

ENTREPRENEURSHIP 110

INVENTION AND INNOVATION

[VIDEO ON CREATIVITY BY TIM BROWN](#)



SCAMPER

A tool that can be used to direct creative brainstorming

SUBSTITUTE - other materials, ingredients

COMBINE - blend, purposes or ideas

ADAPT - change one or more characteristics

MODIFY/MINIFY/MAGNIFY - try a new twist, change, add, improve, exaggerate, reduce

PUT TO OTHER USES - use in other situations, settings, markets

ELIMINATE - take away a feature, ingredient

REVERSE - think of opposites, different roles, look at it upside down, turn it backwards

BUSINESS PLAN ADDITIONS

Business Plan Task - Value_Mission Statements.docx

TASK #1: Value Statement...

1-3 sentences What is your business? What is special about it, powerful or unique?

A simple explanation that is focused and brief. Why are you creating this business or service? What is your audience? What is the problem that you are trying to solve or the solution that you are trying to come up with?

TASK #2: Personal Mission Statement...

A longer (paragraph) to one page that tells the story of how and why you became passionate about this idea. Helps the audience get to know you and care about your casual idea.

Attachments

Ent. 110 Unit 2 - Invention and Innovation.pptx

Business Plan Task - Value_Mission Statements.docx