



Global structured innovation

**TRIZ**  
FUTURE  
2015

Berlin / October 26-29

**CREATING VALUE FOR CUSTOMERS AND SOCIETY**

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*Berlin lets you feel “that you are the hub around which turns the wheel of history”.*

*[Martin Luther King, Jr.]*

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Organised by Tom Spike in collaboration with ETRIA, The European TRIZ Association.

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# CALL FOR PAPERS AND PARTICIPATION

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You are invited to participate in the 15<sup>th</sup> international TRIZ Future Conference held in Berlin, Germany

Papers and presentations will focus on:

## I. Business Value

Innovations without business value live a short life in the market economy. Some might say they do not even qualify as innovations.

Knowing, optimising and realising the value of an innovation requires concepts for measurement and comparison. Easily applied methods on where to look for the most valuable innovations and how to achieve them are the vision for this conference stream.

## II. Society

Striving towards the greater good is a huge driver for innovation. Be it megatrends like health, sustainability and mobility or be it local initiatives supporting with emergency shelters and micro credits. Innovations without a business case as the primary motivator are growing in number and impact on our society. Tune in for a front row seat in seeing the world become a better place.

## III. Industrial Cases

Scientific methods turn out different when applied in industrial contexts. Case studies on structured innovation methods in industry provide valuable insights on their operational strengths and weaknesses. You will have the opportunity to benefit from various lessons learnt for your own challenges towards further innovation of your products, services or business models.

Topics are not limited to the above mentioned scopes. Abstracts up to 1500 characters and subsequent paper submissions will be judged on interest for the attendees, relevance to the conference theme, originality, significance of results and methodological soundness. Contributions could for example cover ongoing or completed research, academic positioning papers, industrial application or case studies.

Presentations will include keynotes, speeches and posters. Suitability of contributions for speech or keynote will be judged by the conference organizers and the ETRIA Board. Preferred presentation form and a video-taped elevator-pitch of the contribution can be submitted to support the organizers in their judgment. In case of acceptance, elevator-pitch videos can be used to advertise your contributions.

Submissions will be reviewed and selected by the program committee with a chair covering scientific papers and a chair focusing on application papers. Registration is required for publication of your paper in the digital or printed conference proceedings.

### Important Deadlines:

Abstract submission Start	15 Jan 2015
Abstract submission Deadline	15 Mar 2015
Abstract Feedback	1 Apr 2015
Paper Submission Deadline	15 Jun 2015
Notification of Acceptance	1 Aug 2015
Final Paper & Copyright Transfer	4 Sep 2015
Author Registration Deadline	4 Sep 2015
Conference	26-29 Oct 2015

You are welcome to contact us at [future@tfc2015.com](mailto:future@tfc2015.com)

Updates and details on the review process will be published on [www.tfc2015.com](http://www.tfc2015.com)

We are looking forward to seeing you in Berlin!

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Please invite your colleagues to contribute to the **TRIZFUTURE 2015**