**SCAMPER**

**7 steps to reimagine a product, a service, a process, your business**

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| **Substitute** |  |
| **Combine** |  |
| **Adapt** |  |
| **Modify/Magnify** |  |
| **Put to another use** |  |
| **Eliminate** |  |
| **Reverse/Rearrange** |  |