

# Create the Future

Amplify Systematic Approach to Drive Patentable and Profitable Ideas in Product, Process & Services

# Functional Innovation.®



Virtual Live Workshop  
Exclusively  
For Automotive Industry

Thursday, 9<sup>th</sup> September 2020  
Time : 2.00 PM to 6.00 PM



Create the Future

# Create the Future with Functional Innovation®

Amplifying Systematic Approach to Drive Patentable & Profitable Ideas for Automotive Industry

**CII TNTDPC and Innomantra Consulting Private Limited** brings your live virtual workshop on ‘**Create the Future with Functional innovation**’

Functional Innovation is an integrated approach to creative ideation and problem solving which incorporates aspects from several well-known ideation and problem-solving techniques. Functional Innovation developed out of a research study that involved analysing 30,000+ recent innovations and 10,000+ highly cited patents in order to identify common patterns and develop useful heuristics.

In the 1960s, Swiss Physicist Fritz Zwicky developed the method of ‘Morphological Analysis’ for complex problems. Around the same time, Soviet Scientist Genrich Altshuller formulated a method for systematic problem solving after reviewing more than 40,000 patent abstracts. FI methodology includes elements derived from these two approaches. It has also been influenced by the ‘Design Thinking’ process introduced by Herbert Simon and the ‘Creative Problem Solving’ method pioneered by Alex Osborn.

The Functional Innovation™ Methodology is customized to the products, process, services and business model that will enable participants to systematically generate ideas towards achieving innovation objectives. Innomantra’s Functional innovation Methodology has been successful applied in for diverse innovation objectives including product, process, service, business model generation, marketing innovation etc. Leading firms like ABB, Ashok Leyland, Atkins, Bosch, Collins Aerospace, Dell EMC, Harman, Ingersoll Rand, Larsen & Toubro, LM Wind Power, Samsung, SKF, Turbo Energy, Titan, Meritor, NetApp, Newell Brands, Qualcomm, Western Digital, Trelleborg etc. experienced framework from ideas to implementation

## Benefits

<b>Experience</b> Framework to Scale Innovation in products operational / business excellence	<b>Enable</b> technologists and people from every function to innovate systematically	<b>Exposure</b> to patent landscape, patent insights and innovation patterns in products / process	<b>Examine</b> competitors and new technologies around digital and automation for future for work	<b>Enrich</b> ideas to intellectual property creation in projects through creation and de-risking	<b>Exceptional</b> understanding through diverse knowledge within and by involving partners and discovering opportunities to innovate	<b>Embrace</b> innovative idea and create minimum 3x impact business value	<b>Efficient</b> way to innovate for New Products/ business excellence as complimentary front end tool	<b>Enlighten</b> Spot Summary insights	<b>Extra-mile Drive Scalable, Outcome based initiatives</b>
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Reinventing Innovation in PRODUCT, PROCESS, SERVICE AND BUSINESS EXCELLENCE



Create the Future



## Master Facilitators



### Lokesh Venkataswamy

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### Rakesh Babu K L

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## Target Participants as Panellist from Automotive Industry

Design and Development Head, Project Managers, Technologists, Chief Innovation officers (CINO), Innovation Head, Business developers, Business managers, Innovation managers, Strategists, Product and R&D Heads, Business Excellence head, Innovation Practitioner's etc. The session is also relevant for senior managers and leaders to understand the organization's needs of organizing itself for increasing innovation quotient.

## Registration

Participation Fee

**CII Members : INR 3500/-**

**Non-Members: INR 4000/-**

Taxes Extra 18%

**Link to Register :**

<https://forms.gle/eHQmmtufrQrzkMh78>

Please contact for Registration

**Hariharan T P**

**Call: +91 9788790347 / Email: [hariharan.tp@cii.in](mailto:hariharan.tp@cii.in).**

The registration is on first-come-first serve basis, please register your nominations now.

[www.cii.in](http://www.cii.in)



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