



## FUNCTIONAL INNOVATION WORKSHOP

*“The first step is to establish that something is possible; Then probability will occur.” – Elon Musk*

The Functional Innovation (FI) is an integrated approach to creative ideation and problem solving which incorporates aspects from several well-known ideation and problem solving techniques. FI 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 **TRIZ** 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 and business model that will enable participants to systematically generate ideas towards achieving innovation objectives identified by the client organisation.

**Imagine. Invent. Impact.**



## Ten Benefits of Functional Innovation Methodology

- **Experience** Innovation Tools - Ideation process and generating high quality Ideas in Product, Process and Business Models
- **Enable** technologists and people from every function to innovate systematically
- **Exposure** to patent landscape, patent insights and innovation patterns
- **Examine** competitors and new entrants in the market through patent and non-patent literature
- **Enriching** ideas to intellectual property in projects through creation and de-risking
- **Exceptional** understanding to prior art and discovering opportunities to innovate
- **Embrace** innovative idea and create business value
- **Efficient** way to innovate and motivate in an organization
- **Enlightened** by Ideation Insights Trigger for ideas
- **Extra-mile** by sharing reports / insights on a regular basis

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# Inspire. Innovate.

Modern organizations have brought about sensational progress for humanity in less than two centuries—the blink of an eye in the overall timeline of our species. None of the recent advances in human history would have been possible without organizations as vehicles for human collaboration. And yet, many people sense that the current way we run organizations has been stretched to its limits. We are increasingly disillusioned by organizational life. Innomantra® enables organisations to invent in a more powerful, more soulful and meaningful way to work together, by enabling to innovate systematically.

**Overview:** This intervention aims at creating an environment and organizational culture which stimulates and supports continuous Innovation through One / Two days' workshop designed for various functions and levels in the organisation.

## Workshop Intervention:

- Functional Innovation™ - Imagine. Invent. Impact.
- Strategic Innovation
- Design Thinking™
- TRIZ™ - Theory of Inventive Problem Solving
- Inquire™ - Seeding Innovation Challenge
- Ideas to Intellectual Property
- Total Innovation Management™
- Innovation Maturity Model Management

INNOVATION | INTELLECTUAL PROPERTY

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