



## Keynote Speech

### AI-empowered Computer-Augmented Innovation

**Speaker Name,**

**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**

Our previous reports acknowledged a unique situation with the parallel evolution of TRIZ and AI during approximately eight decades. We also discussed the results of hybridizing the two systems, particularly utilizing TRIZ-based software, such as Ideation TRIZSOFT®, that serves as a missing link between unstructured human creativity and AI, becoming a creative partner to AI systems by providing structured prompts.

In this presentation, we want to continue this discussion, addressing the next steps along the Hybridization line “Increasing degree of systems’ integration”. According to this line, one of the most promising directions includes combining the TRIZ analytical tools with the capabilities of the most recently introduced reasoning AI models and the agentic approach. Another direction suggests building a highly integrated hybrid system based on a comparative recognition approach with the innovation knowledgebase libraries developed based on the high-quality manual search and generalization of relevant knowledge extracted by TRIZ professionals with the highest qualifications and experience over almost eight decades. The presentation will also address how these new developments can boost future TRIZ prospects.