
Ideation International Inc Price List

Effective February 2009

Ideation's Products and Services Overview

Ideation International Inc is a solution provider of Operating System for Innovation based on the Theory of Inventive Problem Solving (TRIZ) and its advanced version Ideation TRIZ (I-TRIZ). Ideation Operating System for Innovation includes the following four applications:

- Inventive Problem Solving (IPS)
- Anticipatory Failure Determination (AFD)
- Directed Evolution® (DE)
- Evaluation and Enhancement of Intellectual Property

The company provides comprehensive set of products and services to support the above applications. The products and services are offered as an integrated system or individually.

The price list is divided into two categories:

- A. *Products, including Publications (book), Innovation Planner™ cards and games, and Ideation family of innovation productivity software tools (TRIZSoft®)*
- B. *Services, including workshops/training and analytical services*

Ideation takes pride in committing to long term business partnerships with their customers. For that reason, it ensures that the customer's requirements and budget are well understood, and the deliverables and expectations are well defined. Ideation supports their products and nurtures their services until the results provide the customer's total satisfaction and full return on investment.

Publications

Ideation publications include the following books:

<i>An Introduction to TRIZ, the Russian Theory of Inventive Problem Solving</i> , by Stan Kaplan, Ph.D.	\$20
• <i>E-book</i>	\$15
<i>New Tools for Failure and Risk Analysis; AFD and the Theory of Scenario Structuring</i> , by Stan Kaplan, Ph.D., Svetlana Visnepolschi, Boris Zlotin, and Alla Zusman	\$35
• <i>E-book</i>	\$25
<i>And Suddenly the Inventor Appeared</i> , by Genrich Altshuller	\$40
<i>Solving Problems with TRIZ, an Exercise Handbook (Second Edition)</i> by Vladis Kosse, Ph.D.	\$50
<i>Directed Evolution – Philosophy, Theory and Practice</i> , by Boris Zlotin and Alla Zusman	\$75
• <i>E-book</i>	\$30
<i>Tools of Classical TRIZ</i> , compiled by Boris Zlotin and Alla Zusman	\$75
<i>How to Deal with Failures (The Smart Way): Anticipatory Failure Determination (AFD)</i> , by Svetlana Visnepolschi	\$75
<i>Hybridization: The New Warfare in the Battle for the Market</i> , by Val Prushinskiy, Gafur Zainiev, Ph.D. and Vladimir Gerasimov	\$40



<i>TRIZ in Progress</i> , compiled by Boris Zlotin and Alla Zusman	\$75
<i>Systematic Innovation: An Introduction to TRIZ</i> , by John Terninko, Alla Zusman, and Boris Zlotin	\$70

Innovation Planner™ Cards and Games

Innovation Planner Cards and Games include: \$95

- *160 cards*
- *User Guide*
- *Innovation Planner for Product Development*
- *Innovation Work Shop Example “Evolve It” game*

Note. New games will be available soon

TRIZSoft® Family

	Stand Alone	Network Pricing for 10 Users
Ideation Brainstorming, version 3.2	\$100	\$795
Knowledge Wizard®, version 2.9	\$1,000	\$8,000
Ideation Failure Analysis (IFA), version 2.9	\$2,000	\$16,000
Ideation Failure Prediction (IFP), version 2.9	\$2,000	\$16,000
Innovation WorkBench® (IWB), version 3.2	\$4,000	\$24,000
IWB “Trade-In” for an older version	\$950	n/a
Problem Formulator®	\$395	\$3,000
IP Software, annual lease price:		
• Invention Evaluation, 2 modules	\$5,000	“UPON REQUEST”
• Invention Enhancement, 3 modules, including:	\$10,000	“UPON REQUEST”
○ Module 1: Patent Circumvention		
○ Module 2: Patent Enhancement		
○ Disclosure Preparation		
Directed Evolution® DE software (with a project) annual lease price	*\$25,000	“UPON REQUEST”

Software Rental

Software	1 Month	3 Months	6 Months	Up to 1 Year
Knowledge Wizard®	\$100	\$250	\$350	\$500
Ideation Failure Analysis (IFA) or Ideation Failure Prediction (IFP)	\$200	\$400	\$700	\$1,000
Innovation WorkBench (IWB®)	\$400	\$800	\$1,000	\$1,500

Notes:

- All of the above TRIZSoft® family includes 1 year free technical support
- 3-year technical support is optional at 15% of the purchase price
- All software rental pricing is applied towards the purchase price when it is required
- Purchase of the software as a site license is available upon request



Special sets Innovation in a Box

Box 1: \$300

Software:

- Ideation Brainstorming
- Innovation WorkBench® for 3 months
- Knowledge Wizard® for 3 months

Publications:

- *An Introduction to TRIZ, the Russian Theory of Inventive Problem Solving*, by Stan Kaplan (E-book)
- *Directed Evolution – Philosophy, Theory and Practice*, by Boris Zlotin and Alla Zusman (E-book)
- *How to Deal with Failures (The Smart Way): Anticipatory Failure Determination (AFD)*, by Svetlana Visnepolschi

Box 2: \$500

Software:

- Ideation Brainstorming
- Innovation WorkBench® for 6 months
- Knowledge Wizard® for 6 months
- Ideation Failure Analysis for 6 months
- Ideation Failure Prediction for 6 months

Publications:

- *An Introduction to TRIZ, the Russian Theory of Inventive Problem Solving*, by Stan Kaplan (E-book)
- *Directed Evolution – Philosophy, Theory and Practice*, by Boris Zlotin and Alla Zusman (E-book)
- *How to Deal with Failures (The Smart Way): Anticipatory Failure Determination (AFD)*, by Svetlana Visnepolschi

Box 3: \$995

Software:

- Ideation Brainstorming
- Problem Formulator®
- Innovation WorkBench® for 6 months
- Knowledge Wizard® for 6 months
- Ideation Failure Analysis for 6 months
- Ideation Failure Prediction for 6 months

Publications:

- *An Introduction to TRIZ, the Russian Theory of Inventive Problem Solving*, by Stan Kaplan (E-book)
- *Directed Evolution – Philosophy, Theory and Practice*, by Boris Zlotin and Alla Zusman (E-book)
- *How to Deal with Failures (The Smart Way): Anticipatory Failure Determination (AFD)*, by Svetlana Visnepolschi
- *And Suddenly the Inventor Appeared*, by Genrich Altshuller



Product Discounts

- **Universities and educational institutes receive a 50% discount**
- **Quantity Discounts for Software Tools & Publications:**

Number of units	Discount, %
5 – 9	10
10 – 24	15
25 – 49	20
50 – 99	25
100 – 999	30
1,000 – 4,999	35
5,000 - 9,999	40

Ideation Services Overview

Ideation International Inc provides various services as follows:

- 1) One-day orientation in I-TRIZ and the Ideation Operating System for Innovation
- 2) Various project-based workshops related to Inventive Problem Solving (IPS), Anticipatory Failure Determination (AFD), Directed Evolution[®] (DE) and Intellectual Property (IP)

Note: Workshops participants receive completion certificates

- 3) Training with Classical TRIZ
- 4) Training with Thinking Tools
- 5) Analytical services in a think tank mode related to Inventive Problem Solving (IPS), Anticipatory Failure Determination (AFD), Directed Evolution[®] (DE) and Intellectual Property (IP).
- 6) Problem solving facilitation
- 7) Special IP services for universities

Workshops and training provided by Ideation are customized to fit objectives, requirements, and budget of an enterprise or an individual. To ensure complete customers' satisfaction, Ideation has created a structured process, which includes the following steps:

- 1) Non-disclosure execution; either customer's or Ideation's
- 2) Completion of the Innovation Situation Questionnaire[®] (ISQ[®]) for a challenging problem that has not been solved for at least one year
- 3) Preliminary evaluation of the ISQ[®] by Ideation's TRIZ scientists to ensure the problem is decipherable and/or suitable for training
- 4) Providing a quotation/proposal
- 5) Establishing an agreement that clarifies deliverables and customer expectations
- 6) Conducting the workshop, facilitating meetings with Subject Matter Experts (SMEs) or generating solution concepts (when working as a think tank)
- 7) Evaluation of concepts of solutions, selection of the concepts for implementation and developing the implementation plan
- 8) Following up throughout the implementation until the solution concept is successfully implemented



It is the belief of Ideation that what differentiates us from others is our commitment to the customer. This is exhibited in the way we nurture the entire problem solving process until the solutions are successfully implemented.

Workshops/Training

Workshops/trainings are available to individuals, and/or groups to a maximum of 20 participants. Each workshop is project based; i.e. the participants must complete Innovation Situation Questionnaire (ISQ[®]) prior to the workshop and after signing a non-disclosure agreement (steps 1 and 2 above). Each participant must have access to a computer. The workshop participants receive education (including detail introduction to the methodology and practice), software and books.

Upon the completion of each workshop and submission of a project, participant receives certification.

Workshops available as follows:

Name	Duration, days	Certification	Remark
Inventive Problem Solving	1	I-TRIZ IPS User	I-TRIZ Green Belt
Inventive Problem Solving	3	I-TRIZ IPS Practitioner	I-TRIZ Black Belt
AFD Failure Prediction	3	I-TRIZ AFD Practitioner	Prerequisite: IPS practitioner certification
AFD Failure Analysis	2		Advanced I-TRIZ Black Belt
Directed Evolution [®] (DE)	10	I-TRIZ Specialist	Prerequisite: IPS and AFD practitioner certifications
Intellectual Property (IP)	3		I-TRIZ Master Black Belt

Pricing

Pricing is available per individual or per group of 3 to 20 people. The basic price is set at \$1,000 per individual per day of training, plus the annual software price; coaching is optional. For over 4 participants from the same company, there are discounts available.

Training via Distance Learning is available upon request

Analytical Services

Ideation International Inc offers its think tank capabilities whereby its top TRIZ scientists together with Subject Matter Experts (SMEs) work on the most challenging technological dilemmas enterprises may face. Each potential project is carefully evaluated (see the steps 1 to 3 above). Preliminary analysis of the ISQ completed by SME(s) after execution of a non-disclosure agreement includes estimation of the scope of the project and the challenge solvability, and understanding the deliverables, expectations, and the timeline. Based on the analysis' results, a proposal is submitted, followed by signing the agreement (see the steps 4 and 5 above). The project price is subject to the budget of the enterprise and the complexity of the project; based on time and materials or a fixed price.

In addition to the above, Ideation has skilled facilitators that conduct problem solving sessions with the customer's SMEs. In such case, Ideation charges are based on the time and material.



Other Services Available Upon Request:

The “Entrepreneurs Grow on TRIZ” program, Six Sigma, Design for Six Sigma, SIT and the Theory of Constraints.

How to Order

By phone: 248-737-8854 or 248-613-3251

By FAX: 248-683-0119

By e-mail: zbarel@ideationtriz.com

By mail: Ideation International Inc, 32000 Northwestern Hwy, Suite 145, Farmington Hills, Michigan 48334

Payment in U.S. dollars can be made by check, money order, VISA, MasterCard, or American Express. Sales tax (Michigan addresses only) and shipping additional.



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Ideation International Inc.