For any individual or organization that is interested in TRIZ (early adaptors, intermediate or advanced),
this is an opportunity for you to join the newly formed The International Association for the

Specifically, if you are interested in the following:

- Certification on various levels
- Learning how to think/invent with or without software tools
- Learning how to become a critical thinker
- Learning about inventing and innovation

You are invited to become a charter member of The International Association for the Application
of Advanced TRIZ Methodology and Computer-Aided Innovation. This membership will be of
value to all individuals or organizations interested in learning about TRIZ (The Theory of Inventive
Problem Solving), in advancing TRIZ science, in applying TRIZ professionally, in building
relationships with fellow TRIZ practitioners on an international scale, or simply in becoming an
accomplished problem solver.

Your charter membership will bring you:

1. By return email: Electronic versions (in PDF format) of the following three books:
   - An Introduction to TRIZ: The Russian Theory of Inventive Problem Solving
   - New Tools for Failure and Risk Analysis: Anticipatory Failure Determination and the Theory of Scenario Structuring
   - Directed Evolution: Philosophy, Theory and Practice
2. Discount 10% for other Ideation products and services
3. Your name, contact information, and background/skills (at your choice) listed on the Association's Website

By joining the International Association for the Application of Advanced TRIZ Methodology and
Computer-Aided Innovation, you will be eligible for all of these benefits, and you will become a part
of an extraordinary community that is committed to increasing creativity, innovation and inventive
skills, and organic growth. This unique association can help you learn and employ the importance of
entrepreneurship and provide you with tools to overcome key business challenges.

The Annual Membership fee is $50 (USD) per year (for individuals); $100 for businesses.

Please contact Ideation with any questions and watch for the next announcement.