

ENTREPRENEURIAL INNOVATION

BMBM4011

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



Session Objectives

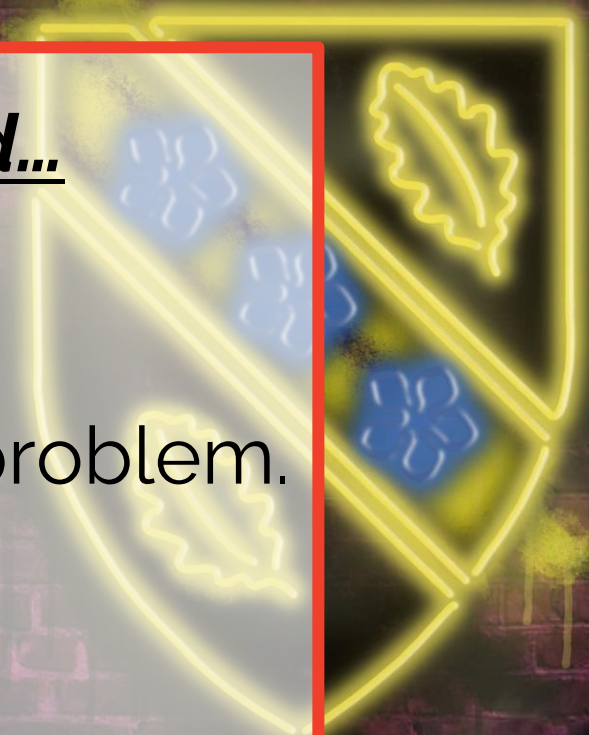
- By the end of the session you will:
Understand the structured brainstorming technique
known as

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



SCAMPER

- Most ideas aren't "invented", they're **mutated...**
SCAMPER is a mutation engine.
- It's designed to break the "*first decent idea*" problem.
- Works for:
 - Products - Services
 - Business models - Experiences
 - Processes - Content.



Generate volume first...
Judge viability later



Today's outcome...

At least 20 idea variants...

2 that you'd actually test...



The SCAMPER model

Seven perspectives to provoke creative solutions to challenging problems.

S

Substitute

Replace a part, material, or process with something else.

C

Combine

Join elements, ideas, or functions together in new ways – or find a new element you can merge with.

A

Adapt

Modify something to better suit a new purpose, person or context.

M

Modify

Enlarge, reduce, change the shape, or alter attributes. Can a small change have a big effect?

P

Put to another use

Rather than changing the thing itself, consider changing the context it exists in.

E

Eliminate

Remove elements, simplify, or pare down to essentials.

Is less more?

R

Reverse

Flip the script, re-order your priorities, invert cause and effect, and turn it all upside-down.

Substitute

- Swap ingredients, materials, people, channels, partners, locations, timing
- Replace “who” or “how” delivers the value
- Prompts: What can we replace to reduce cost, increase speed, improve trust?
- Example angles: substitute humans with tech, substitute tech with humans, substitute owned assets with rented
- Output rule: 3 substitutions minimum before you critique

Combine

- Combine features, steps, audiences, platforms, partnerships, revenue streams
- Bundle or hybridise, “two pains solved in one flow”
- Prompts: What two things are customers already doing separately that you can fuse?
- Watch-outs: complexity creep, combined doesn't mean bloated
- Output rule: create 2 “unlikely combinations” on purpose



Adapt

- Borrow patterns from another industry or context
- Translate, don't copy, "what's the underlying mechanism?"
- Prompts: What works elsewhere that would be novel here? What could we remix for our audience?
- Techniques: analogy mapping, competitor archaeology, "steal like an artist" (ethically)
- Output rule: adapt 1 idea from a totally different sector



Adapt

Modify (also Magnify / Minify)

- Change size, shape, intensity, frequency, aesthetics, tone, speed
- Magnify: make it premium, deeper, more intense, more specialised
- Minify: simplify, strip back, make it lightweight, more accessible
- Prompts: What happens if we make it 10x faster, 10x cheaper, or 10x easier?
- Output rule: produce 1 magnified and 1 minified version



Put to another use

- Find new users, new contexts, new outcomes, new jobs-to-be-done
- Same capability, different purpose
- Prompts: Who else has this problem? Where else does this solution fit unexpectedly?
- Great for sustainability-led innovation, reuse, repurpose, circular thinking
- Output rule: name 2 alternative user groups you hadn't considered



Put to
another use

Eliminate

- Remove steps, features, friction, decisions, costs, waiting, approvals
- The elegance move, subtraction often creates differentiation
- Prompts: What can we remove and still deliver the core value? What is the “minimum lovable” version?
- Methods: zero-based redesign, “if we had to do it with half the time/budget”
- Output rule: design a version with 50% fewer steps



Eliminate

Reverse (or Rearrange)

- Flip the sequence, reverse roles, invert assumptions, change the order
- Prompts: What if customers did the bit we do? What if we did the bit they do?
- Reverse pricing: pay later, pay what you want, subscription vs one-off
- Reverse access: invite-only, scarcity, staged access, freemium inversion
- Output rule: 2 reversals, one operational, one commercial

IDEA GENERATION

with the

SCAMPER

Technique



SCAMPER activity: 25-minute idea sprint...

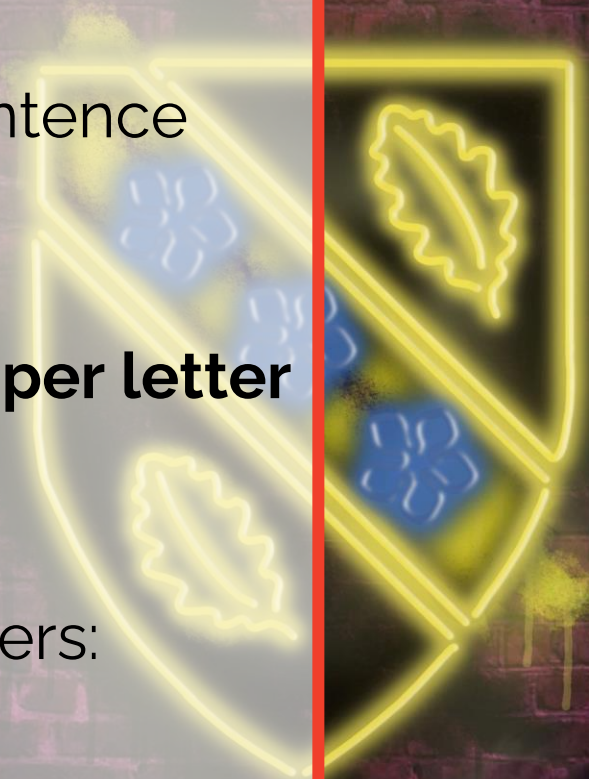
See Worksheet

Step 1 (5 mins): pick one venture concept, write a one-sentence value proposition

Step 2 (10 mins): run SCAMPER, generate at least **3 ideas per letter** (no judging)

Step 3 (5 mins): choose your top 3 variants using quick filters: desirability, feasibility, viability

Step 4 (5 mins): write one testable assumption for each top idea and a quick test method.



SCAMPER Final Thoughts/ Examples

- **Substitute:**

- streaming replaces physical media distribution,
- telehealth replaces in-person first contact.

- **Combine:**

- smartphone combines camera + phone + GPS + payment
- meal kits combine recipe + ingredients + convenience.

- **Adapt:**

- subscription models adapted into razors, software, and even food, loyalty mechanisms adapted from gaming



SCAMPER Final Thoughts/ Examples

- **Modify:**
 - “lite” versions for accessibility
 - premium intensification for niche communities
- **Put to another use:**
 - QR codes repurposed from manufacturing tracking to everyday consumer experiences
- **Eliminate:**
 - one-click buying, contactless payments, no-checkout retail concepts



SCAMPER Final Thoughts/ Examples

- **Reverse:**

- freemium models, "try before you buy"
- reverse auctions (tenders)
- crowdsourcing flips producer/consumer roles



THANK YOU!

Any questions?...

