach of Problem Solving

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



Semantically Revolutionary Approach of Problem Solving

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



Define new businesses models

By positioning with two axes of value

[Experience]
We experience a specific situation, by a virtual system
[Term]
Correspond with environment immediately or not

