

## SCAMPER strategy

<b>S</b>	<b>Substitute</b>	What materials, process or resources can you substitute? What other product(s), materials could you use? What rules could you substitute? What or who can be used instead? What other ingredients, place, time, power, or approach can be used?
<b>C</b>	<b>Combine</b>	Combine purposes or objectives. How could you combine talent and resources to create a new approach? What materials, features, processes, people, products, or components can be combined?
<b>A</b>	<b>Adapt</b>	Is there anything that can be changed? What else is like this? What could be copied?
<b>M</b>	<b>Modify, Magnify, or Minimize</b>	How could you adapt or readjust a product to serve another purpose or use? Who or what could you emulate? What other products or ideas could you use for inspiration? Can you change the meaning, color, motion, sound, smell, form, or shape? Can you distort it?
<b>P</b>	<b>Put to Other Uses</b>	Are there new ways to use or reuse an item? Can a solution be used for multiple uses? Can solutions behave differently in different settings?
<b>E</b>	<b>Eliminate</b>	How could a factor be streamlined or simplified? What features, parts, or rules could you eliminate? What could be understated or toned down? How could you make something smaller, faster, lighter, or more fun? Can you reduce time, effort or cost? Can you remove part of the item?
<b>R</b>	<b>Rearrange or Reverse</b>	Can you interchange components or patterns? Can you change the pace or schedule? What would happen if you reversed factors or sequenced things differently? What if you try to do the exact opposite of what you're trying to do now? What components could you substitute to change about the existing situation? What roles could you reverse or swap?