# DARE to THINK with TRIZ

**Date**
15th May 2013  to
29th November 2013

**Venue**
Penang

## MyTRIZ Competition 2013

Malaysia TRIZ Innovation Association in partnership with Intel Corporation and Multimedia Development Corporation is very pleased to announce its 2nd MyTRIZ Competition 2013.

The competition objective is to encourage the application of TRIZ systematic innovation methodology, cultivate the spirit of innovation and generate awareness of TRIZ systematic innovation around the Asia region.

The competition is launched with the theme of DARE TO THINK WITH TRIZ.  It is open to all TRIZ practitioners from the universities within the Asia region.

Participation in the competition is free! A total sum of USD$ 6,500 prize money and USD$ 15,500 complimentary MyTRIZ Workshop 2013 tickets are to be won.

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|---|---|
| **Grand prize** | USD$ 2,500 + Award Certificates + 3 MyTRIZ Workshop tickets |
| **1st Runner Up prize** | USD$ 1,500 + Award Certificates + 3 MyTRIZ Workshop tickets |
| **2nd Runner Up prize** | USD$ 1,000 + Award Certificates + 3 MyTRIZ Workshop tickets |
| **Merit prize (5 teams)** | USD$ 300 + Award Certificates + 3 MyTRIZ Workshop tickets |

## Competition Format

The MyTRIZ Competition 2013 is comprised of three (3) parts as follows:

**PART 1** (20%) is based on a particular problem faced by a selected industry.  Choose only one (1) problem from the choices provided.  Participants are expected to use TRIZ methodology to analyze and solve the problem.

**PART 2** (30%) is prediction of a particular object on how it will look like in the future using TRIZ methods.

**PART 3** (50%) is based on a challenge/problem identified by the participants. Participants are expected to solve the challenge/problem using TRIZ methodology. New TRIZ methods which may include new findings/research or new usages/applications of TRIZ are encouraged.

The competition will be evaluated by a panel of international and local TRIZ experts based on the following criteria and scoring allocation:

- **TRIZ process flow** Clear problem statement, clear process steps specifying which TRIZ tools to use at each step (30%)

- **Application of TRIZ tools** Explain TRIZ tools used along with correct application of these tools. This may include TRIZ methods which cover new findings/research or new usages/applications (30%)

- **Solutions** Originality & innovativeness of solution and able to link to TRIZ tool used. Preferably simple & elegant solution with commercial value (30%)

- **Write-up quality** Quality of write-up, easy to understand.  Well-composed flow and content (10%)

1. The competition is open to all full or part-time students, researchers and lecturers who are enrolled in institutions of higher learning throughout the entire Competition Period from May to Nov 2013.

2. The work submitted must be based on TRIZ systematic innovation methodology. The proposal should offer innovative yet original and elegant solutions. All entry materials must be written and presented in English only.

3. The solution provided must improve the performance limits and enhance the system's value while benefiting the economy, the society and/or the country. All entries must be original work of the participating teams and not previously published or presented in other competitions of similar nature.

4. Each team should comprise of a minimum of two (2) members and up to a maximum of three (3) members from the same or combined institution of higher learning. The members of each team can be from different faculties/universities/countries.

5. Once a team has been registered, substitution of members is not allowed. Should any team member not be able to continue for any reason whatsoever, the member cannot be replaced, and the team shall have to continue the MyTRIZ Competition with its remaining members.

6. Each team is required to submit a powerpoint presentation (not more than 20 slides) and a word document (not more than 30 pages) to relate the proposal to the organizing committee. The teams can create and submit a video pitch (not more than 20 minutes) to support their projects. The video is not mandatory. No changes will be allowed once the submission is done per the closing date and time.

7. Announcement of the semi final judging results will be done through emails. Please advise the organizing committee on email or contact information changes.

8. Team presentations for the finals shall be held in Malaysia. Details to be provided before the finals. Teams which are selected for the finals can enhance their presentations and write-ups before submitting for the final round. Each finalist team is required to submit a powerpoint presentation (not more than 20 slides) and a word document (not more than 30 pages) to the organizing committee. No changes will be allowed once the submission is done per the closing date and time.

9. Each finalist team will be given 20 minutes to present and 10 minutes to answer inquiry from judges. Each team must observe the rules and time schedule. Failure to comply will result in disqualification.

10. The competition will be evaluated by a panel of international and local TRIZ experts. All decisions of the judges and organizers will be final. Further queries and appeals shall not be entertained.

11. The participating teams will retain all rights to their proposals. The proposals submitted for the evaluation and judging will be kept strictly confidential by the organizing committee and all judges. The organizing committee will obtain permission in writing from the teams to use the information or publish any related matter to this Competition.

12. All expenses relating to the competition and presentation of their projects are to be covered by respective teams or institutions of higher learning.

13. The organizing committee reserves the right, at any time, to add, change or modify any aspect of the Competition without prior notice to the participating teams. The organizing committee reserves the right to disqualify, terminate or suspend any participating teams should the team be found ineligible or if any fraud is detected.

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## Competition Timeline

**15th May - 30th Jun 2013**
Launch and promotion of MyTRIZ Competition 2013

**1st Jul- 20th Jul 2013**
Competition open for team registration

**31st Aug 2013**
Submission of proposal – (powerpoint and word files)

**1st Sep - 15th Oct 2013**
Semi-final evaluation and judging by local TRIZ experts

**16th Oct 2013**
Announcement of selected finalists through email

**16th Nov 2013**
Submission of final proposal (powerpoint and word files)

**29th Nov 2013**
MyTRIZ Competition 2013 Final presentations. Announcement of winners and prize giving ceremony

## Competition Organizing Committee

All communication and management of the MyTRIZ Competition will be coordinated by Malaysia TRIZ Innovation Association. Key contact information is as follows:

Name: TS Yeoh
Tel: 012-471 7120
Email: tsyeoh@yahoo.com

Name: Tan Eng Hoo
Tel: 012-408 1353
Email: tanenghoo@mdec.com.my

Name: TJ Yeoh
Tel: 012-492 7188
Email: t.j.yeoh@intel.com

Mailing information:
**Malaysia TRIZ Innovation Association (MyTRIZ)**
20, Jalan USJ 11/1B
Subang Jaya 47620 Selangor

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# MyTRIZ Competition 2013 Registration Form

**DARE to THINK with TRIZ**

Please read this registration form carefully and provide all the required information. The MyTRIZ Competition 2013 Organizing Committee reserves the right to contact you and/or your institution of higher learning to verify the information provided. Any inaccurate information provided may lead to rejection or disqualification of your entry.

Please sign on to the MyTRIZ website www.mytriz.com.my to register your team or submit this form to **Tan Eng Hoo:** tanenghoo@mdec.com.my, **TS Yeoh:** tsyeoh@yahoo.com and **TJ Yeoh:** t.j.yeoh@intel.com by 20th July 2013 at 12:00 noon.

Name of Team: _____

Team Registration Number: _____
*(Will be generated through web system or provided by MyTRIZ Competition 2013 Organizer upon registration with form)*

Name of Team Leader _____

I.D./I.C./Passport Number _____

Nationality _____

University Name _____

Faculty _____

Email _____ Mobile _____

Name of Team Member 2 _____

I.D./I.C./Passport Number _____

Nationality _____

University Name _____

Faculty _____

Email _____ Mobile _____

Name of Team Member 3 _____

I.D./I.C./Passport Number _____

Nationality _____

University Name _____

Faculty _____

Email _____ Mobile _____

I declare that the information given on this form is correct and complete to the best of my knowledge and I understand that it forms the basis of which our entry is accepted.

To be signed by Team Leader

_____        _____

Name                                                      Date

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By using TRIZ systematic innovation methodology, please solve the problems posted in the sections below.

**PART 1**: (contribute 20% to the total score)
This is based on a particular problem faced by a selected industry. Participants are expected to use TRIZ methodology to analyze and solve the problem. There is a choice of 3 problems. Note: Choose only 1 (one) problem to solve:

(a) In a factory, there is a metal mesh conveyor belt which moves semi-processed material through a 5 meter long furnace. Although material is properly aligned at furnace input, material emerges at the output in a misaligned manner. Since it is difficult to see the inside of the furnace as it is totally encased and extremely hot, nobody knows what happened inside. Provide potential solutions which have no productivity impact.

(b) As energy usage becomes more acute and expensive, there are many efforts to reduce its usage cost especially in the home. If you consider a typical house, how would you reduce energy usage if you are cost constrained i.e. the solution(s) needs to be low cost and yet effective.

(c) The banking industry is very competitive especially in attracting and building a strong customer base by retaining existing customers and attracting new customers. How can the customer service be improved with a boundary condition of limited expense funding?

Please provide the following information in your recommendation:

1. Problem Statement i.e. the problem which you are solving

2. Benefits and/or impact if problem is solved

3. Identify the TRIZ process used i.e. show the process flow

4. Identify the TRIZ tools used and why they are being used

5. Provide potential solutions. Note: Theoretical solutions are acceptable. Prototyping is not required; however, the solutions need to be technically feasible and reasonable.

# DARE to THINK with TRIZ

## MyTRIZ Competition 2013 Questions

**PART 2**: (contribute 30% to the total score)

Assume that you work in the R&D (Research and Development) of a particular object. Your role is to predict the future of this object and to develop new ideas; which will help generate more revenue and gain new market share. What are your ideas which you can provide to predict the future of the common watch, shoe or wheelchair. Use TRIZ methods to derive these ideas.

*Note: Choose only 1 (one) object (watch or shoe or wheelchair) to predict.*

Please provide the following information in your recommendation:

1. Problem Statement i.e. the problem which you are solving

2. Benefits and/or impact if problem is solved

3. Identify the TRIZ process used i.e. show the process flow

4. Identify the TRIZ tools used and why they are being used. Performing S-curve analysis and Trends of Engineering System Evolution to show past, present and what it would be in the future is encouraged.

5. Provide potential ideas in predicting the future of the selected object. Note: Theoretical solutions are acceptable. Prototyping is not required; however, the solutions need to be technically feasible and reasonable.

**PART 3**: (contribute 50% to the total score)

This is based on a challenge/problem identified by the participants. Participants are expected to solve the challenge/problem using TRIZ methodology. Note that the problem should have a certain level of complexity with impact or benefits if solved. Write down the assumption and boundary condition, if any in the steps to solve the problem. New TRIZ methods which may include new findings/research or new usages/applications of TRIZ are encouraged.

The following information is required when submitting your recommendation:

1. Problem Statement i.e. the problem which you are solving

2. Benefits and/or impact if problem is solved

3. Identify the TRIZ process used i.e. show the process flow

4. Identify the TRIZ tools used and why they are being used. New TRIZ methods which may include new findings/research or new usages/applications of TRIZ are encouraged.

5. Provide the potential solutions. Note: Theoretical solutions are acceptable. Prototyping would be great to show case the proposed solutions. The solutions need to be technically feasible and reasonable.