

# El Método SCAMPER

CONTI - EMPRENDE  
CENTRO DE EMPRENDIMIENTO CONTINENTAL

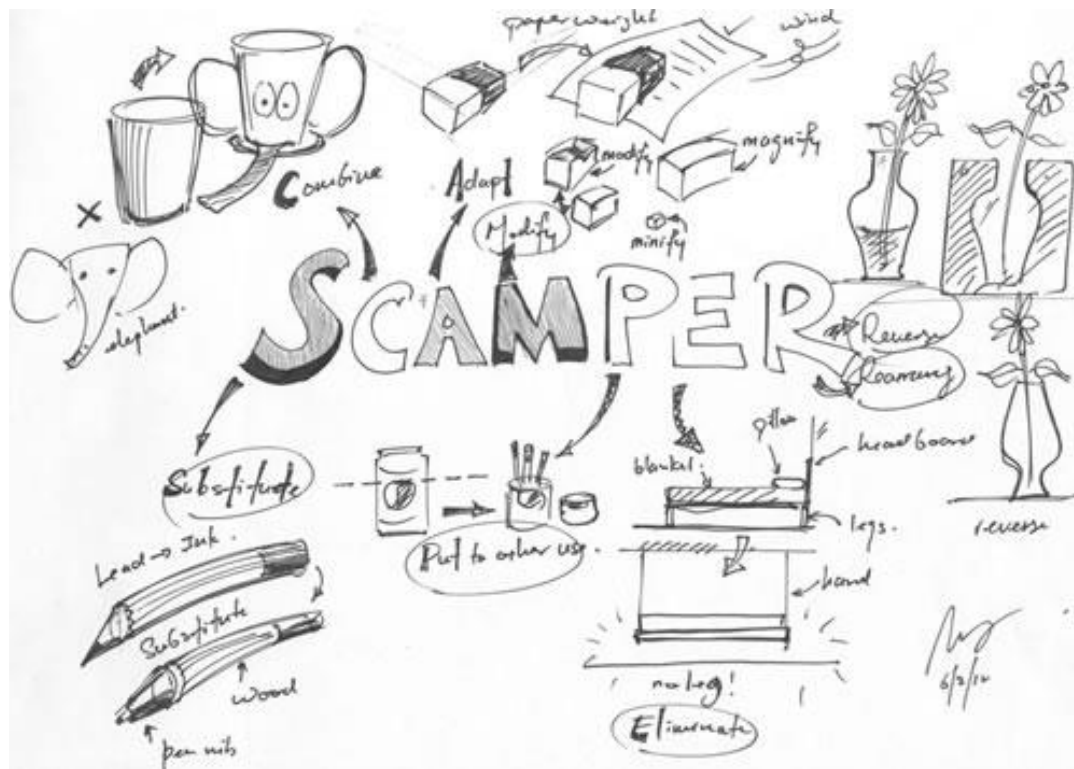


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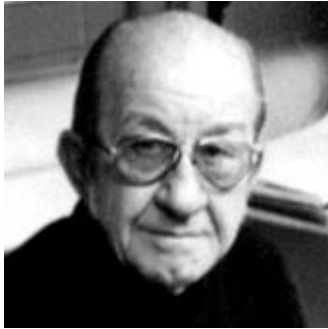
INSTITUTO  
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# ¿Quién y cuándo se creó?

**Bob Eberle**



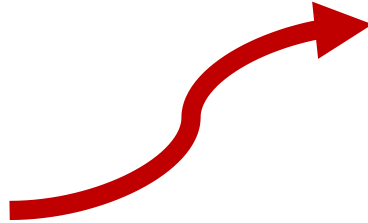
**Siglo XX**



**Alex Osborn**

# Objetivo

**Activar la  
creatividad**



**Innovación**

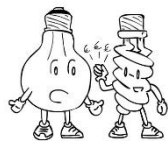




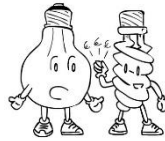
**S C A M P E R**

**Acrónimo de 7 palabras**

# SUSTITUIR



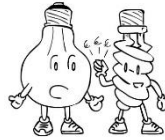
**S**USTITUIR



**C**OMBINAR



# SUSTITUIR



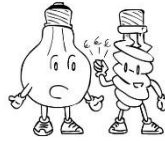
# COMBINAR



# ADAPTAR



**S**USTITUIR



**C**OMBINAR



**A**DAPTAR

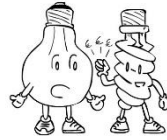


**M**MAGNIFICAR





**S**USTITUIR



**C**OMBINAR



**A**DAPTAR



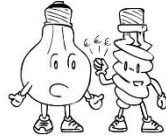
**M**MAGNIFICAR



**P**ROPONER OTROS USOS



**S**USTITUIR



**C**OMBINAR



**A**DAPTAR



**M**MAGNIFICAR



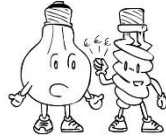
**P**ROPONER OTROS USOS



**E**ELIMINAR



**S**USTITUIR



**C**OMBINAR



**A**DAPTAR



**M**MAGNIFICAR



**P**ROPONER OTROS USOS



**E**ELIMINAR **X**

**R**REORDENAR



# Análisis externo de un producto



**S C A M P E R**

# Análisis externo de un producto



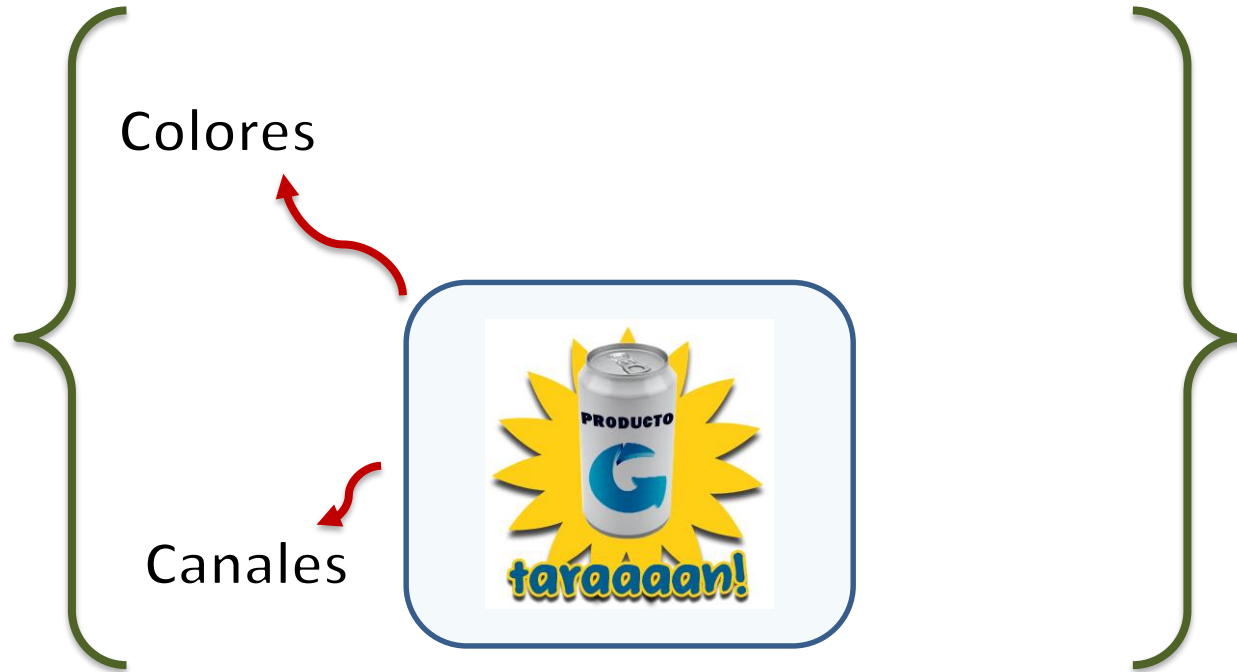
**S C A M P E R**

# Análisis externo de un producto



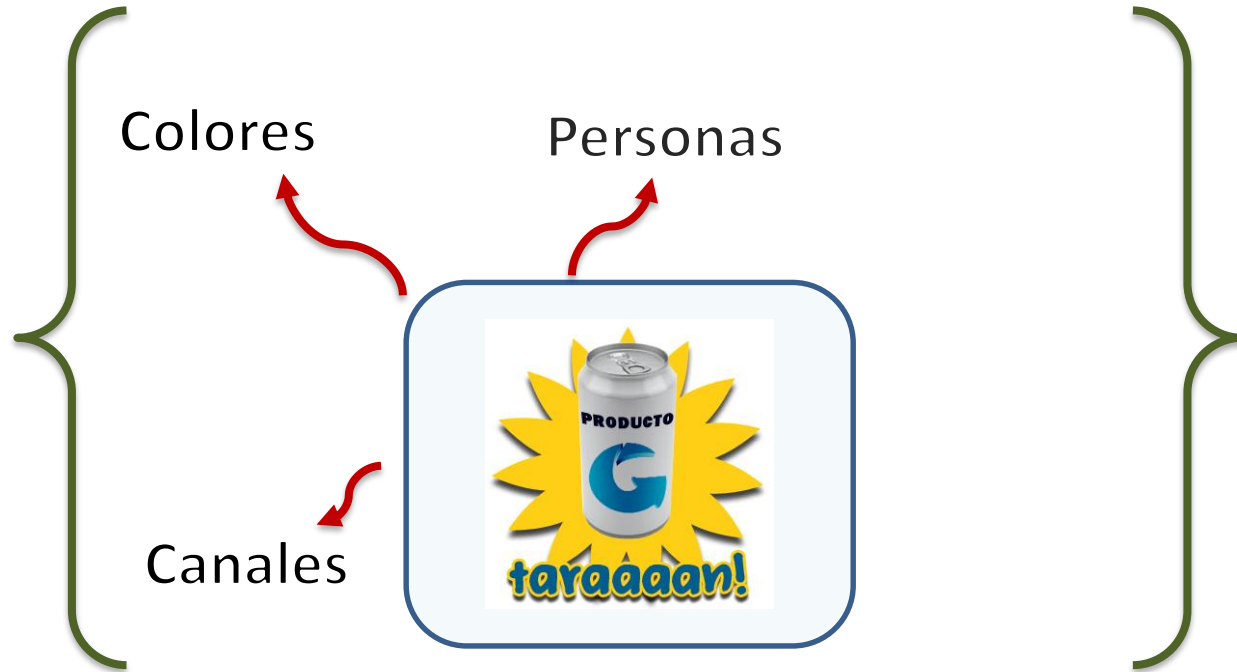
**S C A M P E R**

# Análisis externo de un producto



**S C A M P E R**

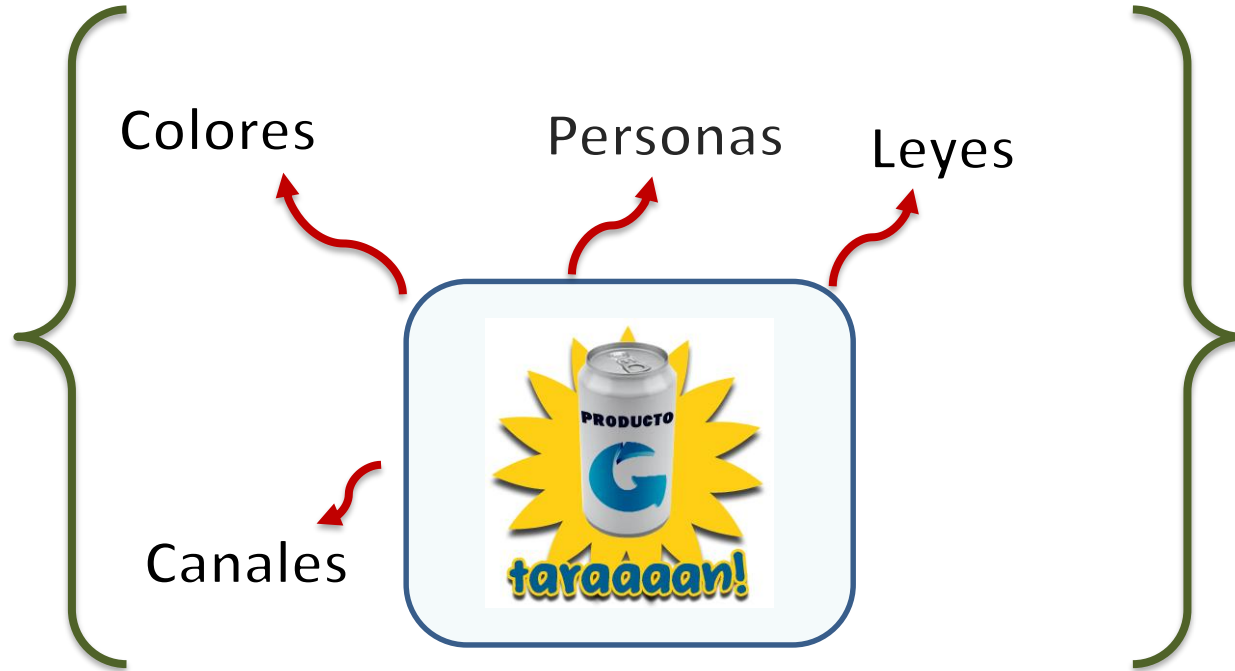
# Análisis externo de un producto



**S C A M P E R**

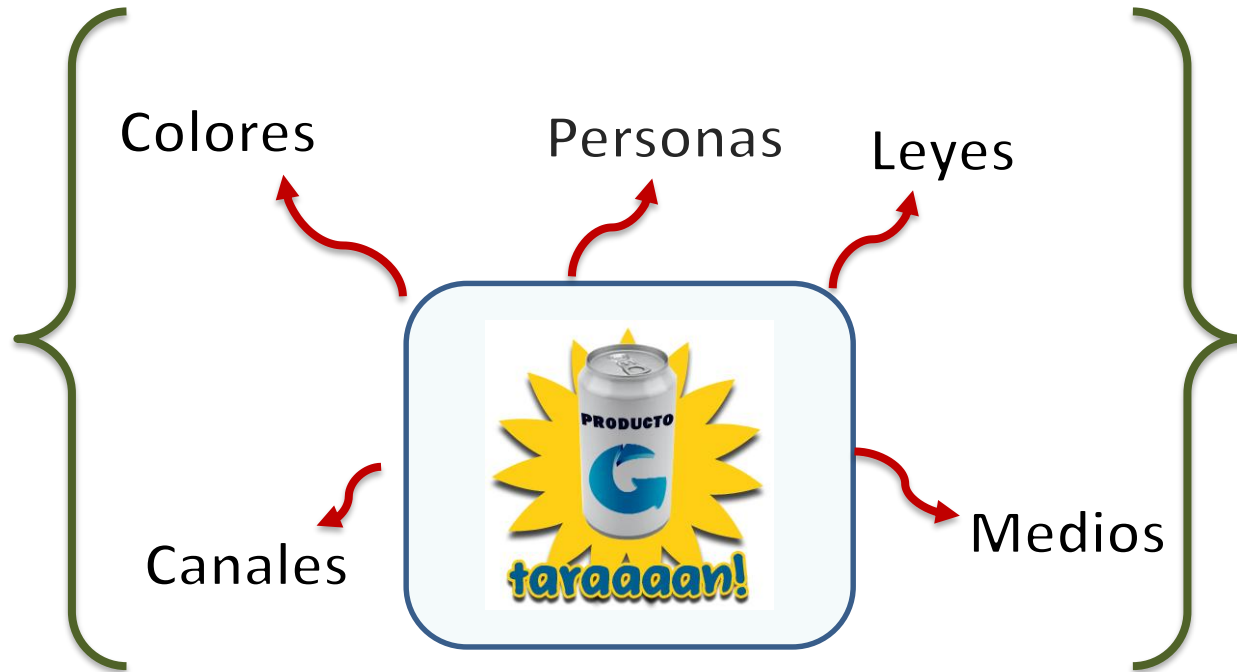


# Análisis externo de un producto



**S C A M P E R**

# Análisis externo de un producto



**S C A M P E R**



*¡ Muchas Gracias!*