

Challenge yourself and change the world: the story of the S'up spoon

Grant Douglas MBE

Cerebral Palsy Conference

3 October 2019

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A bit about me...

- Education
- Young Leadership Course – Oregon, USA
- Employment
- Church elder
- Hobbies



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S'up

My frustration ...

- Breakfast in bed
- The 'eureka' moment
- Frustrating and expensive research

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Discussion point...

What product frustrates you?

What product would you
redesign or invent?

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Got my own place ...

- Saved up a deposit
- Decided it was time ...
- Found a flat
- Boring breakfast
- Messy floors
- Frustrated but determined



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That idea ...

- ‘Make your million’ conversation
- Being introduced to 4c Design
- Meeting Mark
- ‘Wow, my idea is being taken seriously’

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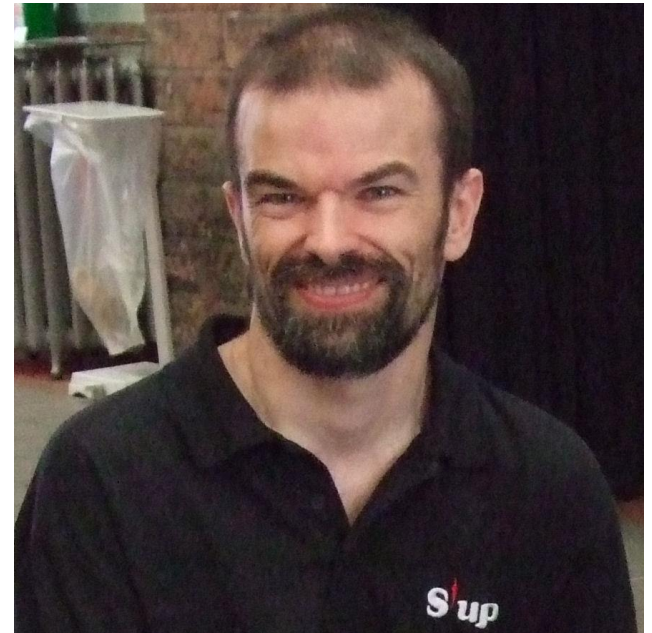


So we kind of, worked on that using various iterations of prototypes and sketches

What next?

- Big decision ...
- Prototype to product
- Crowdfunding
- Publicity ... but no success
- Turning a failure into success
- 4 private donors
- Company launched ...

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Grant Douglas
Chief Executive
S'up Products Ltd.



The S'up spoon goes on sale!

- Naidex ... April 2015
- The stand ...
- Apprehension
- Popularity
- 'I want a red one'



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TV coverage



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Awards

able
YOUR FAVOURITE DISABILITY LIFESTYLE MAGAZINE

koda
BLACKWOOD DESIGN AWARDS



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S'up

Museums

**COOPER
HEWITT**



V&A Museum of Design
Dundee

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A big surprise

- A letter arrives from The Cabinet Office addressed to 'G Douglas Esq.'
- I had been awarded the MBE for services to disabled people in the 2018 New Years Honours list
- My biggest challenge – Secrecy!
- Christmas Day lunch
- Another mention on The Last Leg
- Investiture – March 2018

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Current state of play

- Since 2015, approx. 4,000 spoons sold
- Estimated 3,000 people helped across the world
- Website orders from 25 countries
- All profits have been kept within the company
- Met with MSPs to try and get it 'into the NHS'
- Exciting news for today ...

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Thanks



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Today we proudly launch

Mini
S'up[®]



A Spoon for *Smaller* Shaky Hands
and children who are messy eaters

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S'up

Questions and Discussion

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