



INSTITUTE OF PROFESSIONAL INNOVATORS



INNOVATION CERTIFICATION PROGRAM

**Establishing Best Practices,
Assuring Professional Results**



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EXECUTIVE OVERVIEW

The World's Premier Innovation Certification Program

Voice of Your Peers

DAIMLERCHRYSLER CORP.

General Theory of Innovation presents an absolutely new way to better understand ways to improve our product offering. Good job! I recommend the course to anyone interested in satisfying the customer.

Mark Clemons,
Senior Manager, Market
Measurement Research

EASTMAN KODAK CO.

Your approach to systems analysis of problematic situations, forecasting and innovation will soon form the basis of a new best practice here at Kodak. Already, I have been able to apply the GTI approach to forecasting to predict future trends in the Graphics printing business resulting in the generation of several truly novel product concepts. Thank you very much for your help!

William Y. Fowlkes
Operations Manager, Print-
ing Solutions Science and
Technology Center

Certification for Boosting Innovation ROI & Reducing Risk!

By being the first stage of any product (or service) lifecycle, innovation is greatly responsible for its future success or failure. Until now, the process of innovation was very difficult to control, which leads to its excessive randomness and risk.

To solve these innovation-related issues and help the firms identify individuals capable of consistently achieving the desired objectives, IPI is proud to present the world's first Innovation Certification program. Based on the General Theory of Innovation (GTI), our program enables the graduates to innovate on-demand, thereby increasing your firm's innovation ROI while reducing risks & costs! Finally, by applying GTI to your firm's real projects, the graduates will recoup your investment prior to the program end. **At IPI, we GUARANTEE your success!**

Your Benefits and Gains

Your participation in IPI's Innovation Certification program will enable achievement of the following results:

- Long-term competitive advantage.
- Capability to pinpoint High Yield / Low Risk™ Growth opportunities.
- A major boost in innovation ROI; substantially smaller expenditure, including people, time and money.
- Manageability of R&D; significant reduction of risk and uncertainty.
- An in-house network of professional innovators capable of producing desired results on-demand.
- The strategic capability to accurately forecast future strategic opportunities and threats.
- The strategic capability to accurately forecast the future of the market 's and customers' requirements.

Important Facts

The following facts constitute the **Unique Value Proposition** of our offer.

- IPI Innovation Certification Program is the first in the world.
- Our courses are science-based (GTI), which assures consistency of results, effectiveness of tools and robustness of the processes.
- We have created the General Theory of Innovation, so we have the expertise needed for your success.
- GTI is the only theory of innovation that can assess your innovation potential for success before the development activities start.
- To earn their certification, our students will have to succeed in applying GTI to your real projects.
- **IPI strictly adheres to the "Your satisfaction is guaranteed, or it is free" policy, so your risk is low.**



IPI'S INNOVATION CERTIFICATION PROGRAM Establishing Best Practices, Assuring Professional Results

WHY CERTIFICATION?

By being the first stage of any product (or service) lifecycle, innovation is greatly responsible for its future success or failure. Despite its vital role, innovation is not a well controlled process, which leads to high randomness and risk.

Clayton Christensen (HBS) states that only 24% of corporate R&D project are profitable. Phillip Kotler (Kellogg) shows that 80% of new consumer products fail. To reduce innovation-related risk and cost, establish innovation best practices and increase consistency of results, an innovation certification program is truly necessary!

DAIMLERCHRYSLER CORP.

The course has introduced a very logical process for predicting the future of the market and customers' requirements. It will change my framework for approaching, recognizing and solving issues. I would absolutely recommend it to others.

Joseph Veltri
Director of Marketing, Body-On-Frame Vehicles

THE CERTIFICATION BASIS: GENERAL THEORY OF INNOVATION

Building a high-quality innovation certification program, which contains true best practices and enables the practitioners to produce the desired results on-demand, is only possible if the certification program has a solid theoretical basis. After thorough consideration of multiple theories, methodologies and techniques, the General Theory of Innovation (GTI) was chosen as the IPI's Innovation Certification Program theoretical foundation.

GTI is a scientific theory that focuses on the relationships between a system (product, process, service, company, etc.) and its Environment (market, government, etc.), whose changes lead to the need for innovation. Historical analysis of the evolutionary processes of various systems, which represents a chain of innovations, clearly proves that the evolution proceeds in a predominant direction described with what is known as the Laws of Evolution. Knowledge of the laws enables the orderly solution of complex problems, accurate forecast of the evolution, and the creation of objective criteria for judging innovations, etc.

As a result of its scientific nature, GTI enables structuralization of the process of innovation through utilization of robust step-by-step processes with powerful tools. Additionally, GTI is a universal theory and is used to address issues of any industry, including those that are technology-based. Finally, GTI can be applied to business issues, ranging from creation of advantage to sustainable growth, and to technical issues such as creation of technological breakthroughs. All of these features are absolutely critical for the creation of a robust certification.

Since its creation in 1987, GTI has been rigorously tested under the "real-world" conditions and showed consistently successful results. Here is a partial list of companies that benefited over the years by utilizing GTI-based services:

The Aerospace Corporation (the US Air Force); AlliedSignal, Inc.; American Specialty Cars, Inc.; Black & Decker Corp.; The Boeing Company; DaimlerChrysler Corporation; Eastman Kodak Company; Evenflo Company, Inc.; Ford Motor Company; General Motors Corporation; Johnson Controls, Inc.; Johnson & Johnson Inc.; Life Fitness (a subsidiary of Brunswick, Inc.); NASA; Pilot Industries, Inc.; Rockwell International, Inc., and other fine firms.

For more details, please visit our website www.ipinetwork.com and/or contact us



VOICE OF YOUR PEERS

THE CHRYSLER GROUP OF DAIMLERCHRYSLER CORP.

High level insightful thinking. Very helpful. Develops and allows a fundamentally new way of analyzing customer input. Extremely well done! I absolutely recommend the course to others.

Ron Zarowitz, Senior Manager, Product Planning

General Theory of Innovation presents an absolutely new way to better understand ways to improve our product offering. Good job! I recommend the course to anyone interested in satisfying the customer.

Mark Clemons, Senior Manager, Market Measurement Research

GTI is all embracing excellent method, which incorporates many separate methodologies in a very effective way. This was really great. Really enjoyed it! Highly recommend to anyone responsible for product strategy and planning.

Julie Zona, Product Strategy, Chrysler Brand

GTI-based course is very useful and absolutely thought provoking. The majority of concepts are highly original and interesting. I will start using it right away to evaluate the projects in my portfolio.

Mary Neaton, Portfolio Manager, Product and Feature Strategy

EVENFLO COMPANY, INC.

The feeding and healthcare products group of Evenflo, Inc. faced a quite challenging market situation for one of its products in early 2003. Being in the very competitive field, any our attempt to improve the product interfered with competitors' patents. That is when we asked Mr. Greg Yezersky to help us come up with new product ideas.

In one month, Mr. Yezersky delivered up to a dozen of new product concepts. Not only were they patentable, but also a number of them represented principal advancements of our technology state of the art. A combination of these concepts with our own ideas satisfied all the system requirements, was quickly engineered, tested and is in the production right now. We are confident that we will be able to significantly improve our market position after introduction of this improved product.

We would like to acknowledge that our cooperation with Mr. Greg Yezersky has been a success, and we highly recommend services of Mr. Greg Yezersky to any organization striving to improve its product line, market share and ability to compete through application of the General Theory of Innovation, which he has created.

Ken Yee, Director of Engineering, Feeding & Healthcare

AMERICAN SPECIALTY CARS

General Theory of Innovation (GTI) provides interesting, deep and insightful perspective to more robust systems / product development and system oriented problem analysis and solution.

Greg Exner, Director, Product Development

Great course! ASC will continue to utilize these processes with our leadership. The application of the learned material to our system and solving the problem that was crucial to satisfying the customer's requirements is very useful. Thanks a lot!

Brad Garsko, Manager, Product Development



IPI INNOVATION CERTIFICATION PROGRAM REQUIREMENTS

Generic Requirements

- **MEMBERSHIP IN IPI.** An applicant must be an IPI member in good standing.
- **COMPLETION OF A NUMBER OF REQUIRED COURSES.** To qualify for the IPI Innovation Certification, an applicant must complete the courses that are required for the respective level of the certification.
- **APPLICATION OF THE ACQUIRED KNOWLEDGE TO THE REAL-LIFE PROJECTS.** To qualify for the IPI Innovation Certification, an applicant must successfully apply the knowledge to real-life projects.

Innovation Green Belt™	Innovation Black Belt™	Innovation Master Black Belt™
<ul style="list-style-type: none"> • PREREQUISITES <ul style="list-style-type: none"> ▪ Must agree with the IPI certification requirements • COURSES TO BE COMPLETED <ul style="list-style-type: none"> ▪ Analysis and solution of system-related problems. ▪ Forecasting the evolution of a system • PROJECTS TO BE CONDUCTED <ul style="list-style-type: none"> ▪ Analysis and solution of system-related problems. ▪ Forecasting the evolution of a system 	<ul style="list-style-type: none"> • PREREQUISITES <ul style="list-style-type: none"> ▪ Must be an IPI Certified Innovation Green Belt™ • COURSES TO BE COMPLETED <ul style="list-style-type: none"> ▪ Cost reduction ▪ Failure prevention ▪ Competitive patent analysis: patent circumvention (attack) and patent protection against circumvention (defense) • PROJECTS TO BE CONDUCTED <ul style="list-style-type: none"> ▪ Cost reduction ▪ Failure prevention ▪ Competitive patent analysis: patent circumvention or patent protection against circumvention (patent fence) 	<ul style="list-style-type: none"> • PREREQUISITES <ul style="list-style-type: none"> ▪ Must be an IPI Certified Innovation Black Belt™ • COURSES TO BE COMPLETED <ul style="list-style-type: none"> ▪ Strategic Innovation and other business applications • PROJECTS TO BE CONDUCTED <ul style="list-style-type: none"> ▪ Identifying business growth opportunities ▪ Creating sustainable competitive advantage • LEADERSHIP SKILLS <ul style="list-style-type: none"> ▪ Teach 5 Green Belt & 3 Black Belt Certification courses ▪ Sponsor and lead to successful certification 3 Innovation Green Belt™ and 1 Innovation Black Belt™ candidates

CPG INTERNATIONAL (Italy)

I am absolutely confident that what I have learned will greatly improve my capabilities .
Lorenzo Duroux, R&D Manager

ADAT (Italy)

For my professional objectives, I think it is the most interesting theory I have learned in my life. I am sure that the impact will be great!
Claudio Ongaro, Manager, Product Development

CENTRO "A.VOLTA" (Italy)

To people who keep asking me about what I did in Vinci for a week I answer that I've never appreciated a seminar so much as yours!
Matteo Baracani, Technology Manager



INSTITUTE OF PROFESSIONAL INNOVATORS

Strategic Innovation ▪ Innovation Certification ▪ On-Demand Innovation Capability

Innovation Green Belt™ Seminar Registration Form

The Seminar Future Dates

Check the seminar date you plan to attend

- Aug. 13-17, 2007 Detroit
- Oct. 22-26, 2007 Detroit
- Jan. 21-25, 2008 Detroit
- Apr. 14-18, 2008 Detroit

Attire

All events are business casual dress

The Hotel Information

Courtyard Marriott
 42700 Eleven Mile Road
 Novi, Michigan 48375 USA
 Phone: 1-248-380-1234
 Fax: 1-248-380-5699
www.novicourtyard.com

From the Courtyard's website

"Courtyard Detroit Novi is a Novi MI Marriott hotel that's close to just about everything. For shopping and entertainment, we're minutes from the Twelve Oaks Mall, Fountain Walk and Novi Towne Center. We're the Rock Financial Showplace Michigan hotel for business travelers and avid sport fans will enjoy the easy access to Total Sports, Novi Ice Arena and Compuware Arena. The Courtyard Detroit Novi also provides the services and amenities that offer an exceptional stay at a great value. Guest rooms feature a work desk with data ports and free high-speed Internet. You can start each day with an affordable, healthy breakfast buffet featuring eggs cooked to order. Workout in the fitness center, or unwind in the whirlpool and indoor pool."

The Certification Fee & Seminar Registration Policies

Certification Fee: \$10,000.00 per person. The fee includes:

- 5-day seminar (tuition, materials, daily continental breakfast, refreshments, and networking reception);
- 1-year unlimited coaching for 2 certification projects;
- One year of IPI's membership

Registration policy: To assure quality of education, the class audience is limited to 20 attendees. At IPI, we adhere to the "First come, first served" policy.

Cancellation policy: Those who cancel at least two weeks prior to the Seminar start date will receive a full refund.

No-Risk Guarantee: Your satisfaction is 100% guaranteed. If, by the end of the third day, you feel dissatisfied with the quality of this program, let us know. We will immediately and completely refund your certification fee.

REGISTRATION OPTIONS

Call: 248-381-1491

Fax: 248-715-6269

Mail: Institute of Professional Innovators
 35987 Charter Crest Road
 Farmington Hills, MI 48335

E-Mail: the following information to info@ipinetwork.com

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____

Email: _____

Method of Payment:

Check is enclosed (Payable to the Institute of Professional Innovators)

MASTER CARD VISA AMERICAN EXPRESS

Cardholder Name: _____

Card Number: _____ **Exp. Date:** _____



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ADDITIONAL SERVICES AND PROGRAMS

LIFE FITNESS, INC.

We were very skeptical at first about the General Theory of Innovation methodology. Today we are true believers based on real successes. Learning GTI also provided Life Fitness with internal capabilities to tackle difficult technical problems.

One of the major successes we had practicing GTI was finding an ideal solution for a wax nozzle-clogging problem that had plagued our high-end treadmills for years. Several solutions have been tried over the years, and none was successful due to cost or derivative problems associated with the solutions. By utilizing the learned concepts, we have developed the EverWax solution with almost zero implementation cost. As a result, we are in the process of applying for several patents. Thank you very much for your services!

Ken Yee
Manager,
Research Engineering

STRATEGIC INNOVATION SERVICES

Not all innovations are born equal! The research shows that only 24 percent of R&D projects (innovations) result in financial gain. However, there are very few innovations that are capable of moving the markets, changing a company's market share and providing long-term advantage and sustainable financial growth. These innovations are categorized as **Strategic**.

IPI's Strategic Innovation Services are designed to generate **sustainable competitive advantage and growth** for the organizations pursuing these goals through the creation of a Strategic Innovation Portfolio and/or enabling our Clients to accomplish the same goal independently.

ON-DEMAND INNOVATION CORPORATE CAPABILITY

IPI believes that your success and growth can be only sustained if your enterprise has the continuous capability for creating high-quality innovative solutions when they are needed. **The creation of this strategic On-Demand Innovation capability for your organization is the objective of this service.**

This service will strategically deploy GTI expertise (knowledge, tools, and skills) throughout your enterprise by creating an in-house corporate system of certified innovators (Innovation Green Belts™, Black Belts™, and Master Black Belts™).

After the service completion, the following applications will have been deployed:

- Addressing identified (known) challenges, including the analysis and solution of complex system-based problems.
- Identifying and addressing future (currently unknown) challenges, including:
 - Failure prevention in products and processes.
 - System evolution forecasting.
 - Competitive analysis of patents (patent circumvention and/or patent protection against circumvention: building patent fences)
 - Formulation of winning corporate strategies

The duration of a typical project varies (from 6 months to two years) depending on the scope of a specific project.

For more details, please visit our website www.ipinetwork.com and/or contact us