

From The Ground Up

Your Guide to Starting An Education Corporation With Your Students

G. Grant



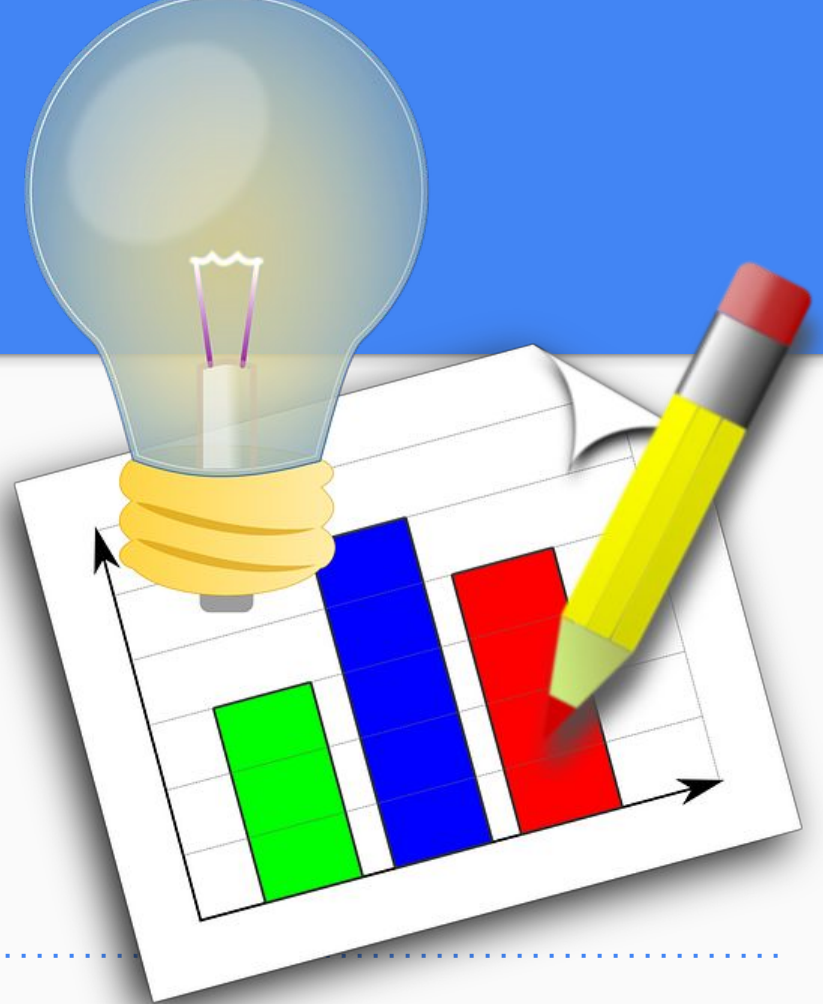
A laptop screen is shown in a dark, dimly lit environment. The screen displays a line graph with a blue line and a pie chart. The text 'SCAMPER Technique Changing Perspectives Adding Value' is overlaid on the screen in white. The text is arranged in three lines: 'SCAMPER Technique' on the first line, 'Changing Perspectives' on the second line, and 'Adding Value' on the third line. The background of the screen shows a line graph with a blue line and a pie chart. The text is centered on the screen.

SCAMPER Technique
Changing Perspectives
Adding Value

REinventing a Product

Sometimes you do not have to “reinvent” the wheel to come up with a great product.

Reinventing an existing product by changing, adapting, or improving it in a significant way will create a new product.



A close-up photograph of a person's hands using a compass to draw on a drafting table. The person is wearing a dark long-sleeved shirt. The background is blurred, showing some bokeh lights. The word "SCAMPER" is overlaid in large white letters on the left side of the image.

SCAMPER

The SCAMPER Technique is an acronym which provides many ways to improve/change an existing object in order to arrive at a new product.

Substitute

S - substitute a different material to improve function or appeal (ex:
make your phone out of rubber so it does not shatter when it falls)

Combine

C - combine. Add two existing objects together to create a dual function. (ex:
a spoon at the bottom of your straw-perfect for slurpees!)

Adapt

A - adapt. Slightly adapt the product so it can serve a more specific function. (ex: make a bicycle have a wider seat for heavier people)

Maximize or Minimize

M - maximize or minimize. Either enlarge or shrink the product to achieve a specific function. (shrink the iPhone, now it fits in a regular sized pocket)

Elaborate or Eliminate

E - elaborate or eliminate. Either add a design, or make the product simpler. (ex:
create patterned wallets or only black ones)


Reverse or Rearrange

R - reverse or rearrange –change the look of the product by redistributing the elements. (ex: make a water bottle with a spout on the side, or sneakers with laces up the back)

Substitute

Show the audience you anticipated their questions.

Leave room for Q&A, but use the Appendix as a way to show that you both thought about those questions and have solid answers with supporting information. Let the audience test their understanding of the problem and the solution you've outlined - questions give them a chance to talk themselves into your approach, and give you a chance to show mastery of the subject.

An aerial photograph of New York City at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city's lights are beginning to glow, and the Empire State Building is prominent in the center. The text 'Can You SCAMPER a Schoolbus?' is overlaid in white, bold, sans-serif font on the left side of the image.

Can You SCAMPER a Schoolbus?

Some Examples of How To SCAMPER a Schoolbus



Other Ways to SCAMPER

You can also make a product marketable without changing the base product, but by changing the **way** the product is marketed.

Some ways to accomplish this are listed here.

Change the Perspective

Market a bowl as a “haircut shaper”

Change the Pricing

Is it “bargain priced” or “exclusive”

Change the Value

Add value to the product by understanding the needs of your consumers



SCAMPER

A Common Item In Your World

Chose a flashlight, thumbdrive, or other common item and use the SCAMPER technique to identify multiple ways to change and improve it.

Come up with at least one idea for each letter in the acronym.