E = Entrepreneurship
Discovery = Learning about being an entrepreneur
Challenge = Start a business and make money
Why E-Discovery

What is the BIG ?
E-Discovery Sections

- What is an Entrepreneur?
- Idea Development
- Team Work
- Sales Pitch
- Pricing Products and Services
- Market Research
- Marketing and Advertising
- Funding
SCAMPER

• SUBSTITUTE
• COMBINE
• ADAPT
• MAGNIFY OR MODIFY
• PUT TO OTHER USES
• ELIMINATE
• REVERSE
SUBSTITUTE – A Starbucks store manager played around with blending different beverages, substituting one for another until she came up with a concoction that today is known as the Frappuccino. They tested it with great success and today it is a ready-to-drink venture with Pepsi that has made millions.
SCAMPER

COMBINE – Think of the car industry. When you buy a new car it can come equipped with a TV, GPS, WiFi. Now we have different types of fuels that have been combined to meet stronger environmental standards and supposedly maximum efficiency.
ADAPT — In order to think originally, we must first familiarize ourselves with the ideas of others. Thomas Edison said, “Make it a habit to keep on the lookout for novel and interesting ideas that others have used successfully. Your idea needs to be original only in its adaptation to the problem you are working on.” New ideas and objects are based on many ideas that were already in existence.
ADAPT – Think of a movie theater. There are multiple theaters in one complex. If one movie is sold out, you are able to choose another without driving a distance. How has this concept been adapted today? Netflix – you can watch from home!
MAGNIFY OR MODIFY — Today we see toilet paper rolls that have been modified so they do not have the paper tube in the middle; therefore, creating less waste. Think how the ice cream cone has been modified over the years!
SCAMPER

PUT TO OTHER USES – You know the mesh bags that onions and fruit come in, well you can recycle them and take to the beach to use as you collect sea shells.
ELIMINATE – The original doughnut did not have a hole in the center. The centers were doughy and so someone poked a hole in the center with a fork and the problem was solved.
REVERSE – Legos: you can design your project online, Legos makes the parts (plus a few extras) and sends it to you to build. You start with the finished design and build it with the parts.
Results

- Teachers Trained
- Students taught
- New businesses started
Teacher Experience

- My experience
- Program can accompany curriculum
- Unique experience for students
- Application of learning targets of several subjects
- Important for students to have experience starting their own businesses
- Other teacher experiences
Questions?