



# Report on the German MATRIZ Student Award 2018

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The MATRIZ Student Award in the German-speaking countries is given out now since 2013. So, this is the 6<sup>th</sup> Student Award that was given out so far. The international TRIZ Association is sponsoring this event with a small sponsorship and helps therefore to proliferate the TRIZ movement in the German-speaking countries. With the award, universities and companies are every year asked for their best students that worked in the field of TRIZ application and improvement.

To get the award, the students may not apply for themselves. A mentor has to write a one-pager to the Vice-president of MATRIZ-related activities in Europe to describe what the student did and why he thinks that the student deserves the award. As the one-pager did not get across to well, what the mentor was thinking of student in terms of how outstanding this work was in relation to other works, we added an Excel-list to the application this year. In this table the mentor gives his impression in numbers, making it easier for the committee to come up with the decision, which students to award the price. The committee that decides on the award consist of the presidents of the regional TRIZ groups and the Vice-president.



Picture: from left to right: Dr. Birgit Stelzer, Prof. Andrea Badura, Dr. Robert Bartl, Tobias Finkenzeller, Alex Lobanov, Dr. Robert Adunka; ©Bayern Innovativ, 2018



This year the prize was given to Laura Lindemann. She did the work at the university of Ulm and was mentored by Birgit Stelzer. Her work was on developing a business model for MAN truck & bus. TRIZ was used to systematically uncover and solve contradictions in existing business models. It came also in use for coming up with an idea for a business model on the last mile service.

A second prize was given to Tobias Finkenzeller (University Landshut, Mentor Prof. Andrea Badura) for developing a sales concept to efficiently do acquisition in the supplier industry for automobiles. With that a second non-technical TRIZ application was given an award this year. Mr. Finkenzeller did look on TRIZ methods that could complement the used sales concepts. Especially he was looking at the early phases of the sales process. He implemented TRIZ into agile selling concepts and named the approach "Agile TRIZ Selling".

Mr. Alex Lobanov (University Coburg, Mentor Prof. Kai Hiltmann) was given the third student award. He was looking at the Trends of Engineering System Evolution (TESE) in the field of mobile phone development. To evaluate the historic development of the mobile phone, he developed criteria to measure it. While doing that he saw not only that the systems follow a trend but sometimes also follow an anti-trend. For instance, games do follow not follow the Trend of Decreasing Human Involvement.

There were more submissions to the student award than this, but only those three made it. The student award was given out on the German TRIZ Practitioner Day 2018 (see separate report on that). The students had to come up with a poster presentation of their work, that was presented in the foyer to the other participants of the day. So, the students had a lot of opportunity to network with the participants of the German TRIZ Practitioner Day. I hope this will lead to a more interconnected TRIZ-community in Germany in the long. Next generation TRIZ users are invited to join the growing group of TRIZ interested people in the German-speaking countries.

Sulzbach-Rosenberg, 24.07.2018

Dr. Robert Adunka

Vice-President of MATRIZ-related activities in Europe