

All slides in English,
presentations in
German or English

Main topic:
**The Matrix is dead,
long live the Matrix!**

Learn how the well-known contradiction matrix can be applied to generate innovation in unexpected ways. Get to know the tools and updates of this matrix.

Matrix Upside Down: Heatmap Approach

Inventive Principle 13 applied to the matrix and use turned on its head:
How do I apply the inventive principles to find the corresponding contradictions, and what is the point of this?

Speaker: Thomas Bayer

Innovation management
and success strategies in projects



What apps and software are available?
How can AI support me in applying the
MATRIX and the inventive principles?

Speaker:
Robert Adunka
Managing director
TRIZ Consulting Group,
TRIZ Master



How do you get an inventive principle into the Matrix? In this exercise, we will work in groups to extract the inventive principle from a current patent, identify the correct cell in the matrix, and assign the principle there.

Speaker: Robert Adunka
Managing director
TRIZ Consulting Group,
TRIZ Master



Altshullers „lost“ inventive principles

When Genrich Altshuller compiled his 40 principles of innovation, he initially had further principles in mind. Due to a lack of proven applications, they were discarded at the time. Decades later, they are being reevaluated using modern solutions.

Speaker: Andreas Späth
Program Director,
Graduate School EAM,
FAU Erlangen-Nuremberg



What's next after the 2003 version of Matrix? Darrell used IP 17 and added a new dimension to the matrix, making it more accurate than ever. Learn how Matrix 2003, 2010 and 4.0 were developed and what is state of the art.

Speaker: Darrell Mann
CEO Systematic Innovation,
TRIZ Hero



Can the contradiction matrix also be used for business problems? How was the data collected for this? Which problems does it solve?

Speaker:

Carmen Lehner

Strategic IP creation –
from TRIZ-driven ideas
to valuable patent assets



**Thursday,
February 18, 2027**



Thursday, day 1

- 13:00-13:15 Welcome and overview (Robert Adunka)
- 13:15-13:45 Brief round of introductions
- 13:45-14:15 Presentation: "Matrix Upside Down: Heatmap Approach" (Thomas Bayer)
- 14:15-15:00 Workshop: Heatmap (Thomas Bayer)
- 15:00-15:45 Networking-Break and Coffee
- 15:45-16:30 Presentation "Apps, Software, AI-Support" (Robert Adunka)
- 16:30-18:15 Presentation and Workshop: "Building the Matrix" (Robert Adunka)
- 18:15-19:00 Presentation : "Inventive principles 41-50" (Andreas Späth)
- 19:00-22:00 Dinner together and end of the first day

**Friday,
February 19, 2027**



Friday, day 2

- 08:30-08:45 Welcome (Robert Adunka)
- 08:45-10:30 Presentation "MATRIX 4.0 (2022)" (Darrell Mann)
- 10:30-11:00 Networking-Break
- 11:00-12:00 Presentation "Business Matrix 3.0" (Carmen Lehner)
- 12:00-12:15 Final Round and Feedback
- 12:15-13:00 Lunch together

Event



Date: February 18 and 19, 2027

Times: Feb 18, 13:00 to Feb 19,
13:00 CET

Fees: € 121,85 (excl. VAT)
Private payers
€ 495,00 (excl. VAT) Industry