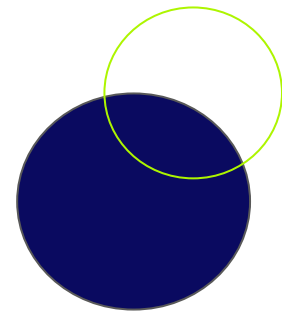
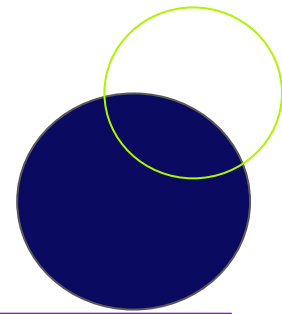


Student KNOtebook



[Replace with Your Name]

How to use Your Student KNOtebook




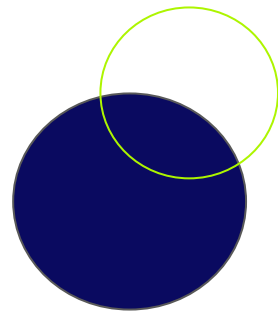
1. The purpose of this KNOtebook is to help YOU keep track of information, jot down your ideas, and document your process.
2. It will **NOT** be collected by KnoPro, but your teacher may want to see it.
3. You'll see the Student KNOtebook prompts in the Challenge. Look for .
4. Feel free to make a copy of (duplicate) any slides if you need more space.
5. You will select one of three types of solutions: **Product**, **Business**, or **Campaign**, and create a Business Framework, a Design Brief, or a Campaign Plan depending on which you select. There's no need to do all three!

Table of Contents



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[Create](#)

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[Business Blueprint](#)

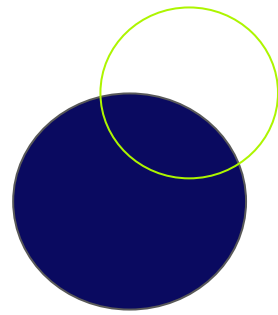
[Marketing Plan](#)

[Pitch](#)



Get to KNO
the issue

EXPLORE



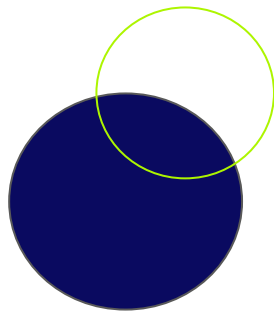
Explore

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

EXPLORE

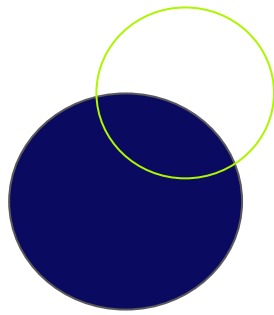
What is AI Notes

Write down any vocabulary terms that you didn't know and any other notes about AI.



EXPLORE

The Future of AI

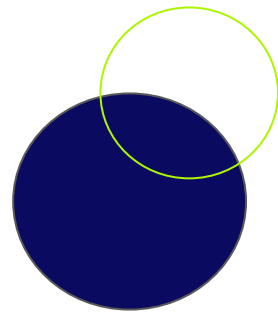


What has happened in AI since 2017?

What are one or two big changes that you think will happen in the future because of AI?

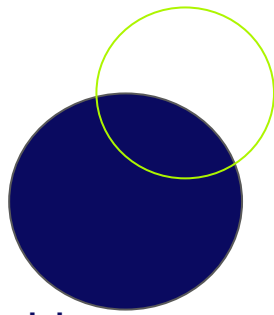
EXPLORE

AI in Your Daily Life



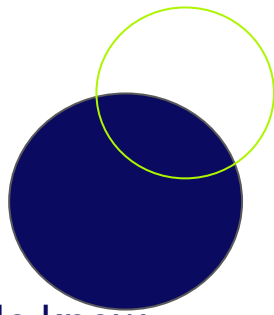
What have you noticed when you use AI in your daily life? Does it make things easier? More difficult? More fun? More addictive? More social? Less social?

AI Jobs



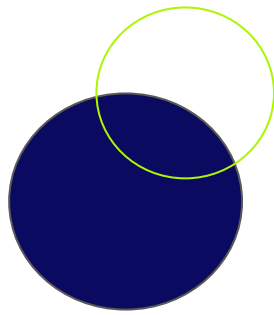
What careers that involve AI have you heard of, or what careers do you want to learn more about?

AI Bias and Ethical Issues



We don't know if AI will ever equal or be superior to human intelligence, but we do know that its development is rapid and unpredictable. What ideas do you have for reducing the risk of the negative consequences of AI?

Think about Solutions



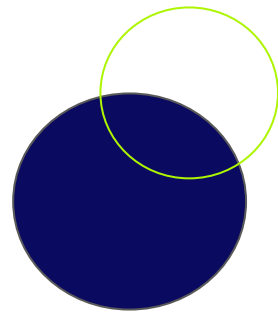
Answer the following question to help you start thinking about how you might like to address the issue.

Based on your research, what areas are you thinking you might like to create an idea of using AI for good? Start a list below.



KNO what and
who you want
to address

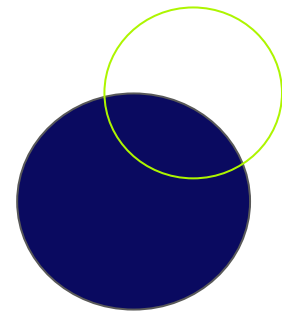
FOCUS



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.

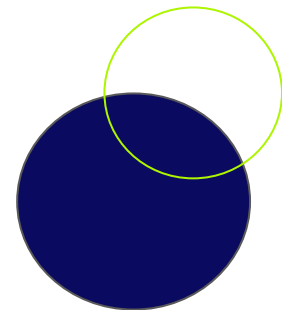
Write your insight statements. What important ideas have you uncovered?

1.

2.

3.

Select Your Big Question

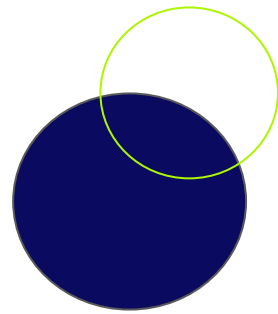


Write your top three questions.

- 1.
- 2.
- 3.

What is your **Big Question**?

User Persona (replace the gray text with your words)



[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?}

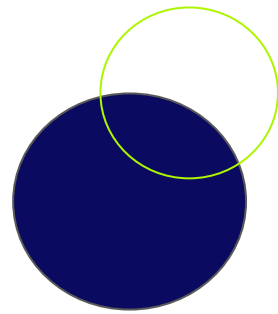
Needs {What does this person need that would help them?}

Pain Points {What challenges and frustrates this person?}



PROpose a
variety of
solutions

IMAGINE



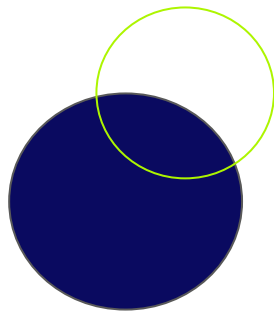
Imagine

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.

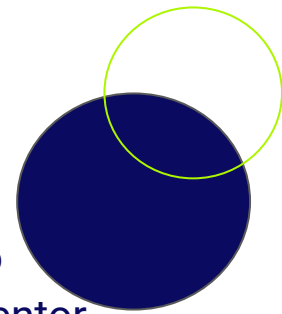
IMAGINE

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]*.

IMAGINE

Starbursting

HOW:

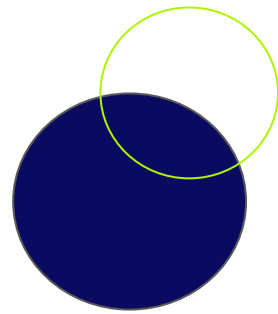
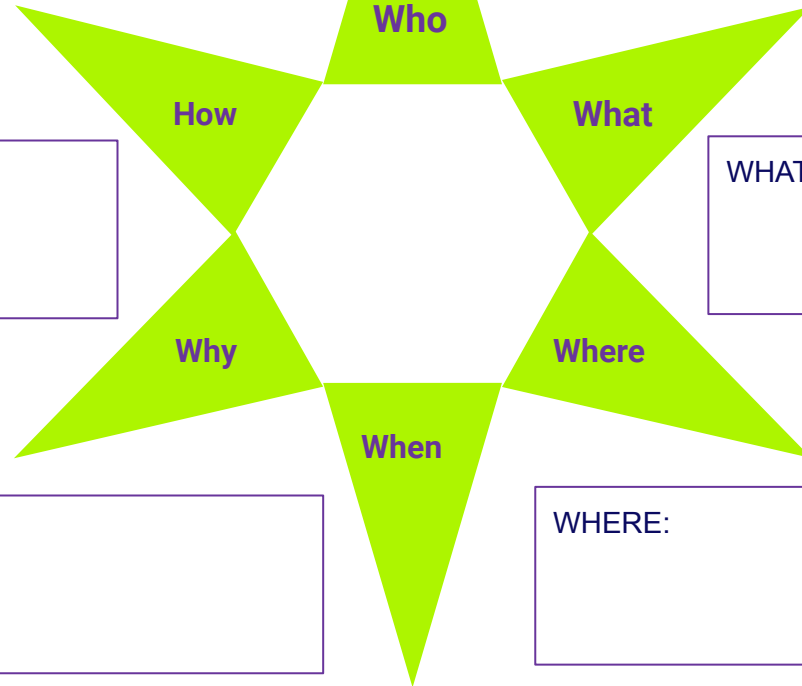
WHO:

WHY:

WHAT:

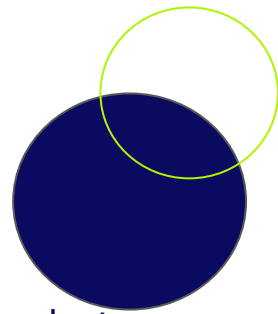
WHEN:

WHERE:



IMAGINE

SWOT Analysis

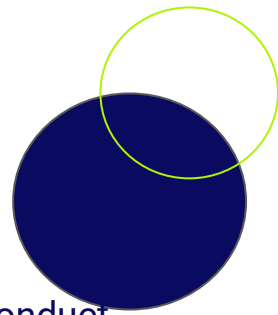


Conduct a SWOT analysis for each of your three ideas. Use whatever method you would like to conduct your SWOT Analysis: verbally, in chart form, listed, etc. We've provided three of the same slides for each of your three ideas.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

IMAGINE

SWOT Analysis

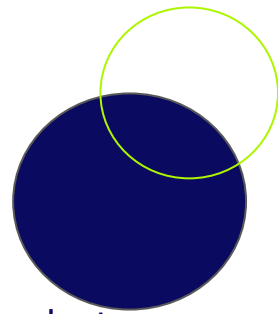


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STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

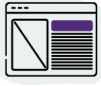
IMAGINE

SWOT Analysis



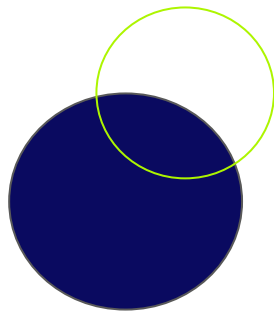
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STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS



PROtotype
your idea

CREATE



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.

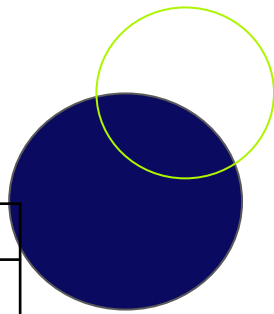
Product Design Brief
Business Blueprint
Marketing Plan



CREATE: Product

Design Brief

[Google Doc Design Brief](#)



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

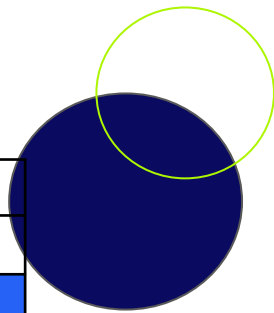
[Next Slide](#)






CREATE: Biz

Business Blueprint

[Google Doc Business Blueprint](#)



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

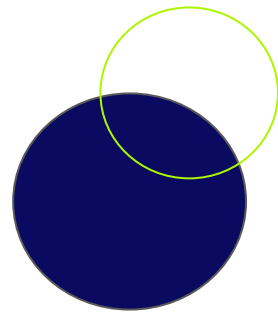
[Next Slide](#)





Marketing Plan

[Google Doc Marketing Plan](#)



Campaign Name	
Goal	
Audience	
Influencers	
Message	
Action/Strategy	
Resources	

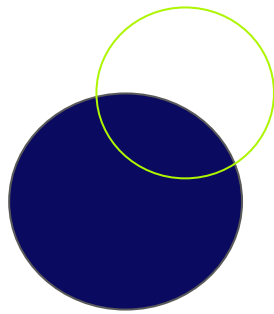


[Next Slide](#)

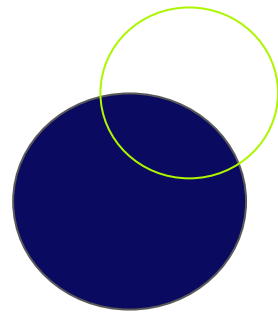
CREATE

Document Your Prototypes

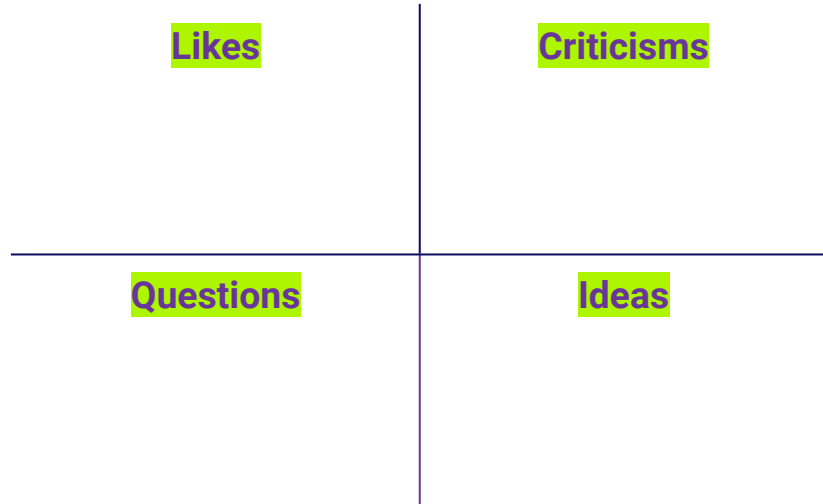
As you prototype your ideas, add photos, screenshots, or links to your student KNOtebook.



Get Feedback (use for feedback - modify this slide)



Feedback Capture Grid



I Like, I Wish, What If

I like...

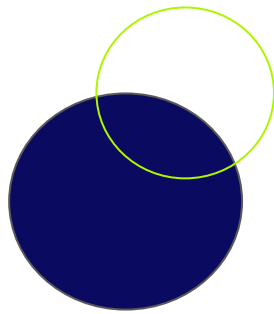
I wish...

What if...

Insert link to survey:

Get Feedback: Prototype Changes

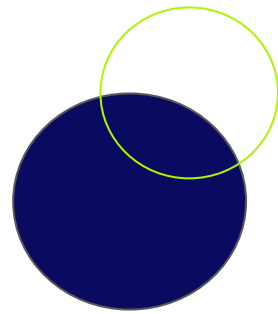
Based on your feedback, what changes do you plan to make. Continue to document your prototype with sketches, photos, etc.





Show what
you KNO!

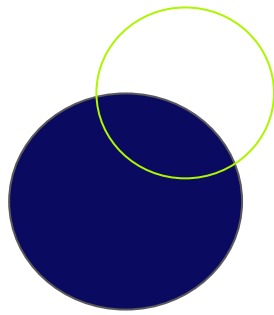
PITCH



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

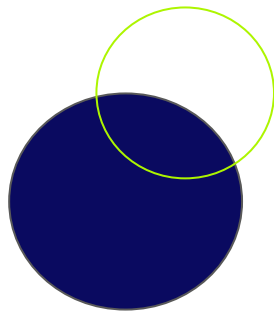


What makes the videos stand out? What makes them compelling? Record techniques that you think work well and that you may want to use when creating your video pitch.

PITCH

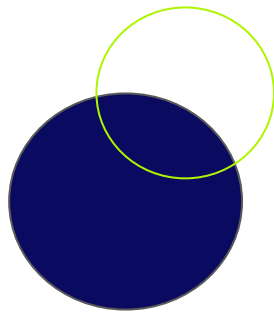
Pitch Storyboard

[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?