

Chennai



Confederation of Indian Industry



Tamil Nadu
Technology Development
& Promotion Centre

innomantra
TRANSFORMING IMAGINATION



DISCOVER INNOVATION

A Workshop on Functional Innovation Methodology for Automotive Industry
- A Systematic Approach to Drive Patentable and Profitable Ideas for Leaders & Technologists

16th September 2016 | Hotel Crowne Plaza, Greenways Hall, Chennai | 9.30 a.m. to 5.30 p.m.

Functional Innovation Methodology

The Functional Innovation 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 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 products, process and business model that will enable participants to systematically generate ideas towards achieving innovation objectives identified.

Innomantra's Functional Innovation methodology has been successfully applied in the past for diverse innovation objectives including product ideation, marketing innovation, process improvement and business model generation. Leading firms like Alcatel-Lucent, Atkins, Bosch, Google, HAL, Harman, Ingersoll Rand, Larsen & Toubro, LM Wind power, Meritor CVS, NetApp, Qualcomm, Trelleborg have provided in-house workshops aimed at developing expertise in its people on Functional Innovation. Innomantra has also done consulting engagement with several other Global Fortune 500 companies for developing product and service innovations using the Functional Innovation Methodology



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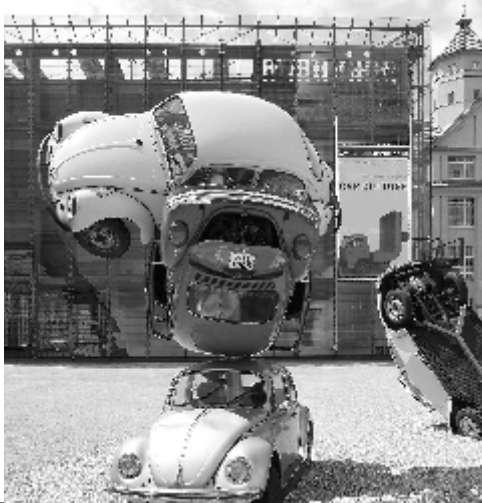


Benefits

- 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
- Exceptional understanding to prior art and discovering opportunities to innovate
- Embrace innovative idea and create business value
- Efficient way to innovate and inspire

TARGET AUDIENCE:

The workshop is designed for Automotive industry: CEOs, CXOs, Presidents, Vice Presidents, General Managers, Leaders from Corporate management team, Strategic Planning Professionals, Technologists from R&D and Engineering Services, New Product Development team leaders, Innovators, Business Leaders and technologists aspiring to create a difference to their organizations through innovation



FACILITATORS:



Stephanos George Eapen

Principal Consultant & Innovation Jockey

Stephanos George Eapen, Principal Consultant & Heads Strategic and Functional Innovation practice at Innomantra has 20+ years developing and delivering programmes in executive education around the world, George has held various academic roles including Affiliated Professor of the Practice of Management at INSEAD in Abu Dhabi, Academic Programme Director at CEDEP in France and Visiting Professor at the Russian School of Business at Skolkovo.

He has been responsible for developing and managing relationships with large multinational clients such as Tata, Danone, Axa, Valeo and L'Oreal. He designed and delivered custom programmes all over the world. At Innomantra he designed and developed the Strategic and Functional Innovation practice. He also practices functional Innovation methodology for leaders. A member of the Blue Ocean Strategy Network, George co-founded Strategy Regeneration a group that uses the Blue Ocean methodology to run in-company workshops. He worked with Chan Kim and Renee Mauborgne, authors of The Blue Ocean Strategy,



Rakesh Babu K L

Director & Innovation Jockey

Rakesh Babu is Director at Innomantra. He is a master innovation trainer who has designed and delivered highly acclaimed innovation engagement and training programs with several Global Fortune 500 firms. He specializes in training senior executives in the areas of innovation tools, collaborative innovation and innovation leadership.

He is a co-developer of the Functional Innovation Methodology, a systematic approach for product, process and business model innovation. Since 2011, more than 1000 innovators from 50+ leading global firms have been trained on this approach. Recently

in the development and delivery of Blue Ocean Strategy Programmes and Seminars for Executive Development in the global marketplace, such companies like Abbott, AXA, Aviva, Danone, Pfizer, Starwood among others. He adapted the methodology to challenges at the Base of the Pyramid and Sustainability, working with the Centre for Social Innovation at INSEAD.

Prior to his academic career, he spent a decade in research and consulting, focusing on innovation in the field of management and strategy. He has worked in industries such as healthcare/pharmaceuticals, electronics, software and Infrastructure.

George has an MBA from INSEAD (1975) and Bachelor in Commerce Honours from University of Calcutta (1973). He has resided between India and France since 1975. He speaks fluent English, French, German, Hindi as well as other regional Indian languages.

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he has worked with leading firms like ABB, NetApp, Cognizant Technology Solutions, Alcatel Lucent, BEL and Larsen and Toubro in developing and designing result-driven innovation engagements.

Rakesh heads the expertise division of Innomantra Consulting Private Limited. Rakesh has more than 20 years of experience in innovation management, entrepreneurship and marketing. Prior to Innomantra, he managed a consumer packaged goods business and served as the director of Marquess Financial Services. He has a degree in Computer Science, Post Graduate Diploma in Marketing and Innovation Certification on Ideas to Execution from Ideo University.

Discover Innovation

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Confederation of Indian Industry

The Confederation of Indian Industry (CII) is a non-government, not-for-profit, industry led and industry managed organization, playing a proactive role in India's development process. Founded over 116 years ago, it is India's premier business association, with a direct membership of over 8500 organizations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations. With 63 offices including 10 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community. (www.cii.in)



TNTDPC was conceived as an one-stop shop for Technology Development & Promotion. Technology upgradation and induction of new technology in Tamil Nadu as a unique model in the India. The major task of the center is focused towards providing a helping hand to the Small & Medium Industries and Entrepreneurs in Tamil Nadu to reach and compete in global market place through technology innovation and meeting international standards. The centre provides user friendly environment, collaborating support and guidance from global experts and Tamil Nadu government in upgrading the industrial growth of the state. (www.tntdpc.com)



Innomantra is India's leading Innovation and Intellectual property consulting and services firm. We help organisations to design and achieve their innovation and Intellectual property goals by 3x. Our clients range from small entrepreneurial enterprises to Fortune Global 500 organisations. We are headquartered in Bengaluru, India.

Innovation3x describes our philosophy which we believe in, that innovative organisations must identify innovation goals that seek to achieve a 3x boost in performance. It also represents our three fold approach to innovation that looks at overall business strategy, people and functional systems. (www.innomantra.com)

EVENT DETAILS

16th September 2016
Hotel Crowne Plaza, Chennai
9.30 a.m. to 5.30 p.m.

Delegate Fee (Including Taxes):
CII Members : INR 10,000/-
Non-CII Members: INR 12,000/-

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