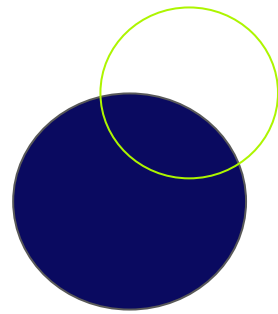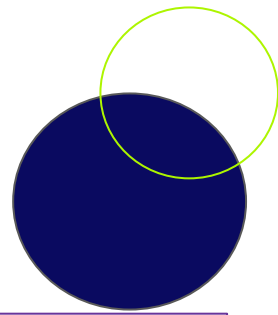# Student KNOtebook

[Replace with Your *First Name]

*If you are planning to share your KNOtebook with a mentor, please do not include your last name.

How to use Your Student KNOtebook

1. The purpose of this KNOtebook is to help YOU keep track of information, jot down your ideas, and document your process.

2. It will **NOT** be collected by KnoPro, but your teacher may want to see it.

3. You'll see the Student KNOtebook prompts in the Challenge. Look for ✏️.

4. Feel free to make a copy of (duplicate) any slides if you need more space.

5. You will select ONE of three types of solutions: **Product**, **Business**, or **Campaign**. There's no need to do all three! You'll create a final pitch to share your amazing ideas!
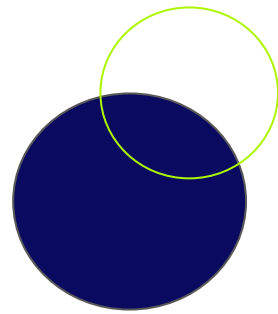
Table of Contents

Explore	Focus	Imagine	Create
Product Design Brief	Business Idea	Marketing Plan	Pitch
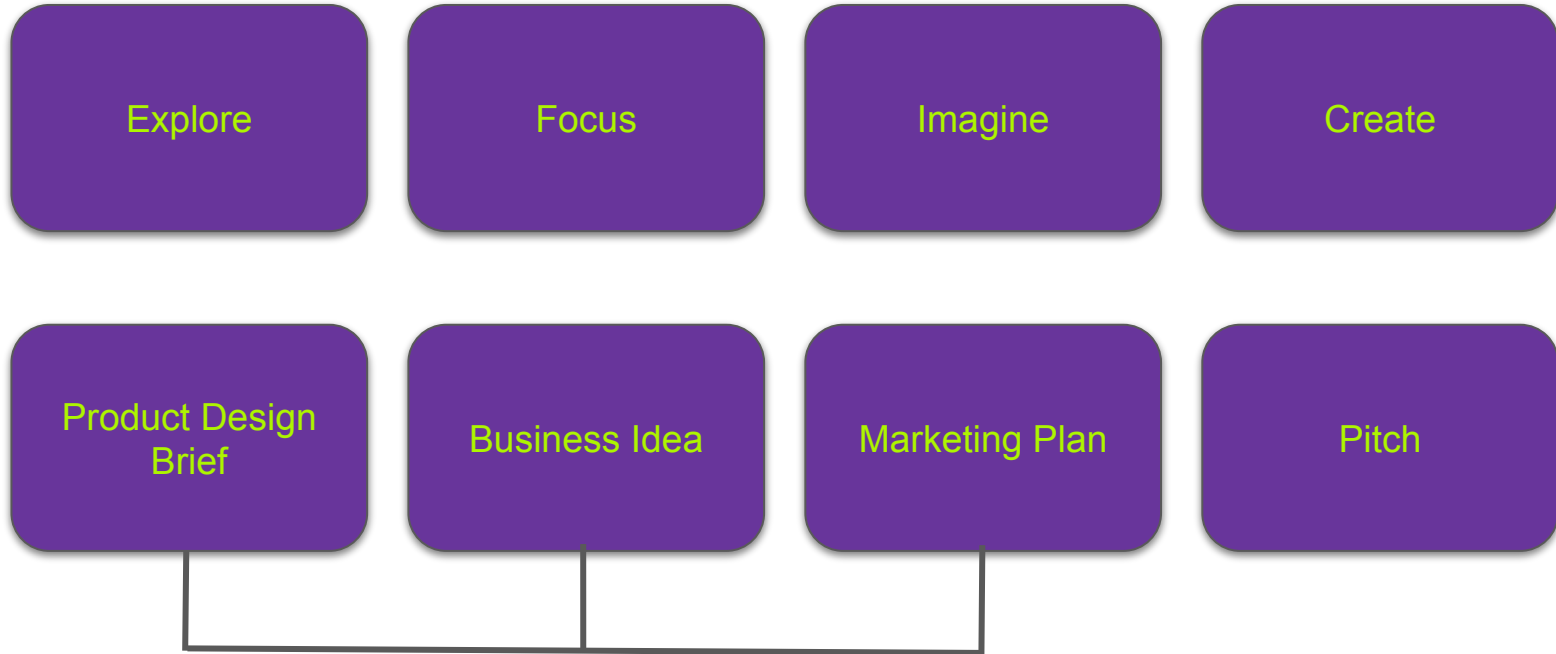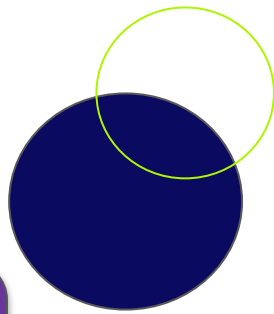
Pick ONE of these options- you do not have to fill out all of these sections.

Explore

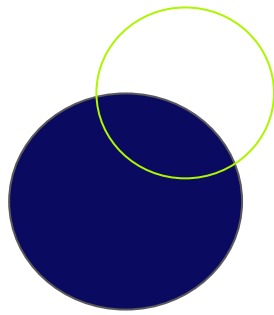In the Explore Phase of the KnoPro Challenge, you learn all about the issue and become an expert on the topic.

What's the Problem?

As you watch the videos, make notes of any vocabulary terms that you didn't know and jot down anything you'd like to remember about environmental issues. Start to consider how AI might help solve these problems.
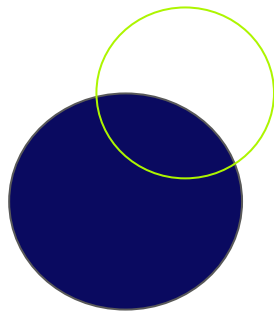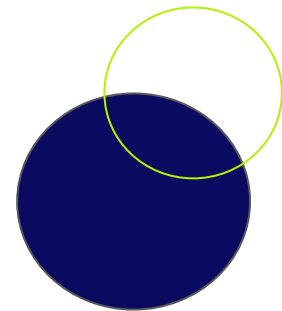
Environmental Justice

What are some environmental injustices? In many instances, we may not even realize these injustices. What was surprising to you?

AI Solving Complex Problems

How do you think AI can contribute to solving complex environmental problems that humans have been unable to address effectively?
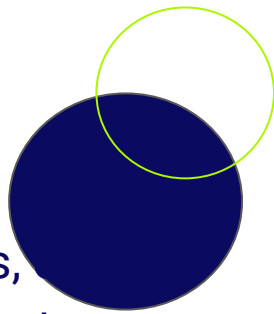
Fashion, Food, Plastics

Your Choice

As you move into this next section pick an area you would like to learn more about. You do not have to look at all three areas.

Fashion, Food Waste, or Plastic Pollution

You'll choose one topic to go deeper and come up with a product, business, campaign solution. Which of these topics (or another of your choice) interests you? Explain why and any initial ideas you have to address the problem.
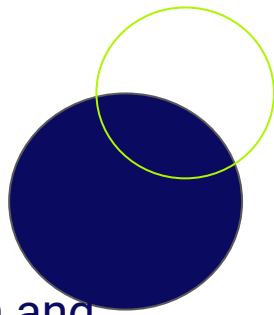
AI Examples

Can you think of a way to use even just ONE of the examples above in a new business, product or marketing campaign? Something that could make a big difference? Or maybe remix the solutions above with your own bold ideas? Stay tuned, we'll come to that in a minute!
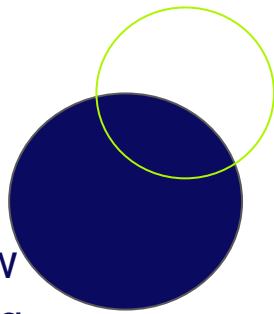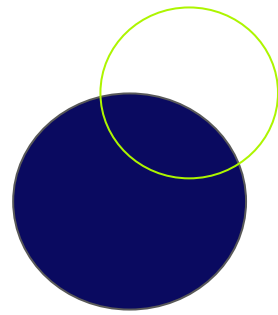
AI Opinion

In your opinion, what role should young people play in driving the adoption and development of AI technologies to combat climate change?
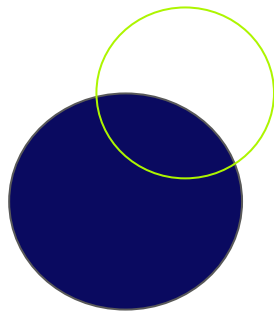
KNO what and who you want to address

FOCUS

Focus

In the Focus Phase of the KnoPro Challenge, you narrow down the issue and come up with your Big Question that you'll use for brainstorming a solution.

Insight Statements

Take a photo of, a screenshot, or add a link to the work that you did to organize your research.
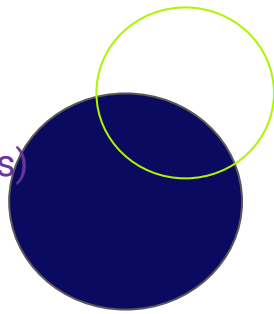
Write your insight statements. What important ideas have you uncovered?

1.

2.

3.

Select Your Big Question (it's a good time to ask a mentor about your ideas)

Write your top three questions.

1.
2.
3.

What is your **Big Question**?

User Persona (replace the gray text with your words. YOu may want to copy this slide and create more user personas)

[Insert Name]

[Insert Age]

[Insert Gender]

Replace image

About *{where does the person live? With who? Family structure? Community? Work experience? Hobbies? Level of education? Social media usage?}*

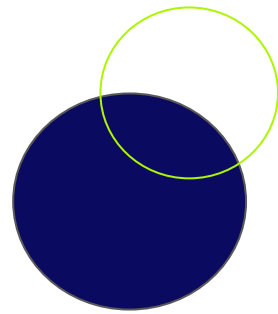**Goals** *{What does this person want, short term and long term?}*

Needs *{What does this person need that would help them?}*

Pain Points *{What challenges and frustrates this person?}*
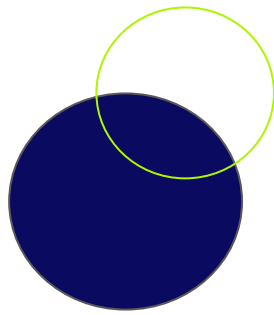
PROpose a variety of solutions

IMAGINE

Imagine

In the Imagine Phase of the KnoPro Challenge, you brainstorm a LOT of solutions to your Big Question and then decide on one solution to pursue.
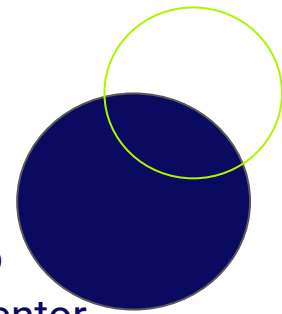
Document Your Brainstorming

Take a photo of, a screenshot, or add a link to your brainstorming work.

Top 3 Ideas

For your team's top three ideas, title each and write a summary for a mentor/peer to review. Change the template, if it does not work with your idea. Then, put it in the Mentor Feedback area. [replace the gray text with your words]

Idea 1: It's a *[describe what it is: a program, an app, a campaign, an event, a product, etc.]* to address the problem of *[explain the problem]* because *[identify the user group]* need a way to *[describe the user need that the concept addresses]*.

Idea 2: It's a *[describe what it is: a program, an app, a campaign, an event, a product, etc.]* to address the problem of *[explain the problem]* because *[identify the user group]* need a way to *[describe the user need that the concept addresses]*.

Idea 3: It's a *[describe what it is: a program, an app, a campaign, an event, a product, etc.]* to address the problem of *[explain the problem]* because *[identify the user group]* need a way to *[describe the user need that the concept addresses]*.
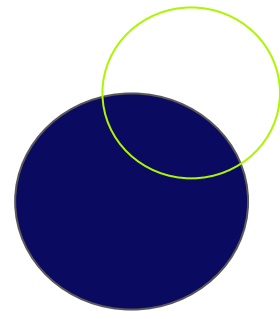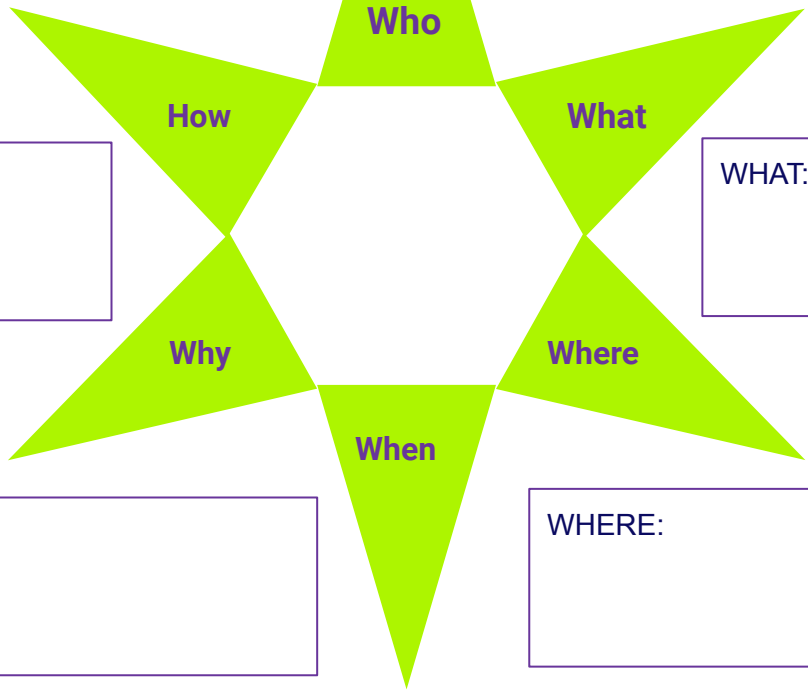
Starbursting
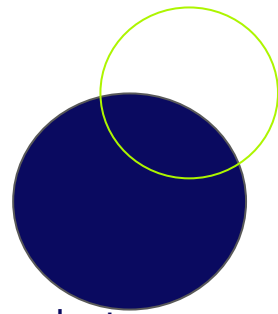
HOW:

WHO:

Who

How

What

WHY:

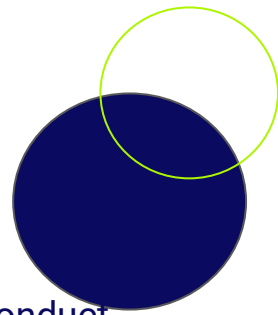WHAT:

Why

Where

When

WHEN:

WHERE:

SWOT Analysis: Idea #1

Conduct a SWOT analysis for **each of your three ideas**. Use whatever method you would like to conduct your SWOT Analysis: verbally, in chart form, listed, etc. We've provided three of the same slides for each of your three ideas.

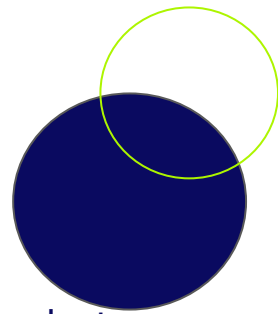| STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

SWOT Analysis: Idea #2

Conduct a SWOT analysis for each of your three ideas. Use whatever method you would like to conduct your SWOT Analysis: verbally, in chart form, listed, etc. We've provided three of the same slides for each of your three ideas.

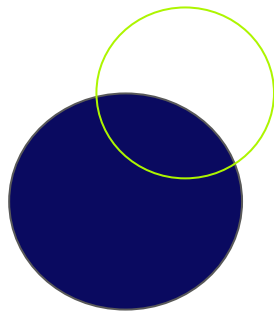| STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

SWOT Analysis: Idea #3

Conduct a SWOT analysis for each of your three ideas. Use whatever method you would like to conduct your SWOT Analysis: verbally, in chart form, listed, etc. We've provided three of the same slides for each of your three ideas.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Create

In the Create Phase of the KnoPro Challenge, you'll select the type of solution you want to create and develop prototypes of your idea. Choose **ONE** of the following to plan your project. Then, get ready to CREATE it!!!
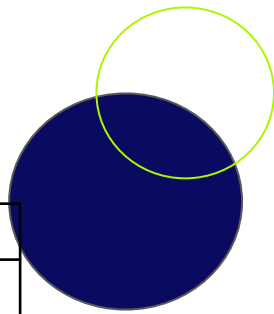
Product Design Brief

Business Blueprint

Marketing Plan

Design Brief

Google Doc Design Brief

Team Members	
Product Name	
End Users	
Problem Statement	
Design Statement	
Constraints	
Deliverables	
Resources	

Next Slide

Business Blueprint

Business Name	
Customers	
CREATE VALUE	
Offer	
Value Proposition	
CAPTURE VALUE	
Revenue Model & Price	
Costs	
DELIVER VALUE	
Channel	
Partners	
Deliverable(s)	
Resources	

Marketing Plan

Google Doc Marketing Plan
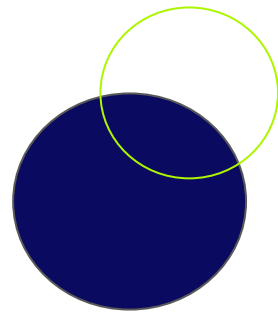
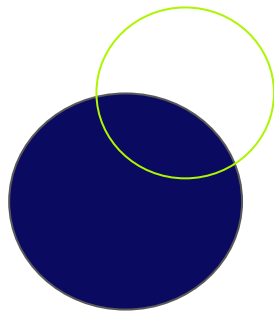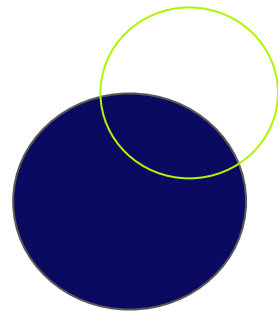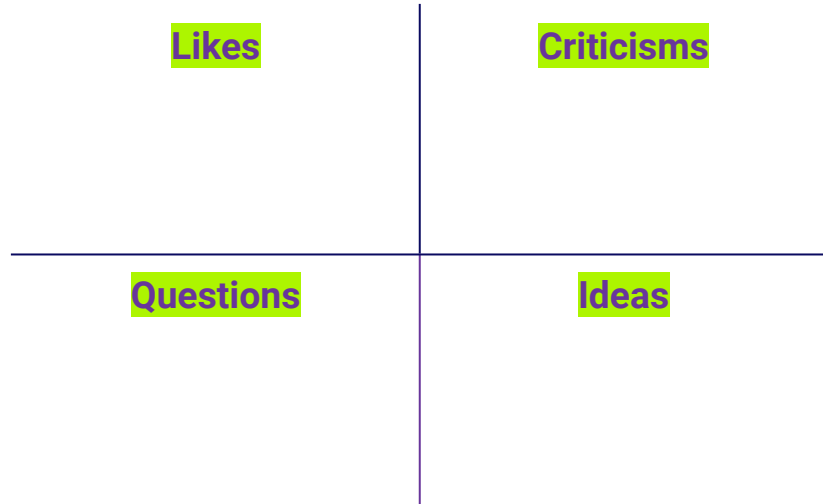|	
Campaign Name	
Goal	
Audience	
Influencers	
Message	
Action/Strategy	
Resources	

Next Slide

CREATE

Document Your Prototypes

As you prototype your ideas, add photos, screenshots, or links to your student KNOtebook.

Get Feedback (use for feedback - modify this slide)

Feedback Capture Grid

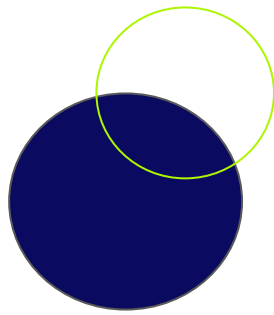| Likes	Criticisms
Questions	**Ideas**

I Like, I Wish, What If

I like…

I wish…

What if…

Insert link to survey:
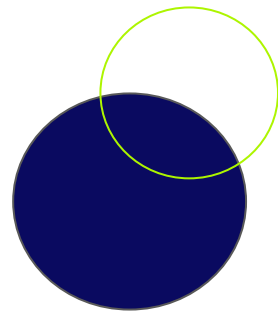
Get Feedback: Prototype Changes

Based on your feedback, what changes do you plan to make. Continue to document your prototype with sketches, photos, etc.
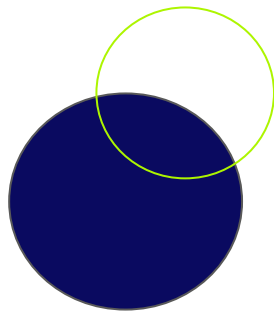
Show what you KNO!

PITCH

Pitch

In the Pitch Phase of the KnoPro Challenge, you create your 3-5 minute video pitch for the judges! Do your best work!
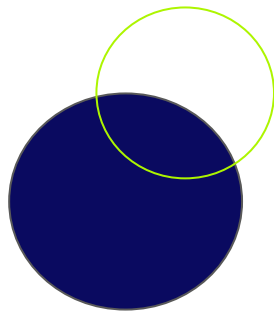
Reflect on Pitch Techniques

What makes the videos stand out? What makes them compelling? Record techniques that you think work well and that you may want to use when creating your video pitch.

Pitch Storyboard

[add your link to your pitch storyboard or script]

Pitch Video + Reflection

[*Add your Pitch link*]

What did you learn about yourself during this process?

What new skills did you learn that you will use in your future?

What was your toughest challenge that you were able to overcome?

If you could do this all over again, would you have solved the challenge a different way?