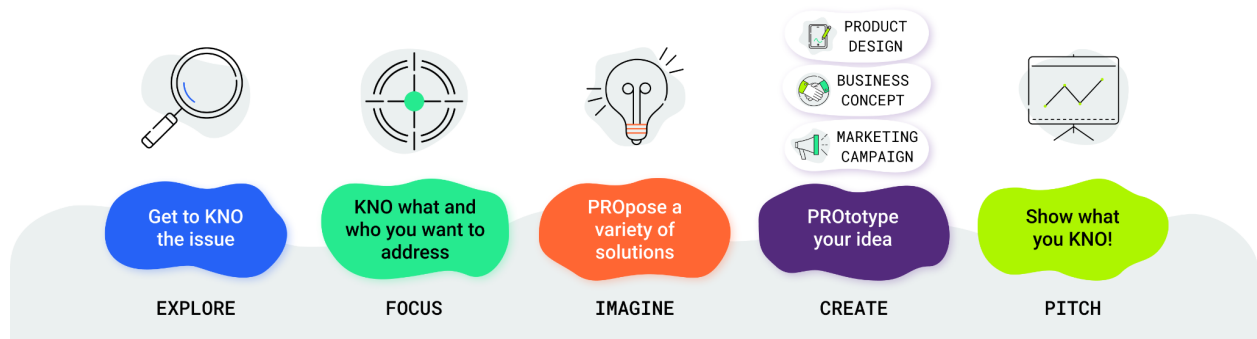


KnoPro Student Checklist



Week 1 (for Challenge participation): **Join Challenge, Overview, and Explore**

- Set up login to participate in Skillbuilders or Challenges
- Join the Project in your dashboard
- Select and invite team members (if doing as a team) and your teacher to your project
- Review the Challenge video and get an introduction to the Challenge on the **Overview** page
- Start to consider what type of deliverable you will create: a **new product**, a **business concept**, or a **marketing campaign**
- If using, copy the Google Student KNOtebook
- Learn how to ask a mentor for feedback
- Go through the materials on the **Explore** page and record notes in KNOtebook (if using). You can pick and choose which videos to watch, articles to read, etc. The more you learn, however, the more successful you will be with your project. Talk to your classmates, find additional information, discuss the topic with adults, etc. Become an expert!

Week 2: Focus

- Narrow down the big topic to a more manageable sub-topic and Big Question that you come up with, based on your research
- Create at least one user persona to identify the type of person you are designing a solution for
- Remember to get mentor feedback on your ideas
- Review the Final Pitch Checklist to keep in mind throughout the project

Week 2: Imagine

- Brainstorm ideas to the issue you are focusing on
- Select the category to develop your idea: product, business, or marketing campaign
- Get mentor feedback on your ideas



- Select one idea to pursue

Week 3: Create

- Choose your pathway to follow: Product Design, Business Concept, or Marketing Campaign
- Create a plan that helps you develop your idea:
 - Product: Design Brief
 - Business Idea: Business Blueprint
 - Marketing Campaign: Marketing Plan
- Create prototypes, test your ideas, get feedback, and finalize based on your testing and feedback. Don't forget to tap into the mentors for feedback

Week 4: Pitch

- Create a 3-5 minute video to pitch your idea. You may want to take a look at [some past Challenge winners](#). Do your BEST work!
- You may want to use [Adobe express](#), [Animoto](#), [Canva](#), [Screencastify](#), [Zoom](#), [Loom](#), [Screenpal](#), [mmhmm](#), or record video from your smartphone and upload it to YouTube or Google Drive.
- Be sure to review the [Final Pitch Checklist](#) so you know how your video will be judged
- If you finish early, you can ask mentors to preview your product and get mentor feedback
- Be sure to test the link to your video to make sure it is viewable by anyone. You can test in an "incognito" window on your browser.
- Submit your video and hope to win! 🙌
- Add this experience (even if you don't win) to your resume, LinkedIn, job applications, etc.

