

# Concept Generation Continued

## Engineering Design & Manufacture Group

University of Bath, UK

### Theory of Inventive Problem Solving (TIPS/TRIZ)

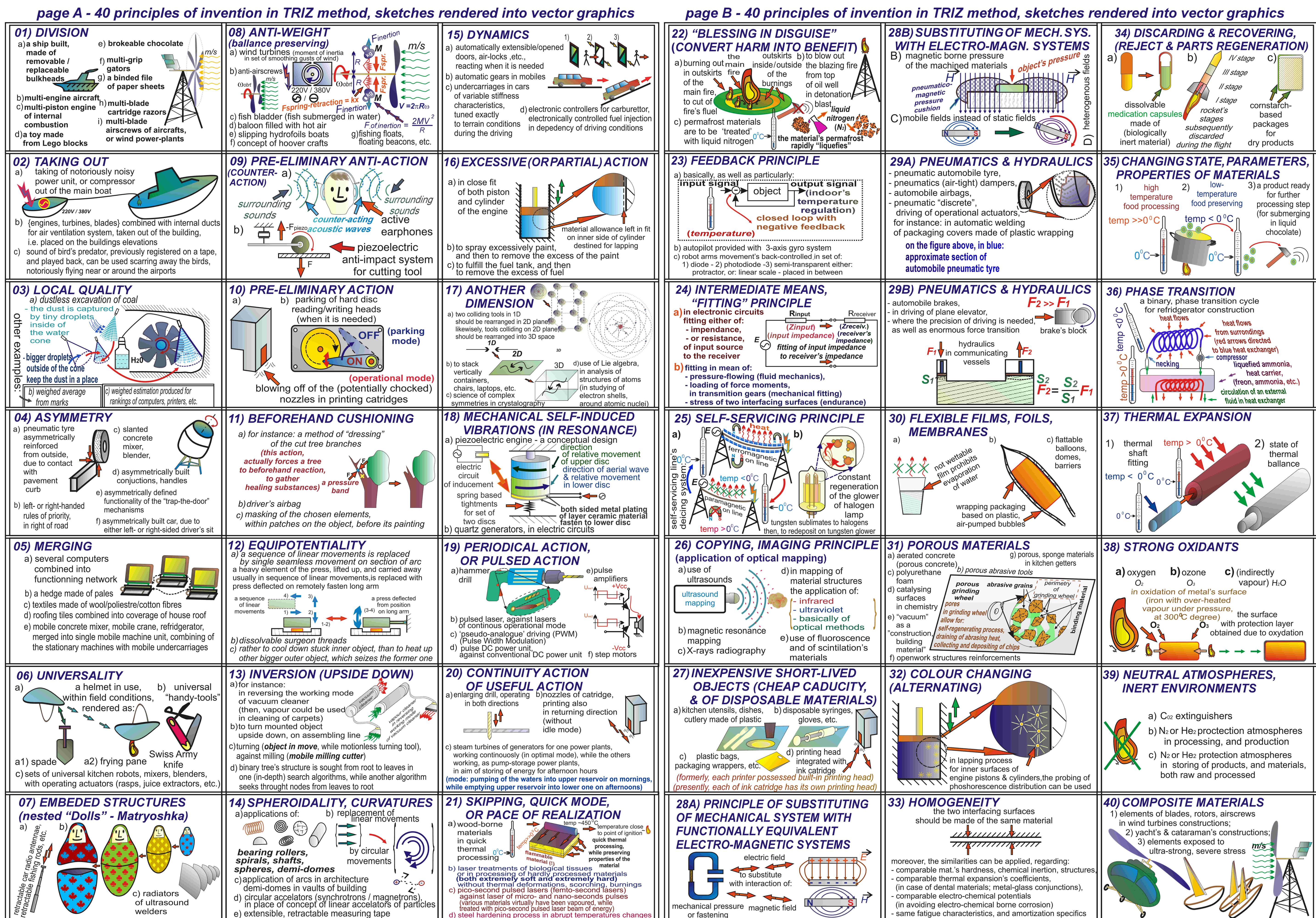


Fig. 1: 40 principles of invention

A technique of Engineering Creativity and Inventive Thinking in Problem Solving