TRIZ (Теория Решения Изобретательских Задач) is a Russian acronym that means "Theory of Inventive Resolution of Problems". TRIZ includes a theory and a set of tools developed to organise in a scientific and systematic way the creation process, aiming at making the inventive activity the result of a logic sequence of events in which each activity is the organic evolution of the one that preceded it. TRIZ is the result of almost 50 years of researches and analyses led in Russia by Genrich S. Altshuller (1926-1998), engineer and inventor, as well as father of this theory, in the development of which he was supported by friends and co-workers. Today, the TRIZ Theory is a powerful and complete intellectual tool for the management of product/process in a systematic and rational way.

In the last years of his life G. Altshuller and his collaborators have focused their research activity on TRIZ in inventive problem solving, which represents the original focus of the classic TRIZ theory. Later on, TRIZ experts and authors that had promoted a scientific approach to innovation have proposed evolutions of classic TRIZ theory, focusing especially on such themes as innovation strategies, forecasting the technological evolution of systems and, more generally speaking, strategic scale TRIZ applications.

TRIZ theory:

- is a valid tool to support systematic innovation carried out in a scientific, repeatable way;
- aims at defining creative and inventive solutions (no compromises);
- makes it possible to break free from psychological inertia, abstracting from the reference context; makes it possible to rephrase complex problems and turn them into problems that can be faced and solved with well known, traditional solutions;
- makes it possible to define innovative solutions for the industry.

By carrying out a cascade rewriting and reformulation of the original system, employing conflict abstraction and modelling concepts, TRIZ offers the opportunity to research a solution to a problem from different perspectives and analysis levels, following a path leading to the definition of a solution.

With TRIZ, you can:
What is TRIZ

- accelerate the innovation processes;
- make research and development activities more efficient, increasing the relationship between efficient proposals and resources used;
- define a product or process that stands out among the competitors thanks to its creative and inventive content, or for the original way it uses to satisfy a customer's need.