

Ideation with OTSM-based TRIZ for New Market Creation

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Experiences of OTSM-based TRIZ Application

- (1) for Technical Problem Solving
with Samsung SDI, RIST, Samsung Electronics, Amore Pacific,
Samsung Mobile Display, Hyundai Mobis, Hyundai Motors,
POSCO, etc.**

- (2) for Business and Management
with Amore Pacific, SKC, IIIT, A-mail, Hyundai Capital, etc.**

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Initial Situation

Several tools and thinking processes from TRIZ have been adapted as how to generate ideas for new market creation.

However, the initial situation of every market is different from each other. General approach might be insufficient to lead us to optimize use of TRIZ thinking tools under a certain condition.

B2C

family restaurants



B2B

steel products



Eyes of whom?

industrial design



Novelty of what?

SF novels



Problem

*How can we customize
the application of TRIZ tools to idea generation
for new market creation
“in pragmatic viewpoint” ?*



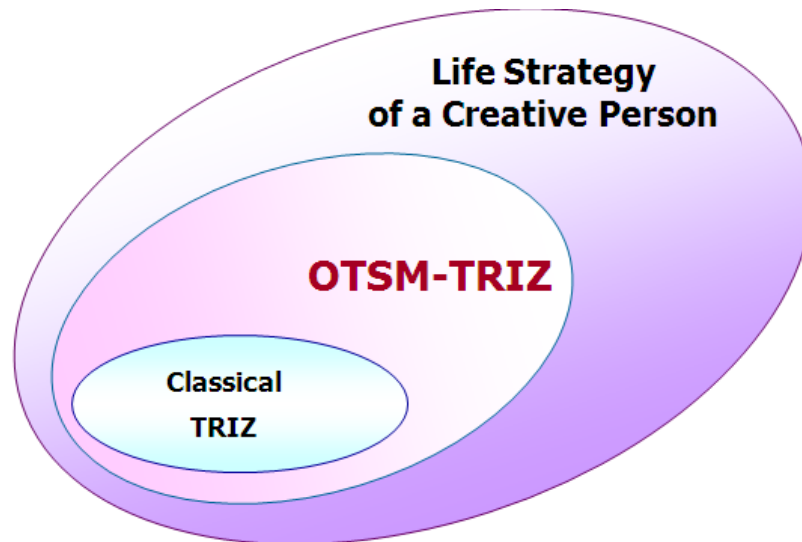
OTSM-TRIZ

OTSM : General Theory of Powerful Thinking

OTSM was originated by G. Altshuller.

Current research of OTSM has been done mainly by Nikolai Khomenko.

OTSM has been developed as a domain-free theory for creating tools on solving generic problems which are complex and non-typical.



<http://www.trizminsk.org/>



OTSM in Russian

TRIZ in Russian

TRIZ Role from Viewpoint of OTSM*

How to reduce the area to search for solutions without many trials and errors and psychological inertia while keeping the quality of a solution?

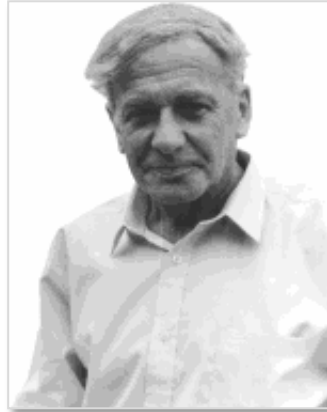


Nikolai Khomenko

**Change the description of your problem
in OTSM viewpoints**

* : It came from the author's understanding Nikolai Khomenko's lectures.
If you find any good points in it, they must be from help of Nikolai Khomenko.

3 Postulates for TRIZ Application



Genrich Altshuller



Nikolai Khomenko

**When you reformulate your problem description with TRIZ,
3 postulates must be applied as a guidance**

❖ **Three Postulates:**

- Postulate of Objective Laws
- Postulate of Contradictions
- Postulate of Specific Situations

New Market Idea Generation

New Market Ideas? : Terminology

1. Market

Persons

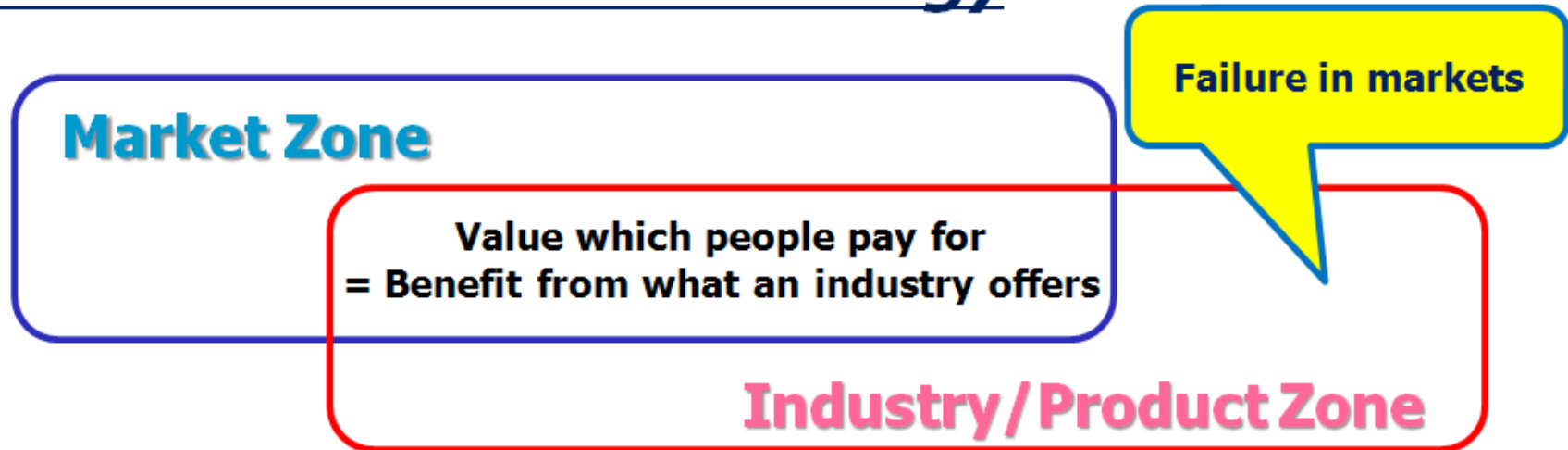
who want to pay for the values which your product /service offers

2. New Market Ideas

***Ideas on new values compared with those of a certain market,
which are to make a lot of people become customers
to pay for the values***

New Market Idea Generation

New Market Ideas? : Terminology



1. Result of New Industry or Product Idea Generation

Values we can offer newly

2. Result of New Market Idea Generation

Values (a lot of) people may pay for

For lower risk of failure in markets
the author selected this way.

OTSM-based Viewpoint of Success in a Market*

Thinking Hierarchy in OTSM-based Viewpoint

1. Market Identification

2. Based on the concept of 'Market', Industry Identification

3. Based on the concept of 'Industry', Product/Service Identification

4. Based on the concept of 'Product/Service', Resource Management

* : It came from the author's understanding Nikolai Khomenko's lectures.
If you find any good points in it, they must be from help of Nikolai Khomenko.
If you find any mistakes in it, they must be from the author's thoughts

3 Postulates for New Market Idea Generation

❖ Three Postulates:

- Postulate of Objective Laws
- Postulate of Contradictions
- Postulate of Specific Situations

**What kind of objective laws
are required for new market idea generation
in OTSM viewpoints ?**

*According to 'the Postulate of Objective Laws',
not knowledge on products/services but
the knowledge on 'persons as certain current markets' mainly
deserves the basis of idea generation for new market creation*

3 Postulates for New Market Idea Generation

❖ Three Postulates:

- Postulate of Objective Laws
- Postulate of Contradictions
- Postulate of Specific Situations

**What kind of specific situations
are explored for new market idea generation
in OTSM viewpoints ?**

*According to 'the Postulate of Specific Situations',
particular characteristics of a certain 'problem solver'
must be examined for new market creation*

3 Postulates for New Market Idea Generation

❖ Three Postulates:

- Postulate of Objective Laws
- Postulate of Contradictions
- Postulate of Specific Situations

What kind of specific situations
are explored for new market idea generation
in OTSM viewpoints ?

particular characteristics of a certain 'problem solver'

Ex) B2B compared with B2C.

Ex) Accessibility of required information

Specific Situations of New Market Idea Generation

❖ Three Postulates:

- Postulate of Objective Laws
- Postulate of Contradictions
- Postulate of Specific Situations

Accessible information as a particular characteristic

No Information on 'Value'

No information on the value, only information on some features of a certain industry which influence persons.

Information on 'Basic Value'

Information on the value which the main function of a certain product / service results in.

Information on 'Value Set'

Information on the values which a certain market expects relevant to a certain product / service.

Information on 'Value Curve'*

Information on the graphic depiction of the value set across competition factors of a certain market.

* : It is adapted from 'Blue Ocean Strategy' of W.Chan Kim & R. Maborgne.

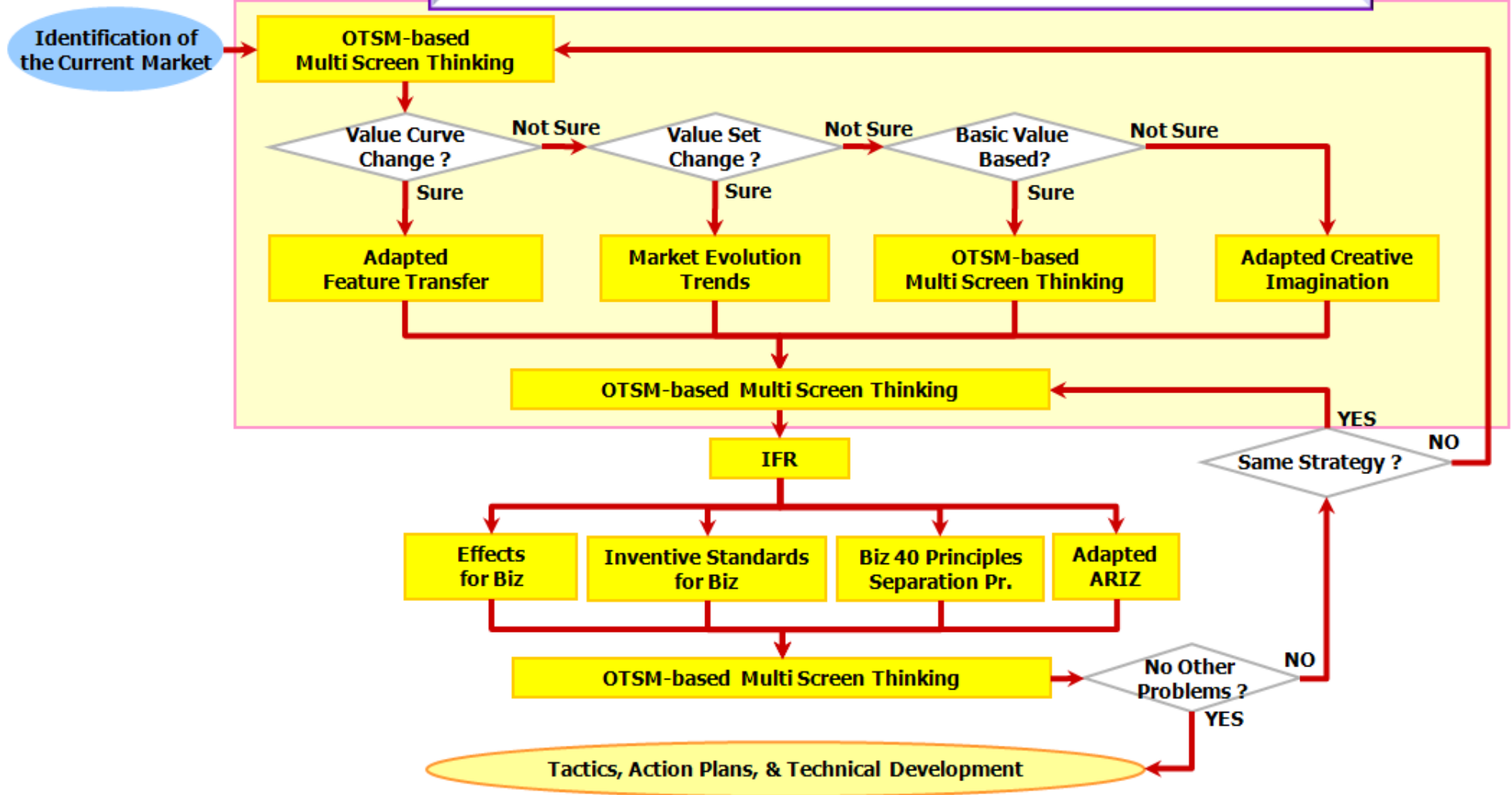
OTSM-based TRIZ tools for New Market Idea Generation

Selection of OTSM-based TRIZ tools depends on 'required minimum information' and results of its application.

OTSM-based TRIZ tool	Required Minimum Information	Result
Adapted Feature Transfer	Value Curve	Value Curve
Market Evolution Trends	Value Set	Value Set
OTSM-based Multi Screen Thinking	Basic Value	
Adapted Creative Imagination	Not Value, but Features of a Certain Industry which influence persons	

Idea Generation for New Market Creation

OTSM-based TRIZ Process for New Market Idea Generation – 2011A



Summary

- *Different situations of markets require customization of application of TRIZ idea generation tools for new market creation.*
- *According to OTSM viewpoint, 3 Postulates of TRIZ must be considered for every kind of problem solving.*
Therefore, the author applied 3 Postulates of TRIZ to customization of new market idea generation through TRIZ tools.
- *The Postulate of Objective Laws leads us to adopt 'mainly' knowledge on persons on a certain market, not knowledge on products or services.*
- *Based on the Postulate of Specific Situation, different states of information as the input of TRIZ tools are classified. This classification guides us to more systematic application of 'Market Evolution Trends', 'Adapted Feature Transfer', 'OTSM-based Multi Screen Thinking', and 'Adapted Creative Imagination'.*

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