

## EMBRACE THE REMIX

The goal of this exercise is to explore how combinations of existing products, services, and ideas can yield interesting new combinations. This is a group exercise that will take approx. 10 minutes.

1. One person chooses a noun from List 1, another person from List 2
2. As a group, see if you can combine these words to create a new product, service, or idea.
  - *For example, phone + shoe might yield a soft rubber phone case, taking the cushion and protection of a running shoe with the form factor of a phone. Or, phone + shoe might be an app that allows you to take a picture of a strangers' kicks and buy them online.*
3. Repeat! Have two people choose two new words, and see if you can get an interesting remix. Don't (just) pick words based on whether they seem to fit. Sometimes the most interesting combinations are the least expected!
4. See if you can get at least 7 interesting combinations.

List 1	List 2
Uber, Library, Flying drone, Lamp, Wikipedia, Venmo, Rinder, Printer, Television, Olympics, Blue Apron, Daycare, Concierge	Shoe, houseplant, burrito, scooter, power tools, resume, house pet, music, a favorite book, fitbit, hotel, handwritten letters, college degree, alarm clock

	Pair	Description
1	shoe-phone	<i>A soft phone case that protects a phone like a shoe protects your foot.</i>
2		
3		
4		
5		
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10		