

Why interview Dane Scarborough and Überstix?



Dane Scarborough is an Überman with an Überheart.

Creative, passionate and involved are just a few of the many words to describe Dane Scarborough, the inventor of Überstix™. Überstix represents Scarborough's belief in imagination and commitment to community. Dane started Überstix back in 2005 with the dream that children would have a fun toy to construct and play with and that Überstix could be accessible to every kid on the planet from all economic backgrounds. Dane's hope was that a child with little money could buy just a few Überstix and use other items to expand their toy chest, rather than being forced to continue buying new products each time one project is finished.

Possible topics to interview Dane on:

• **Upcycling and the importance of going green**

Überstix is the first construction toy company to encourage kids to use recycled and existing products for a higher purpose- upcycling. A spoon becomes a catapult; a plastic bag is re-used as a sail; plastic bottles for flotation and weighted foundations; cups for support and ballasts; straws and paperclips for connection points or ice cream sticks to create strong buildings taller than yourself. Überstix teaches people a way to give new life and new meaning to items that otherwise would be discarded and they return value to items that we might consider "worthless."

• **More value for less money**

Given our current economic situation, it's more important to ever to highlight great gifts for a lower price point with exceptional play value. One thing that sets Überstix apart from other toys is the issue of cost. Überstix strives to let kids from all economic backgrounds be able to afford the toys. Überstix are great because kids can constantly add to their designs, the possibilities are endless! Upcycling also allows kids to get bigger models for less money and that's another plus for parents.

• **The future of construction toys**

Überstix eliminates the creative restrictions of most other construction toys. Play value should not end with the creation —gliders should fly, PirateShips should float, dragons should move. Überstix are designed to work with all major build systems on the market including Lego®, K'NEX®, Erector®, Zoobs®, Zome®, Tinker Toys® and Mega Blox® among others so that kids can build with parts they may already have with unlimited creativity.

• **Toys that build a family connection**

Überstix let's families have fun and learn at the same time! Dane created a product that is family-oriented and initiates substantive and meaningful dialogue between kids and their parents. With Überstix, people are not only building a toy, they are building a connection.

• **Becoming a successful entrepreneur and inventor**

Going up against major companies in the toy industry was not a small or simple task. Dane changed the way people thought about construction toys. Dane is also great at making anyone think like an inventor.

