Report: MATRIZ Online Forum 2020. 24-27 September 2020.

MATRIZ Online Forum 2020 was the first public online event ever organized by MATRIZ. Due to conditions caused by Covid-19 pandemic, the decision was made by the association's Presidium to cancel MATRIZ annual conference TRIZ*fest*-2020 which had been scheduled to be held in September in Bangalore, India, but to fill the gap, another event was scheduled online. MATRIZ Online Forum is not supposed to replace TRIZfest, it is an event of a different format. The forum was organized by MATRIZ in cooperation with Moscow TRIZ Club which provided administrative, technical and translation support.

The event gathered over 200 registered participants: about 100 from China and 100 from other countries. All slides of presentations were translated to English, Russian and Chinese in advance. Simultaneous translation to three languages was provided by the forum organizers during each day of the forum.

In total, 28 presentations were delivered by 27 speakers from 10 countries. The online sessions were moderated by Dmitry Bakhturin (Russia) of Moscow TRIZ Club.

The first day was supposed to start with TRIZ Master dissertations defense. Unfortunately, this year, all three candidates either failed to pass pre-defense or received negative reports from their opponents. As a result, the first day featured three presentations: by Simon Litvin (USA), Chair of MATRIZ TRIZ Master Certification Council on the recent updates of TRIZ Master certification regulations, by Oleg Abramov (Russia) on the statistics of MATRIZ TRIZ Master certification, and by Alex Lyubomirskiy (USA) on how to fail the TRIZ Master thesis defense.

The second day was dedicated to presentations. The day started with the welcoming word by Oleg Feygenson, MATRIZ President.

Speakers of the first day were Victor Fey (USA) with a talk on "Is TRIZ a science"; Mike Iarossi (Australia) on deploying TRIZ techniques for causal analysis in service organizations; Mostafa Ghane (Malaysia) on integrating Big Data Analytics with Trends

of Engineering System Evolution (TESE) for practical patents analysis; Oliver Mayer (Germany) on introduction of innovation tools and their interrelation to SMEs; Nikhil Phadnis (India/Finland) on comparing and contrasting MPV Analysis with Jobs-To-Be-Done Theory; Jeremy Lesourd (UK) on TRIZ integration within the Value Management job plan; and Yuliya Pyao (South Korea) on using TRIZ to prepare biological research paper.

Some speakers of MATRIZ Online Forum 2020

The second presentations day of MATRIZ Online Forum 2020 was also dedicated to all kinds of presentations. Two of them, by Simon Litvin (USA) and Victor Fey (USA) were dedicated to using TRIZ for dealing with problems and challenges related to crisis caused by pandemic with demonstration of actual cases. Naum Feygenson (Russia) described a method of expanding borders of TRIZ System Operator by using evolution, competitive systems and anti-system. Victor Minaker (Russia) proposed a new way for extracting contradictions from problem situations based on a parametric approach. Yuri Lebedev (Russia) presented a new method for finding challenges in technology processes which is a combination of Function Analysis and flow Analysis. Alla Nesterenko (Russia) informed about advancements of using OTSM-TRIZ to enhance traditional education. The final presentation of the day by Alexey Fomenko, Nikolay Saunin, Alexander Savenkov, Elena Redkolis (all - Russia) demonstrated current results of a large project on implementing

TRIZ at one of the largest automotive enterprises of Russia - GAS Group targeted at introducing TRIZ to all essential units of the company and the approach how they define and manage the project.

The third presentations day was split in two sessions: regular presentations by the speakers and presentations on current MATRIZ issues by MATRIZ representatives.

During the first session, three cases were presented. First, by Seo Seongmin (South Korea) - how to reduce time for etching equipment cleaning; by Hong Kyun Shim (South Korea) on the development of the hydrogen plasma treatment system with the use of Function Oriented Search; and by Pavel Fimin (Russia) on the use of TRIZ approach to technology scouting for solid waste treatment. Two more presentations focused on evaluating to what degree TRIZ is Agile by David Fabian Leiner (Germany), and problem solving as the implementation of methods of information content management in systems by Igor Zadesenets (Israel).

During the second session, Victor Fey (USA) presented goals, structure and state of the art of MATRIZ TRIZ Research and Development Council (TRDC). Sergei Ikovenko (USA) explained how to become a representative of MATRIZ Council on Expertise and Methodology (CEM) to conduct MATRIZ certification. The final presentation was by MATRIZ President Oleg Feygenson (South Korea) about current situation in MATRIZ and by Valeri Souchkov (Netherlands) on key directions of MATRIZ future development.

The event also included several poster presentations to be shared among the event participants. Authors of selected presentations will be invited to write and submit papers for *TRIZ Review* journal.

Summarizing, the first public online event by MATRIZ was quite successful, and everyone expressed their gratitude to the organizers, specifically for timely dealing with all minor technical and translation issues which were unavoidable but did not impact the overall quality of the forum.

The next public event by MATRIZ will be TRIZ*fest*-2021 conference which will be held on May 12-15 in Odessa, Ukraine.

Valeri Souchkov,

TRIZ Master, MATRIZ Vice President for Development and Communications

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