

WHAT ROLES TRIZ CAN PLAY IN STARTUP INCUBATORS?

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TRIZ for Incubators & SMBs

- First goals of incubators
 - Support the business plan validation based on other entrepreneurs insight and « business angels » reviews
 - Support on administrative tasks
 - Support in financing from governments programs and specific loans
 - Support in networking with others entrepreneurs, financing structures and business & tech skills.
 - Support on company accommodations.

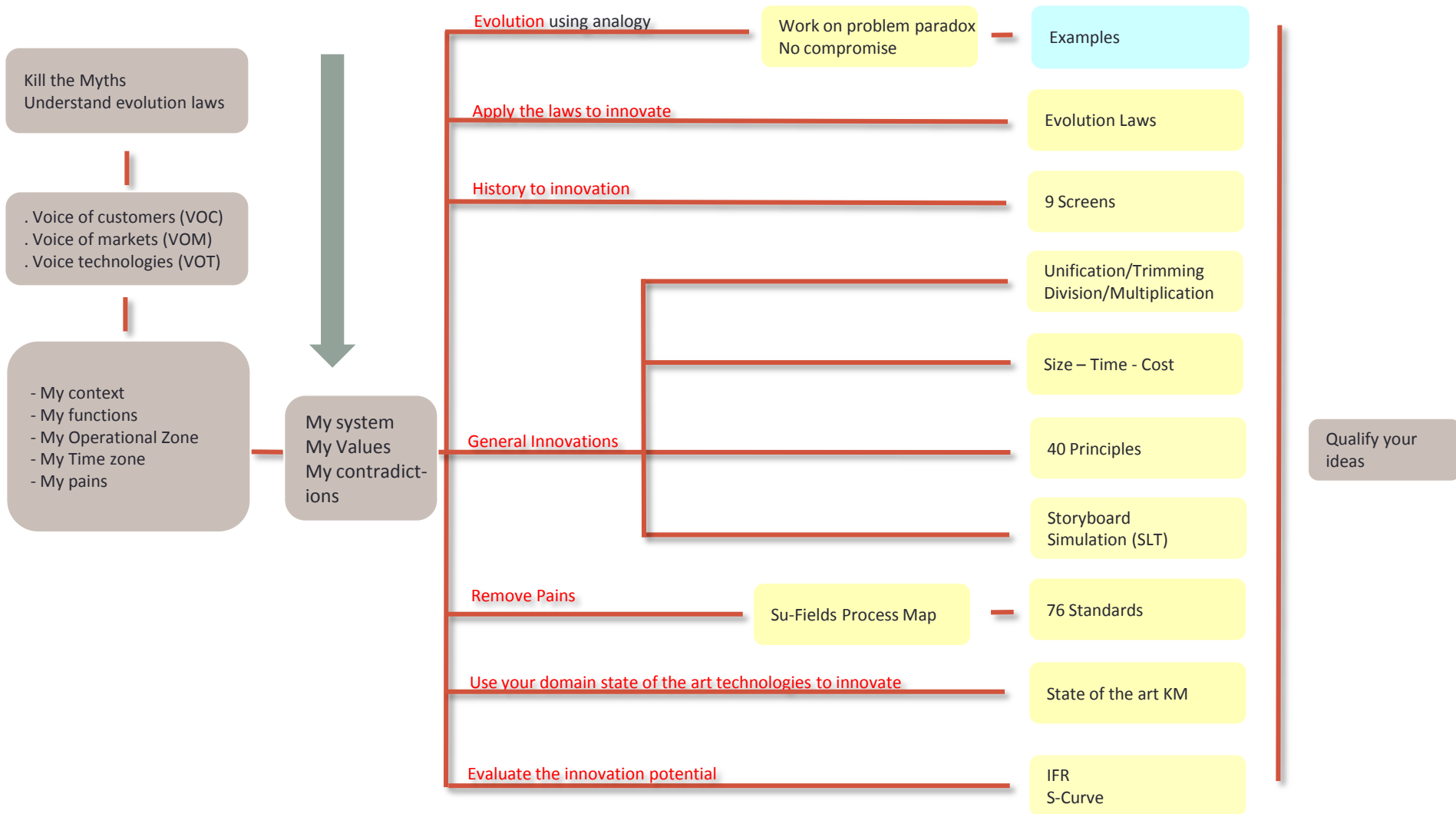


- Why TRIZ added value to incubator and start-up businesses
 - TRIZ is used in a way from Practice to Theory.
 - Helps start-up to understand what they are doing.
 - Helps to get a vision of their middle term future and what to focus right now in term of business innovation.
 - Provide a guideline to continuously innovating (on a monthly or quarter cycle basis)

Five goals of TRIZ initiation workshops

1. Understand the purpose of innovation for startup
2. Learn how to potentially be a serial innovator
3. Solve unclear issues in an innovative way
4. Promote the team oriented problem solving
5. Focus on the right issues and innovation

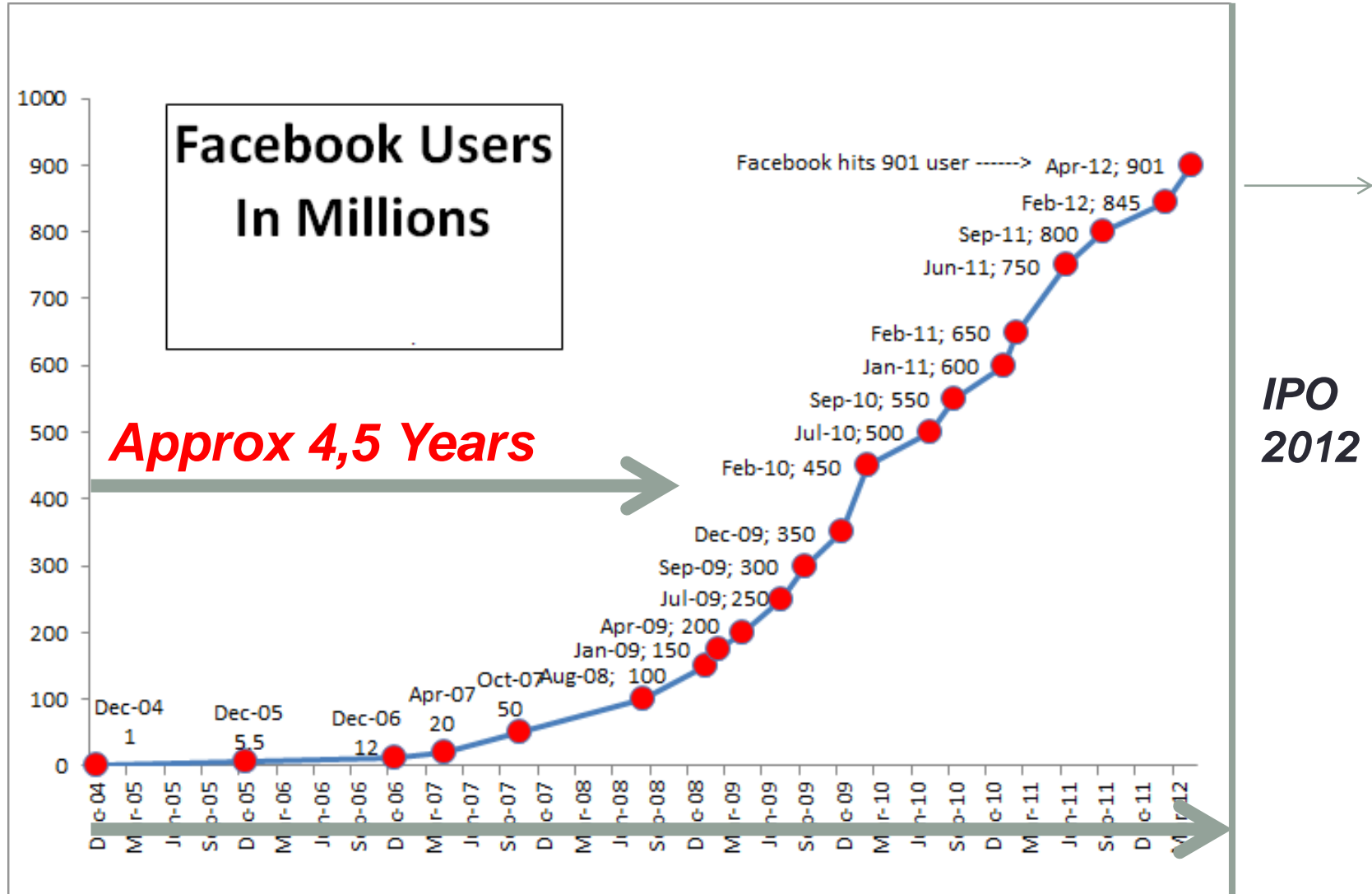
Learn how to be a serial innovator : it's not magic. Where to start to be pragmatic and operationnal?





Kill the myth of genius

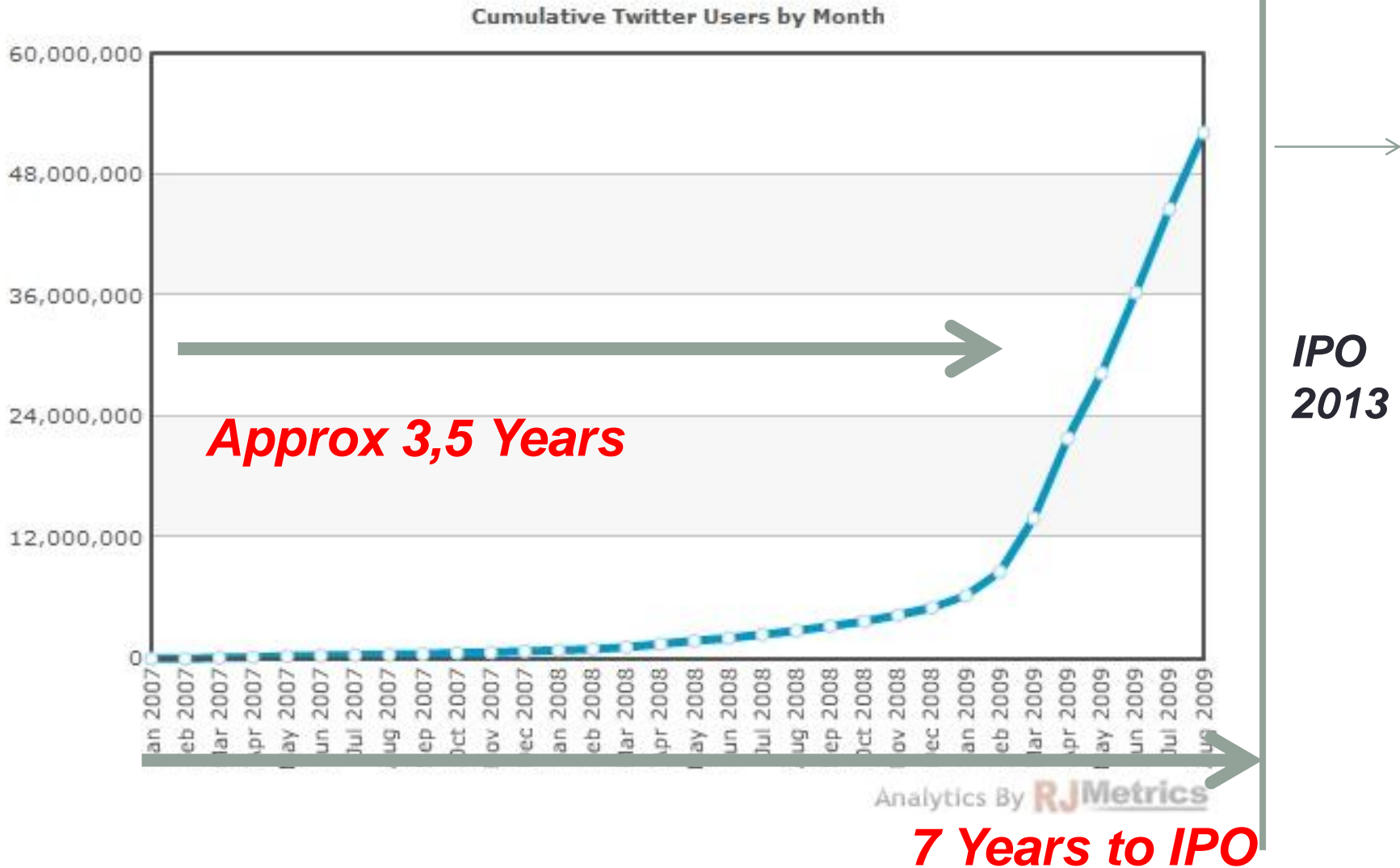
Facebook



Kill the myth of easy business

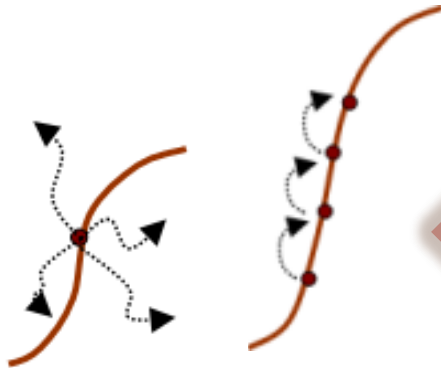


Twitter



Kill the myth of one idea = great business

Do you want to be an inventor, an innovator, and entrepreneur
or an **entrepre-novator**?

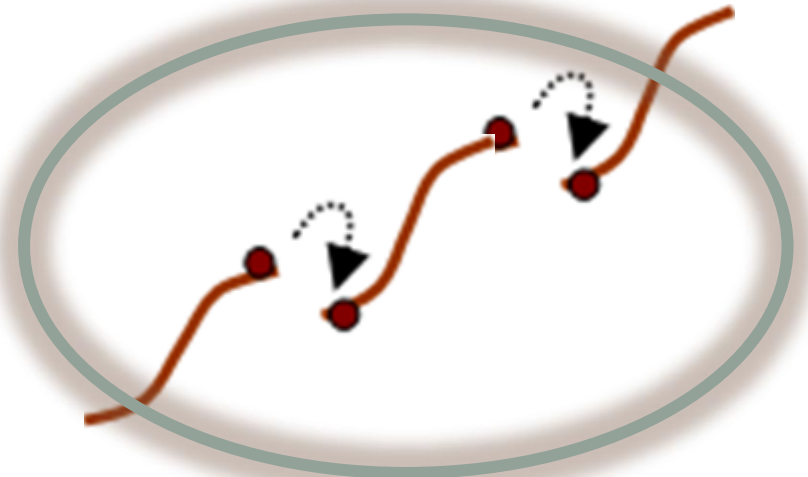


Stop wasting time on:

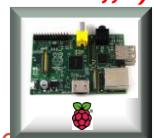
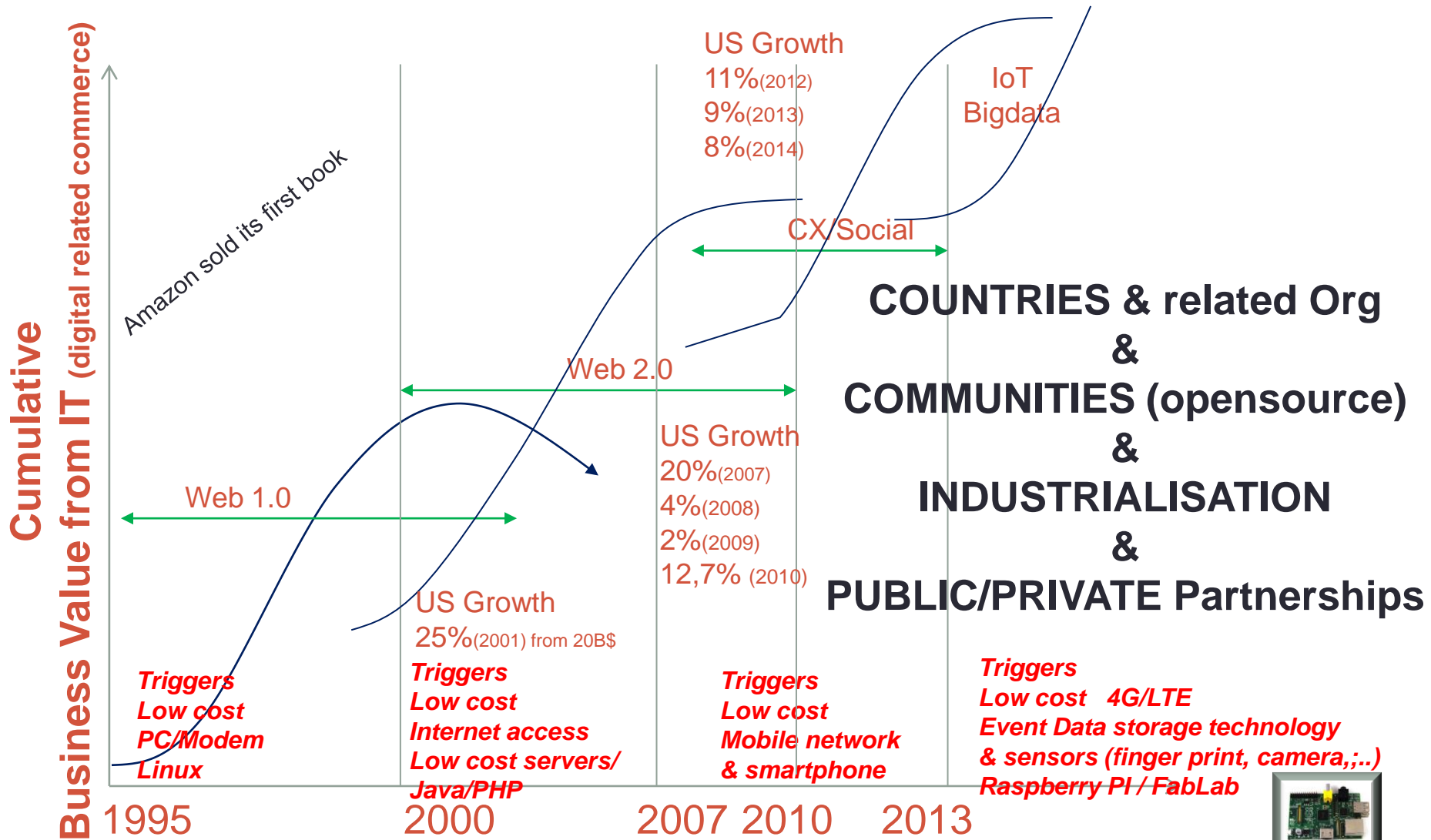
- looking for genius idea from inspired man
- **OR** basic evolution solution



Use a robust thinking process to
jump on the next S-curve



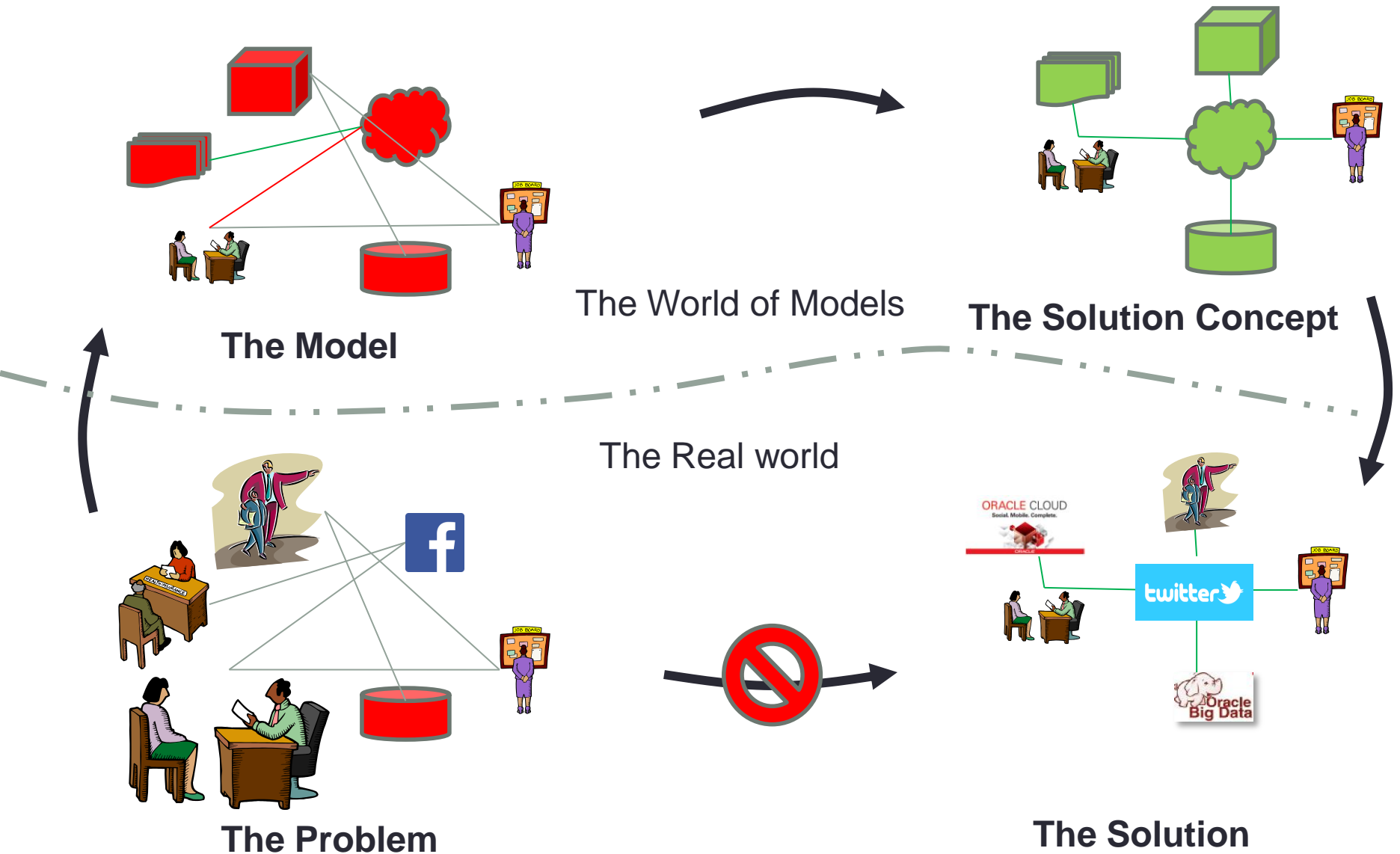
Kill the myth : My idea is self-sufficient - You need « free » resources?



Remark : Web to store (Google/Yahoo/... ads adds 1.46% growth on 1.55% of y/y store sales growth since 2008

Source : <http://www.wwwmetrics.com/shopping.htm>

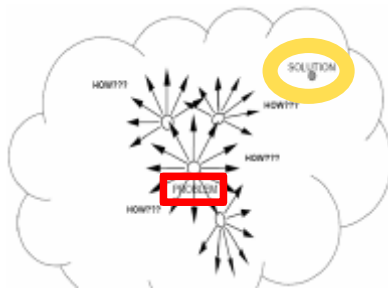
Explain the principle of modeling to be efficient



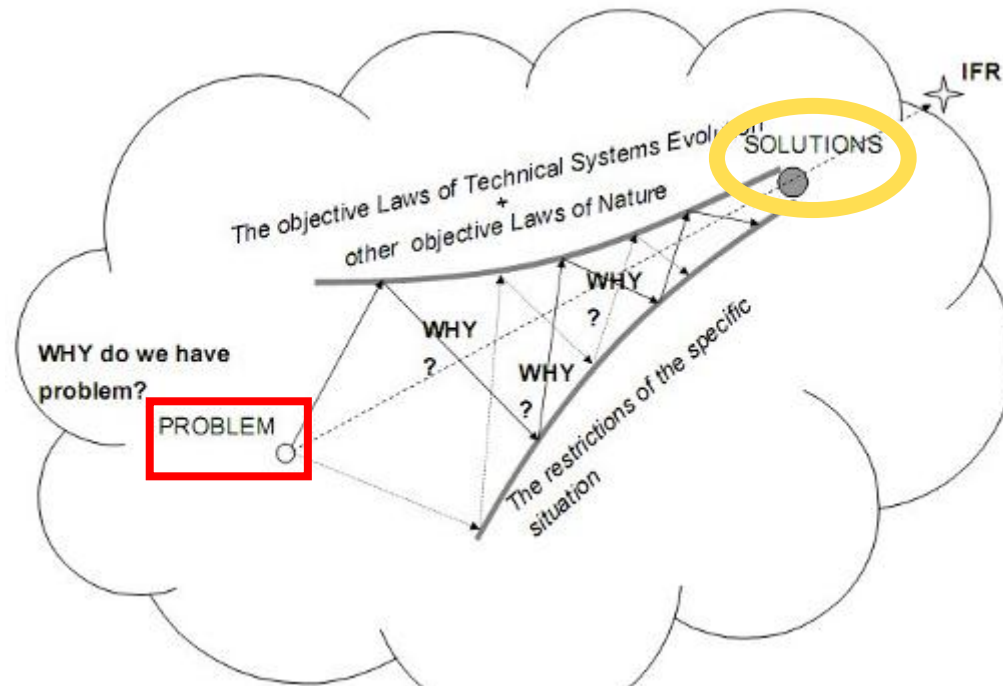
Explain the concept of Problem and Ideal definition and why is it useful to keep both in mind all along the innovation process



Trials & errors



Brainstorming

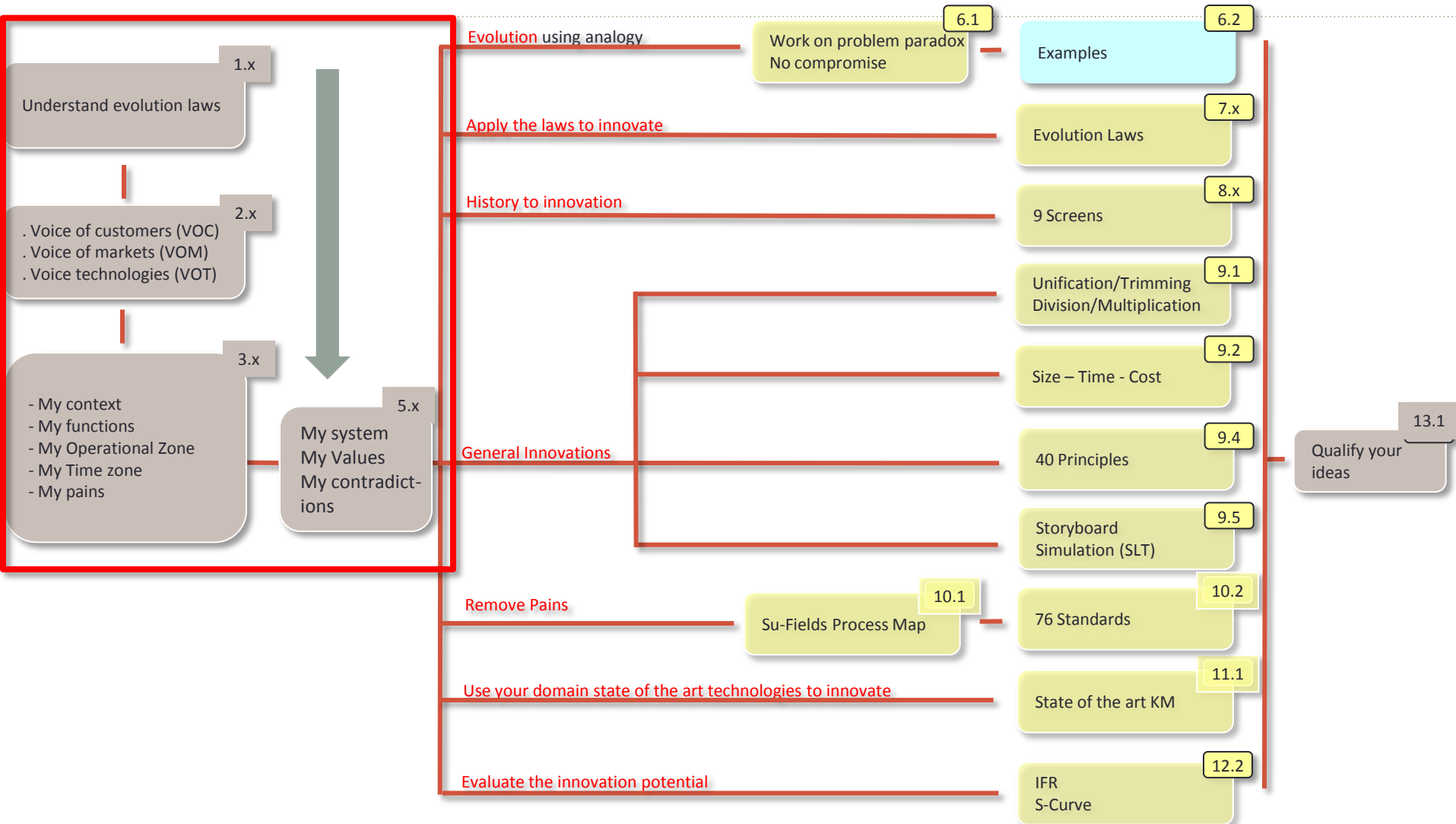


*Ideal
Final
Result*

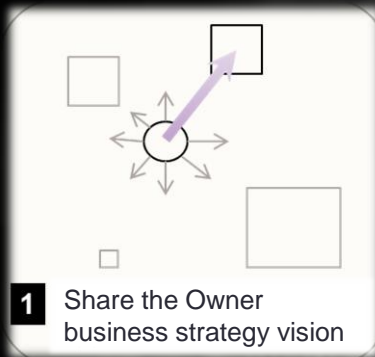
$$DEGREE_OF_IDEAL = \frac{\sum USEFUL_EFFECTS}{\sum HARMFULL_EFFECTS + \sum EXPENSES(HR, energy, material, learning \dots)}$$

The IFR is the redline of the value chain of the startup

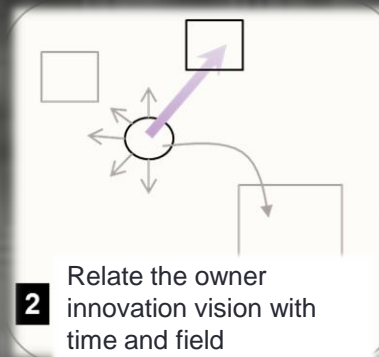
Where to start to be pragmatic and operational?



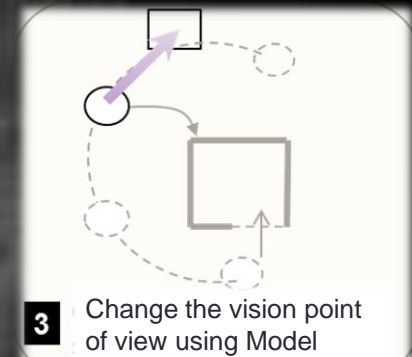
Setting up the a common language and the basics to make Business Innovation in 4 hours



↓
opportunités d'évolution
observés et détectés des



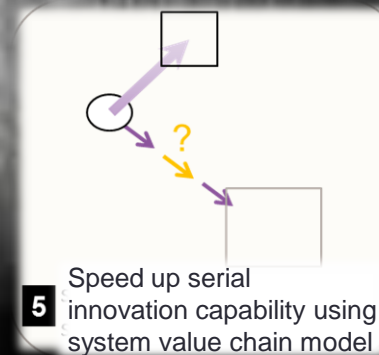
TRIZ TZ/OZ



TRIZ IFR



TRIZ light Su-Field



TRIZ System

1. Formulate the company vision and business goals

- Get a textual explanation of the owner vision of the customer issues he wants to solve.
- Who are the potential customers (which are in mind of the company founder)
- What are the products and services, he wants to provide
- What are the resources (equipments and people), he needs to operate the business.

2. Model the vision

- **Identify the Time zones**

- What are the different horizons of business implementations and identify potential roadmap.
- So finally you can find that there are multiple kind of businesses which depending of company nurturing steps. **It's important to explain that he cannot address all the businesses issues at the same time.**



- ***Then define different business horizons H1, H2, H3.***

- **Identify the Operational zone**

- As many start-ups, the vision of operational zone is not clear neither in term of type of customers and geography.
- Help to define who are the customers compatible with business horizons.
- One you Ideal operational zone is defines then your Ideal become more clear.



3. Clarify the model

- Once Time and Operational zones are defined the next step is to redefine the Ideal Final Result and in word define the Value proposition of the start-up for the next H1.
- The H1 focus doesn't look to reduce the ambitions but more identify the way to evaluate the **achievements** and the performance of the start-up
- The IFR must be declined in the textual language, and the three elements have to be defined (Useful values, Resources consumptions and Harmful effects).
- Once the first vision of useful, resources and harmful elements are identified, then you can work on the customer journey.

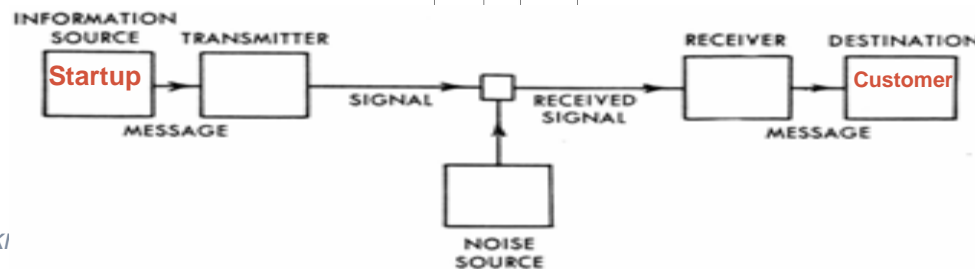
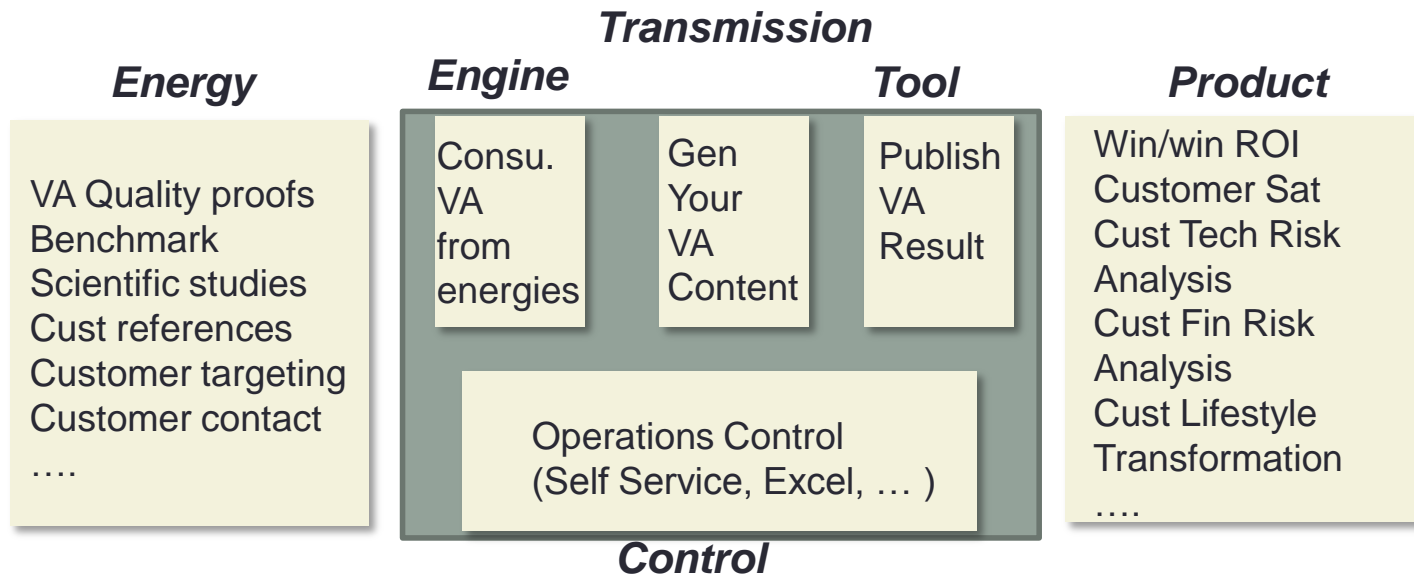
4. Describe the customer journey

- *Very often the startup make the mistake to focus only the one shot solution for the customer, but as the system description is learning us.*
- *There is something before the core of your value proposition (system) , and there is something after the system.*
- *There are subsystems and supersystems that you can leverage to help you and other which are creating constraints on your business.*
- *The relationship with you customer is allways longterm relationship. If not, your business will die !*



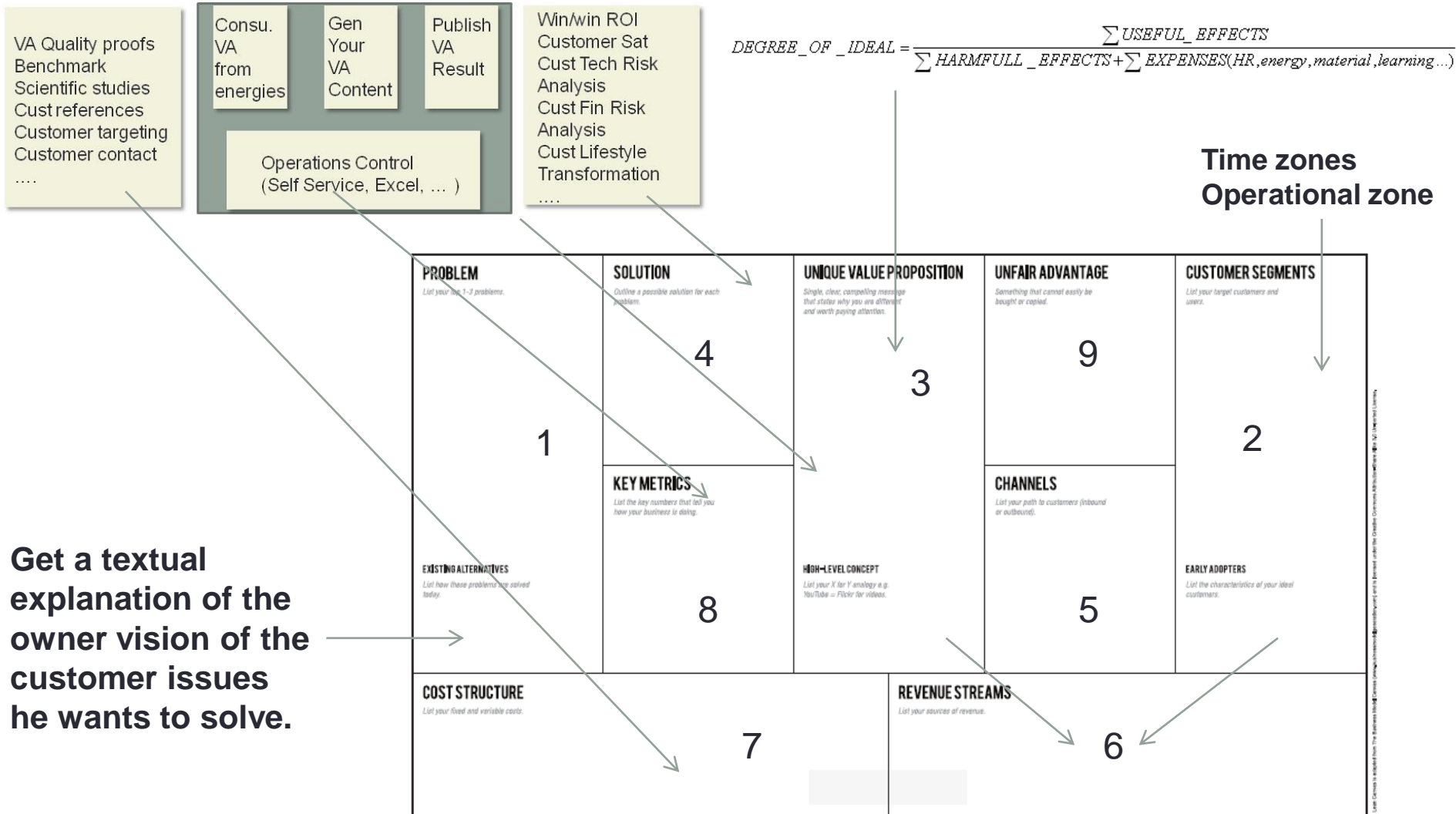
5. Describe the start-up system VA centric

- Once the customer journey is defined as a closed loop and several interaction point spread in a timeline. It's time to define the system



6. Build your business model canvas

- How TRIZ work helps to filling the startup lean canvas

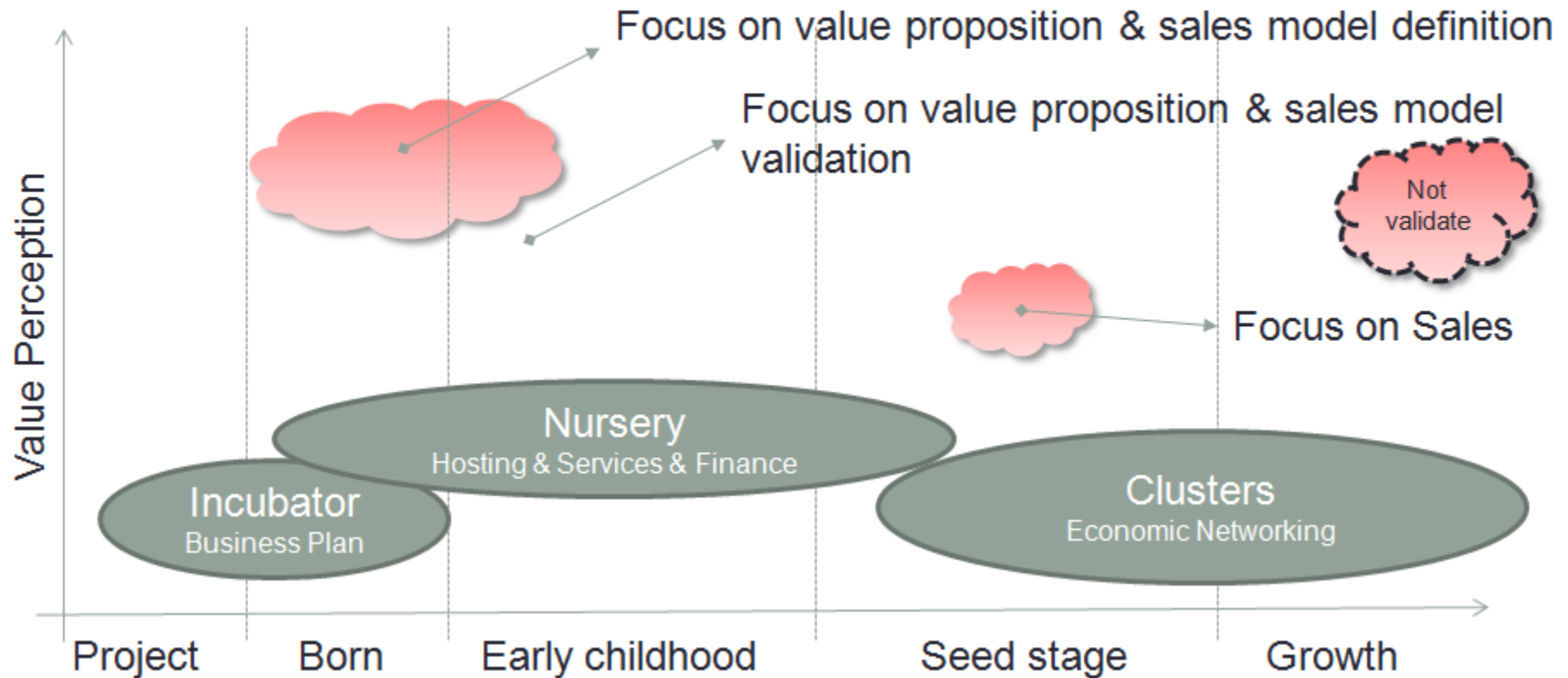


Feedbacks from startups

- TRIZ System helps to clarify the ideas and the concepts by clearly separating company **resources-inputs**/added value creation/outputs.
- TRIZ IFR is a common qualification indicator
- TRIZ IFRs compatibility, Laws and S-curve can help to qualify quickly the value that a new resources can bring to the system (value proposition).
- STC is very useful for service/digital business as the implementation of STC variations could be implemented quickly.
- 40 principles could be used as an innovation finder inspiration list that should be run regularly.
- TRIZ can be used to innovate and transform a potential useful resource to a specific resource useful for the company added value then customers.
- Feedback from someone not in the core business.

Feedbacks from startups

- There are multiple levels of startups maturity



Where did we get a resonance from startups!

