

**MINUTES**  
**OF THE X CONGRESS OF MATRIZ, THE INTERNATIONAL TRIZ ASSOCIATION,**  
**SEPTEMBER 16, 2017**

**1. OPENING OF THE CONGRESS**

A biennial meeting of MATRIZ, the International TRIZ Association, was held at Hotel Andel's by Vienna House Cracow in Krakow, Poland, on September 16th, 2017. The meeting convened at 2:00pm.

**2. CALL TO ORDER, WELCOMING REMARKS AND AGENDA**

The MATRIZ President, Dr. Sergei Ikovenko, who was not present, welcomed the Congress via video call. He congratulated Dr. Oliver Mayer on obtaining the TRIZ Master certification and expressed hope for more TRIZ Masters next year.

Dr. Ikovenko then went over the agenda for the meeting.

Dr. Ikovenko noted that this is his third, and therefore last, term as President as MATRIZ by-laws limit the presidency to three terms. He said that at this Congress the member-delegates will elect new Presidium members and the new Presidium members will select a new President, which the Congress will vote to elect.

**3. ELECTION OF THE CHAIRMAN**

Dr. Ikovenko nominated Dr. Mark Barkan as Chairman of the X Congress of MATRIZ.

**The Congress members elected Mark Barkan as Chairman by unanimous vote.**

Ms. Deborah Abramov was appointed Secretary.

**4. PRESIDENT'S REPORT**

Dr. Ikovenko reported that interest in TRIZ in some regions is skyrocketing, while in others it has stabilized. He named China and Eastern Europe as being particularly active now. As for TRIZ education, he said that its quality is increasing due, in part, to the new requirements for certifying specialists and more attention being paid to accreditation details.

Dr. Ikovenko reminded the members that MATRIZ is a non-profit organization and its mission is TRIZ education and dissemination. He reported that about \$70,000 (USD) have been spent over the past year on conferences around the world.

Dr. Ikovenko concluded his report by saying that Dr. Mark Barkan will provide details of TRIZ education in schools and universities and Dr. Robert Adunka will report on TRIZ education in Europe.  
**Members of the Congress approved the President's report by unanimous vote.**

**5. ELECTION OF RETURNING BOARD**

Dr. Barkan made the motion, seconded by unanimous vote, to retain Dr. Oleg Abramov as Chairman, and Ms. Ludmila Boytsova and Ms. Barbara Gronauer as members of the Returning Board. Later, it was learned, that Ms. Gardner must be disqualified from the Returning Board as she had become a write-in candidate for the Presidium. Dr. Martha Gardner was then elected by unanimous vote to take her place.  
**Members of the Congress elected Oleg Abramov as Chairman, and Ludmila Boytsova and Martha Gardner as members of the Returning Board by unanimous vote.**

**6. REGIONAL ORGANIZATIONS ROSTER CALL**

Regional Organization Members in Good Standing in attendance: 35 (including proxies). Regional Organization Members in Good Standing not attending: 6.

## **7. LIST OF CANDIDATES FOR THE NEXT PRESIDIUM**

Dr. Barkan presented a list of 11 candidates and reminded the members that they can vote for only nine candidates. Dr. Barkan noted that one of the candidates, Dr. Sergey Yatsunenکو, has not yet obtained a Level 4 TRIZ certificate, but because it is near to completion, it was decided to put him on the ballot. If Dr. Yatsunenکو is elected to the Presidium he will not have voting rights until he receives the Level 4 certificate.

Mr. Christoph Dobrusskin nominated Ms. Barbara Gronauer to the ballot. Ms. Gronauer agreed, and her name was added to the ballot.

## **8. PRESENTATION OF CERTIFICATES, MEMBERSHIP CARDS**

Dr. Barkan, on behalf of the Presidium, awarded Mr. Zakhar Vintman a TRIZ Champion Certificate for his contributions to proliferating and promoting TRIZ. Membership cards were presented to representatives from TRIZ Innovation and Development Association, Taiwan, TRIZ Innovation Value Association, Taiwan, and to NOVISMO TRIZ-Lab Center, Poland. Przemysław Przytuła, Piotr Karendal, Serhiy Kobayakov, Małgorzata Przymusiła, all of NOVISMO, were presented with hard earned Level 3 certificates.

## **9. VICE PRESIDENTS' REPORTS**

### *9.1 Robert Adunka, Vice President for Europe*

Dr. Adunka reported on TRIZ activities in Europe. He presented a map showing the distribution of TRIZ education activities in the countries of Europe. Germany and the Netherlands are quite strong, while Poland is coming up in the ranks. Austria, on the other hand is showing a slight decline. He noted that, although his committee attempted to include ETRIA in the process, ETRIA prefers to stay apart.

As for MATRIZ certification, the majority of certificates were issued for Levels 1 and 2. The number of certificates issued for Level 3 is low because the Level 3 course is offered only once a year.

In Germany, TRIZ terminology and standards have been added to the guidelines of the Association of German Engineers (VDI).

### *9.2 Dr. Yongwei Sun, Industry Liaison and Vice President for China*

Dr. Sun reported on TRIZ developments and activities in China. The two most remarkable events were a two-day conference in China, where 170 people attended, and of course, TRIZfest 2016.

In MATRIZ certification, there are now more than 300 TRIZ specialists at Levels 1-3.

Dr. Sun said that efforts are being made to integrate TRIZ into the Chinese Patent Office in the areas of patent circumvention and enhancement.

Dr. Sun reported that TRIZ is publicized in China through a journal "TRIZ Review" which features articles and case histories; a number of webinars; and chat rooms.

Dr. Sun thanked MATRIZ for sponsoring TRIZ activities in China.

### *9.3 Christoph Dobrusskin, member of the Presidium*

Mr. Dobrusskin, said he has been teaching Levels 1 and 2 certification courses both within his company and outside it. He suggested that more TRIZ materials need to be put on the MATRIZ website in order to facilitate the promotion of TRIZ. In addition, he said that MATRIZ needs to look at teaching more schoolchildren.

#### *9.4 Simon Litvin, Chairman, TRIZ Master Certification Council*

Dr. Litvin informed the Congress that at a meeting earlier in the day the TMCC had certified one TRIZ Master out of three candidates. One of the TMCC objectives is to ensure that the title of TRIZ Master is of high quality.

Dr. Litvin listed several directions for furthering the development of TRIZ: 1) approach and tools for developing new business models; 2) disruptive innovation, how to reduce risk; 3) secondary problems, effectively anticipate secondary problems in order to address them sooner; 4) MPV evaluation, etc.

In response to the big demand for TRIZ marketing materials, Dr. Litvin suggested that, as a strategic project for MATRIZ, such materials be developed. Specifically, he proposed compiling lists of products already on the market, technologies, and patents developed using TRIZ, as well as a list of start-up companies developed with TRIZ. He volunteered to lead this project.

#### *9.5 Yury Fedosov, Chairman, Council on Expertise and Methodology*

Dr. Fedosov described the work of CEM, which is comprised of seven TRIZ Masters and two Level 4 Specialists. Certification of Levels 1-3 is carried out on behalf of CEM by 29 accredited representatives. The accreditation procedures have been tightened recently in order to raise the quality of TRIZ training.

During the last two years, CEM has certified over 4700 Level 1, over 1300 Level 2, and 156 Level 3 specialists. Level 4 specialists are certified by CEM's three regional Certification Committees: 1) Russia, CIS, and Eastern Europe, 2) Asia and Oceania and 3) the Americas, and Western and Central Europe. Three Level 4 specialists have been certified in the past two years. Certification of TRIZ Masters is carried out by members of the TMCC.

#### *9.6 Oleg Feyngenson, Administrator for MATRIZ Presidium*

Dr. Feyngenson reported that his duties as Administrator include taking notes and organizing TMCC sessions. He also mentioned that he has traveled as a MATRIZ representative to China, India and around Korea, where he currently lives.

#### *9.7 Valeri Souchkov, Academia Liaison*

Mr. Souchkov reported on his three main activities. First, in 2014, he prepared a glossary of TRIZ terms, and, second, he took over the editorship of conference proceedings two years ago. In an effort to raise the quality of published proceedings, he noted that the selection committee is being more careful about the papers they include. He also said that the number of papers submitted is growing.

Mr. Souchkov's third activity was the establishment of a virtual TRIZ university to provide advanced courses and training workshops. Unfortunately, the reaction to the training workshops that were organized was so low that the two workshops organized last year were cancelled. It is not clear why this happened, as people are interested in the lower level TRIZ courses. Mr. Souchkov said that more time is needed to try to understand the value proposition of this endeavor.

### **10. PRESIDIUM APPROVAL OF TMCC DECISIONS**

**The Presidium approved the certification decisions of the TMCC by unanimous vote.**

### **11. NEW PRESIDIUM CANDIDATE PRESENTATIONS**

New candidates for the Presidium introduced themselves and briefly described what they would bring to the Presidium if elected. These candidates were Barbara Gronauer, Oliver Mayer and Sergey Yatsunenکو.

## 12. EXECUTIVE DIRECTOR'S REPORT

*Mark Barkan, Executive Director; and Vice President of Information*

Dr. Barkan reported that the last two years were good, although not as good as the previous two years.

### 12.1 RTOs

At present there are non-profit TRIZ organizations in over 40 countries, but none in any countries of Africa. Of 92 Regional TRIZ Organizations, 41 are in good standing. The number of RTOs is growing.

### 12.2 MATRIZ Certification

Dr. Barkan said that the number of TRIZ specialists at all levels has increased. There are now people certified in 50 countries, and therefore more RTOs in new countries, such as Singapore, can be expected. The number of certificates that have been issued, as of July 30, 2017, are:

|           |        |
|-----------|--------|
| Level 1 – | 15,945 |
| Level 2 – | 6,579  |
| Level 3 – | 1,582  |
| Level 4 – | 120    |
| Level 5 – | 105    |

### 12.3 Revenues

An overview of revenues since 2007 was presented to the Congress:

|                  |         |
|------------------|---------|
| 2007 – 2009 - \$ | 35795   |
| 2009 – 2011 - \$ | 84197   |
| 2011 – 2013 - \$ | 167852  |
| 2013 – 2015 - \$ | 263,010 |
| 2015 – 2017 – \$ | 255,563 |

Dr. Barkan said that certification, and therefore revenues, have leveled off in the last two years, which seems to indicate that the saturation point has been reached.

### 12.4 Education

Dr. Barkan highlighted the first-ever TRIZ-Pedagogy Session in this year's TRIZfest as evidence of increasing TRIZ activities in education. The organization is now more active in promoting general creative and critical thinking skills, in addition to TRIZ, in secondary schools and universities. Nearly \$70, 000 (USD) of MATRIZ revenues was spent to support RTOs in the last two years.

## 13. AUDITING COMMITTEE

### 13.1 Report

Elena Gredinarova, Chairwoman, Auditing Committee  
(Valeriy Prushinskiy translated.)

Dr. Gredinarova presented a statement of revenues and expenses for the two-year period from September 1, 2015, to August 31, 2017. Dr. Gredinarova noted that the financials for TRIZfest 2017 are not included in the statement. Current balance is **\$122, 937(USD)**. Total revenues amounted to **\$360,237(USD)**, which includes \$104,674(USD) carried over from the previous period. Despite slightly lower revenues over the last two-year period, the general trend is increasing. The ending balance is up in comparison to the starting balance two years ago. Revenues are increasing due to rising MATRIZ memberships and membership fees; the main source of income, however, is still certification.

Revenues included two 'credit' lines: 1) Yongwei Sun, and 2) Robert Adunka. These are as yet unused sponsorship funds that must be reflected as 'assets' in the statement. They reflect the balances of bank accounts opened specifically to hold funds that Dr. Sun and Dr. Adunka may draw upon for sponsored activities. In other regions, sponsored activities are paid for in cash.

Dr. Gredinarova noted that over the two-year period \$69,800(USD) was used to sponsor RTOs, and asked for a round of applause.

The recommendation from the last congress regarding the Auditing Committee was not carried out due to an oversight by the Presidium.

**Members of the Congress approved the Auditing Committee's report by unanimous vote.**

### *13. 2 Election of the New Auditing Committee Chair*

Dr. Barkan recommended Dr. Elena Gredinarova to the post of Auditing Committee Chair.

**Members of the Congress elected Dr. Gredinarova as Auditing Committee Chairwoman by unanimous vote.**

## **14. ELECTION OF THE MATRIZ PRESIDUM**

Ballots listing 12 candidates were distributed to the voting members of the Congress. Dr. Barkan reminded the members that they could choose only 9 candidates. Members of the Returning Board collected 35 ballots and tallied them. All 35 ballots were valid. Results are as follows:

| Name                        | Country            | Vote |
|-----------------------------|--------------------|------|
| Robert Adunka               | Germany            | 33   |
| Mark Barkan                 | USA                | 33   |
| Christoph Dobruskin         | The Netherlands    | 28   |
| Yury Fedosov                | Russian Federation | 25   |
| Oleg Feygenson              | Russian Federation | 34   |
| Sergei Ikovenko             | USA                | 33   |
| Simon Litvin                | USA                | 9    |
| Oliver Mayer                | Germany            | 24   |
| Valeri Souchkov             | The Netherlands    | 5    |
| Yongwei Sun                 | PR China           | 29   |
| Sergey Yatsunenکو           | Poland             | 28   |
| Barbara Gronauer (write-in) | Germany            | 8    |

Therefore, the following 9 candidates were elected to the new International TRIZ Association Presidium.

Robert Adunka  
Mark Barkan  
Christoph Dobruskin  
Yury Fedosov  
Oleg Feygenson  
Sergei Ikovenko  
Oliver Mayer  
Yongwei Sun  
Sergey Yatsunenکو

Dr. Barkan reminded the Congress that Dr. Yatsunenکو's participation, that is, his voting rights, is contingent upon his obtaining a Level 4 TRIZ certificate.

**Congress members approved the election results by unanimous vote.**

## **15. MEETING OF NEW PRESIDIUM**

Dr. Barkan convened a separate meeting with the new Presidium members. Dr. Ikovenko joined the meeting via Skype video call.

Eight members were present. Mr. Dobrusskin was absent.

Dr. Barkan presented the new Board to Dr. Ikovenko and Dr. Ikovenko congratulated them.

Dr. Barkan welcomed the two new members, Dr. Mayer and Dr. Yatsunenکو, and reminded the Presidium that Dr. Yatsunenکو does not yet have voting rights and may not vote for the new President.

### *15.1 Election of New President of MATRIZ Presidium*

There were two nominations to the presidency: Dr. Yury Fedosov, nominated by Dr. Barkan, and Dr. Oleg Feygenson, nominated by Dr. Adunka.

Voting results: Seven members voted. Dr. Fedosov received 4 votes, Dr. Feygenson received 3 votes.  
**The Presidium elected Dr. Yury Fedosov as President.**

Dr. Barkan noted that Dr. Fedosov will receive help with his English.

### *15.2 CEM, Presidium Appointments, Procedures*

Dr. Barkan, asked Dr. Ikovenko, the outgoing President, to be Chairman of the Council on Expertise and Methodology (CEM), which was vacated by the new President, Dr. Fedosov. Dr. Ikovenko agreed and said he would form the CEM in the next few days.

Dr. Barkan said that it was necessary to focus on CEM processes as some people have raised issues about CEM regulations for various certification levels. In addition, Dr. Barkan requested to be removed as Chairman of the Asia and Oceania Certification Committee.

In reply to a question, Dr. Barkan listed the MATRIZ appointed positions and reminded the Presidium that they are listed on the MATRIZ website.

Dr. Barkan recommended Dr. Yatsunenکو for the position of Academia Liaison. He also reminded the members that MATRIZ appointments may be filled by persons, who are not members of the Presidium.

Dr. Barkan reminded the Presidium that Presidium meetings are held once a month via Skype conference call, and that any Presidium member who misses three meetings, without good reason, in a year must vacate the Presidium.

Dr. Barkan invited the new Presidium members to be active and generate ideas on MATRIZ issues.

### *15.3 Next Presidium meeting*

The members agreed to meet via Skype on October 16<sup>th</sup>, 2017, at 8 o'clock a.m. Eastern Standard Time.

## **16. PRESIDIUM ANNOUNCEMENTS TO THE CONGRESS**

Dr. Barkan announced the new Presidium's election of Dr. Yury Fedosov as its President.

**The members of the Congress approved Yury Fedosov as MATRIZ President by unanimous vote.**

Dr. Barkan announced the next Presidium meeting in mid-October this year.

Dr. Ikovenko left the meeting.

## 17. MATRIZ ACTIVITIES FOR 2017-2019

Dr. Barkan announced the location of TRIZfest 2018 in Lisbon, Portugal. The host will be Dr. Helena Navas.

Dr. Barkan called for more people to write to Board members with their questions, ideas, and solutions to problems, and to volunteer to spread TRIZ around the world.

A member of the audience, Mr. Horst Naehler, mentioned that the clash between the schools of TRIZ is creating problems for trainers. His example concerned basic Level 1 materials for TRIZ courses. He said that materials by different authors at times contradict each other, which confuses the learner and leaves the trainer open to accusations of being 'wrong'. He said this makes it difficult to teach TRIZ basics and should be resolved.

Mr. Naehler also requested time at the next TRIZfest for Level 1-3 trainers to meet together, perhaps with TRIZ Masters to discuss TRIZ materials and other teaching topics. At Dr. Barkan's request, Mr. Naehler agreed to organize this or some similar event.

Dr. Adunka mentioned he has already spoken to Dr. Fedosov about the need to do more work on requirements for Levels 1-3: the testing needs to be of higher quality and more equal around the world; and there should be guidelines for trainers that, for example, recommend certain books.

Mr. Alex Lyubomirskiy reminded those wishing to obtain the TRIZ Master certificate to read his article "How to Fail Your Dissertation Defense", so as not to repeat the mistakes mentioned.

## 18. CLOSING OF THE CONGRESS

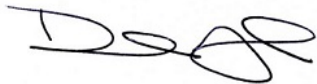
Dr. Barkan closed the Congress.

The meeting was adjourned at 5:15p.m.



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Chairman

October 1, 2017



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Secretary

October 1, 2017