

KENT STATE TEAMING WITH IDEATION

Ideation International Inc. held its first three-day workshop at Kent State University's School of Technology. The School of Technology is teaming with Ideation to build an infrastructure for innovation that will serve university students and Ohio businesses.



Alla Zusman, Ideation's Director of Product Development, teaches a portion of the workshop.



(l to r) Tom Southards, KSU and the Ideation team, chief scientist Boris Zlotin, Alla Zusman and Ideation CEO Zion Bar-EI.

Coordinated by Tom Southards, Director of the Manufacturing and Technology Small Business Center (MTSBDC), the workshop combined hands-on problem solving with Ideation's unique

methodology and software support.



Ideation workshop class.

The workshop was attended by School of Technology associate professor Dr. Verna Fitzsimmons, assistant professor Dr. Don Coates, Dr. Michael Fisch, Director of NEO Beam (a joint venture in electron beam technology between Kent State and Mercury Plastics a local manufacturer); Dr. Gary Wnek, the Joseph F. Toot Jr. Professor of Engineering and Co-Director of The Institute for Management and Engineering (TiME) (a joint effort between the Case School of Engineering and the Weatherhead School of Management); three graduate students and representatives from local and international businesses.

Dr. Fitzsimmons found the Ideation methodology to be very useful, especially in organizing and evaluating all aspects of a problem. "Using this methodology prevents overlooking options that may prove valuable," she said.



Graduates of first Ideation Workshop

Another participant, Brooks Weingart, sees Ideation's innovation methodology as a key advantage for Ohio businesses. "This methodology practically guarantees finding solutions to otherwise unsolved problems," said Brooks, President and founder of N.C. Consulting, Inc. based in Alliance, Ohio. "This is a major breakthrough."

The School of Technology was first introduced to Ideation by Dr. Coates, who currently teaches an interdisciplinary course called Management of Technology Innovation. "I came to Kent State after 40 years in industry," said Dr. Coates, "with the desire to improve the way innovation is adopted because I believe it is the key to building companies and jobs."

Following a visit to Ideation headquarters by Dr. Coates and Dr. Raj Chowdhury, Dean School of Technology at Kent State, Dr. Chowdhury offered, "After receiving an overview of Ideation's methodology and support tools, I felt a workshop was the first step in a strategy to integrate Ideation's I-TRIZ and take students and businesses to a new level of innovation and invention."

According to Dr. Chowdhury the School of Technology has grown over the last decade from a small department to a large entity serving 2500 students and a significant number of business agencies which make up the majority of Northeast Ohio's manufacturing and high tech economy.

"Our focus is applied science, aeronautics and applied technology. With innovation being the key to the future for companies, it makes sense to integrate Ideation's I-TRIZ as part of our learning environment to help students and clients really navigate true problem solving."

The School of Technology and Ideation are planning a series of additional training workshops over the next year. The workshops are open to students, faculty and Ohio businesses. For more information contact:

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