



## Keynote Speech

### TRIZ and Practical Artificial Intelligence

**Alla Zusman, TRIZ Master**

Director of TRIZ Products Development

Ideation International Inc



#### Speaker Biography:

Ms. Zusman is a certified TRIZ Master, one of the leading developers of the TRIZSoft® family of software, Ideation Office of Innovation and Complexity Management Tools. She is an instructor in all its applications. She received her TRIZ education from the TRIZ founder Genrich Altshuller and has over 40 years of TRIZ experience, including participating as a fellow instructor in seminars conducted by Mr. Altshuller during 1983-1986. She co-authored multiple books (including several with Mr. Altshuller), patents, and papers and taught TRIZ to thousands of students worldwide.

#### Abstract/Outline

The recent explosion of public availability of AI Chatbots and renewed excitement and interest in AI generally, we at Ideation conducted a retrospective analysis of TRIZ and TRIZSoft evolution as tools and technologies for Practical Artificial Intelligence (PAI). with the following conclusions:

1. We defined PAI as a collection of methods and devices invented by people to support and empower the human way of thinking, unlike the Artificial General Intelligence (AGI) that is supposed to replace it.
2. We consider TRIZ the first successful attempt to model intuitive creative activities, building a foundation to develop TRIZSoft.
3. The first TRIZ Software released in 1992 by the Chisinau (Kishinev) TRIZ group and Progress company already had elements and features that today are highly relevant to PAI, like prompts (questionnaires), libraries (TRIZ knowledge base, including operators, examples, effects) and generative ability (Problem Formulator®). These elements became inherent features of all Ideation software. The most recent software also has embedded AI Chatbot connectivity.
4. Case studies will be presented to demonstrate our latest Ideation AI applications for problem-solving and complexity management.