

The background is a dark blue grid. A vertical line is on the left, and a horizontal line is at the top. A horizontal line crosses the vertical line on the left, and a vertical line crosses the horizontal line at the top. There are also decorative corner elements: a small circle on the left vertical line and a small circle on the bottom right vertical line.

# Types of Idea Generators

Entrepreneurship 12

# Two Types

## ◆ Scamper

- Involves idea stimulating questions
- Applied to specific problem

## ◆ Part Changing

- Analyze different parts and changing one part innovatively

## ◆ Point of of all Idea Generators:

- Creativity doesn't have to be original
  - ◆ An idea, service, product can be an adaptation of something that already exists
    - Hairdressers that make house call
    - Grocery delivery

# S.C.A.M.P.E.R

- ◆ Substitute
  - Other ingredients /materials
- ◆ Combine
  - Purposes or appeals
- ◆ Modify /Minimize
  - Colour, shape, action
  - Smaller, thinner, less expensive, not as powerful
- ◆ Put to other uses
  - Other situations / settings
- ◆ Eliminate
  - Take away feature, ingredient, etc
- ◆ Reverse
  - Think of opposites, different roles, look at it upside down

# Part-Changing

- ◆ Break something into its parts
- ◆ Brainstorm alternate ways parts can be developed
  - Examples
    - ◆ Purple box
      - Shape
      - Colour
      - Material
      - Function
      - Size
    - ◆ Grocery Store
      - Location
      - Size
      - Design
      - Products
      - Service
      - Delivery
      - Employees