



# S- Substitute

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## Helper Questions

- What materials or resources can you substitute or swap to improve the product?
- What other product or process could you use?



## Trigger Words

alternate, colorize, exchange, fill in for, locum, proxy, relieve, rename, repackaging, replace, reposition, reserve, shape, stand in for, surrogate, swap, switch, take the place of



# C – Combine it with something else

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## Helper Questions

- What would happen if you combined this product with another, to create something new?
- What could you combine to maximize the uses of this product?
- What materials could be combined?



## Trigger Words

amalgamate, become one, blend, bring together, coalesce, come together, commingle, conjoin, fuse, intermix, join, link, merge, mingle, mix, package, relate, unite



# A- Adapt something to it

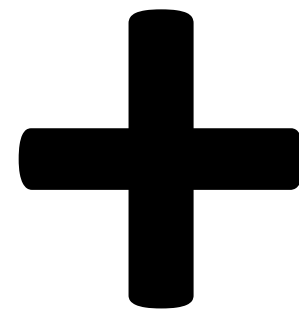
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## Helper Questions

- What else is like it?
- Is there something similar to it, but in a different context?
- What could I copy, borrow or steal?
- What ideas could I incorporate?
- What ideas outside my field can I incorporate?

## Trigger Words

acclimatize, adapt oneself, adapt, adjust, alter, amend, become accustomed, bend, change, conform, contextualize, copy, emulate, fit, get a feel for, get used to, incorporate, make suitable, match, modify





# M- Modify/Magnify/Minify it

## Helper Questions

- What if we made it smaller or larger?
- What if we made it higher or shorter?
- What if we change the meaning, colour, motion, sound, odor, form, or shape?





# P- Put it to some other use

- What else can this be used for?
- Can you use this product somewhere else, perhaps in another industry?
- Who else could use this product?
- How would this product behave differently in another setting?
- Could you recycle this product to make something new?



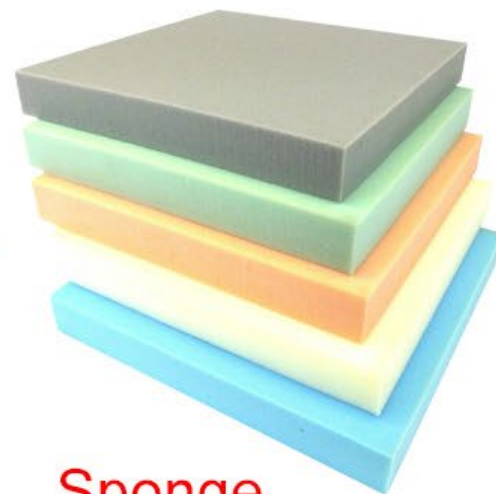
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Used refrigerator

Wheel

Cloth

Sponge

Sofa

# E- Eliminate or elaborate

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## Helper Questions

- How can I simplify it?
- What parts can be removed without altering its function?
- What's non-essential or unnecessary?
- Should I split it into different parts?



**Eliminate**

reverse gear

**360°**

**rotating**

**Cabin and wheels**

## Trigger Words


abolish, control, curb, destroy, disregard, do away with, eradicate, exclude, excrete, expel, exterminate, get rid of, reduce, reject, remove, restraint, restrict, shorten, simplify, temper, throw out, tone down





# R- Rearrange/reverse it into something else

## Helper Questions

- What would happen if you reversed this process or sequenced things differently?
- What if you try to do the exact opposite of what you're trying to do now? 
- What roles could you reverse or swap?
- Push or pull?

## Trigger Words

adjourn, annul, back up, change the date, change, delay, drive backward, go backward, invalidate, invert, move backward, move, overturn, postpone, put off, quash, readjust, rearrange,







## CONTACT US

3rd Floor, The Catalyst  
Silicon Avenue, Cybercity  
Ebene 72201  
Republic of Mauritius  
T: (230) 467 7700 F: (230) 467 3838  
E: [npccmauritius@intnet.mu](mailto:npccmauritius@intnet.mu)  
[www.npccmauritius.org](http://www.npccmauritius.org)

