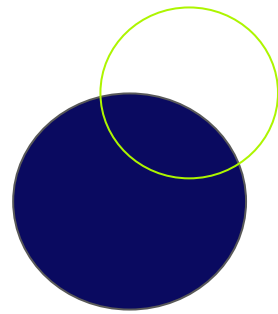


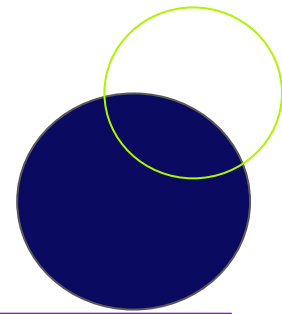
# Student KNOtebook




*[Replace with Your \*First Name]*

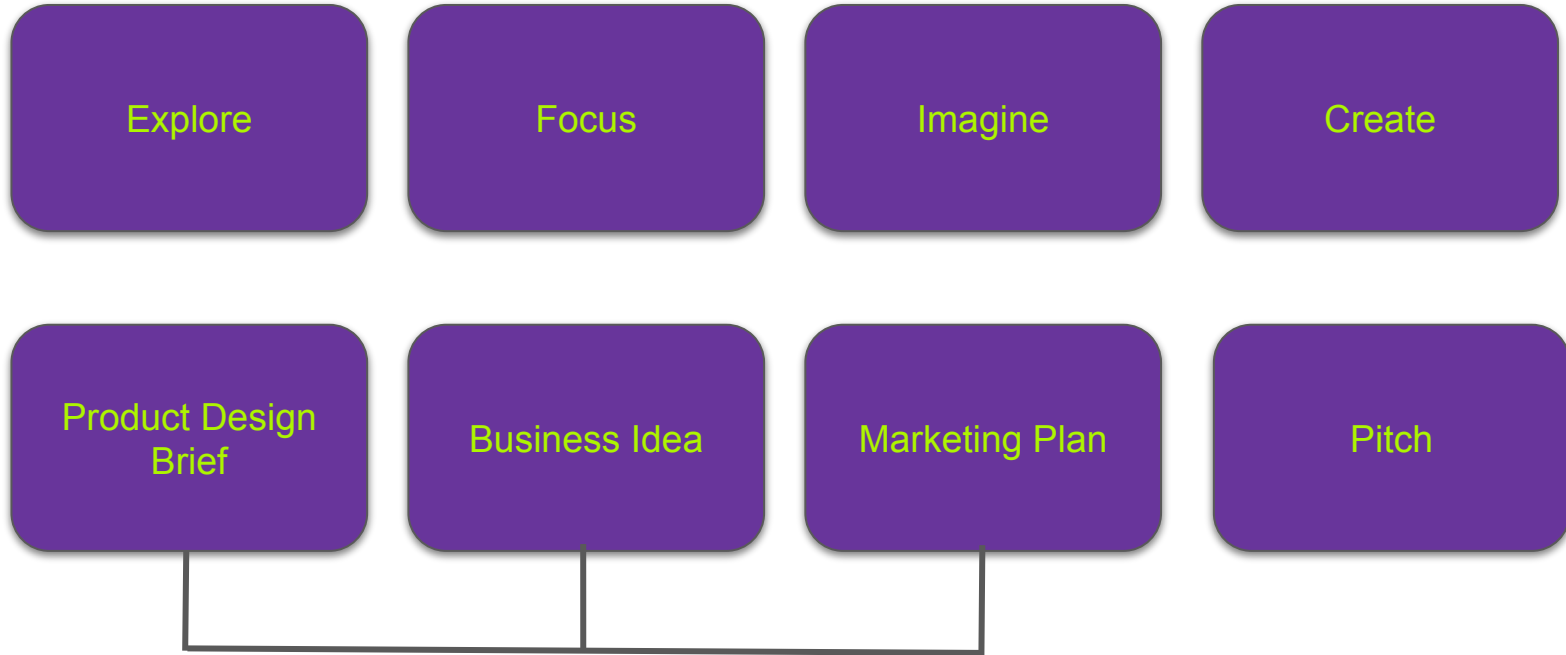
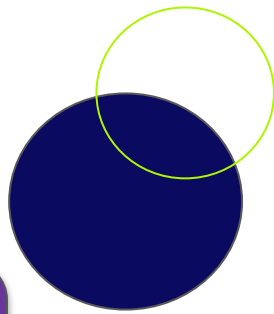
*\*If you are planning to share your KNOtebook with a mentor, please do not include your last name.*

# 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

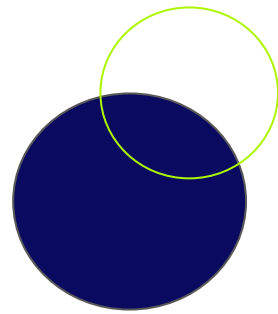


Pick ONE of these options - you do not have to fill out all of these sections.



Get to KNO  
the issue

EXPLORE



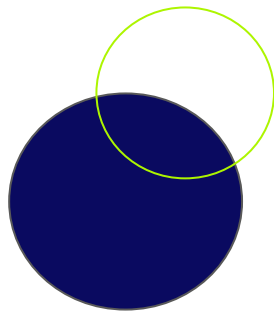
# Explore

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

EXPLORE

## What's the Problem?

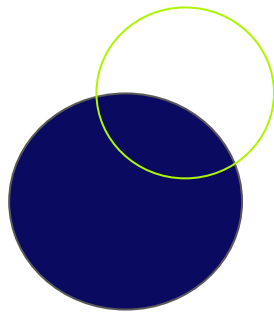
As you watch the videos, make notes of any vocabulary terms that you didn't know and jot down anything you'd like to remember about the topic.



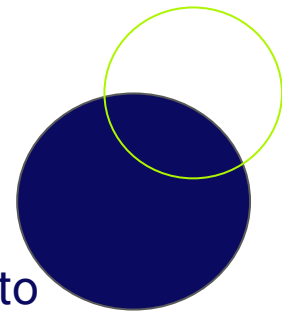
EXPLORE

## Age Group

What age group do you think you might be most interested in creating a product, biz, or campaign for? Why? How can you learn more about the dental challenges for this age group?



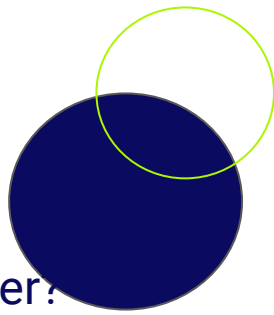
# Dental Disparities



What surprised you most about oral health disparities? Are you motivated to address any of these issues? Which? Why?

EXPLORE

# Dental Careers



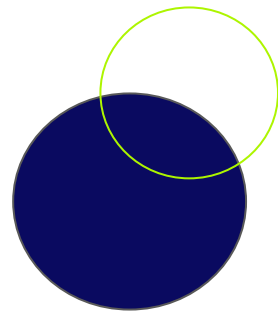
Did you learn about a new career? How can you learn more about that career?





**KNO what and  
who you want  
to address**

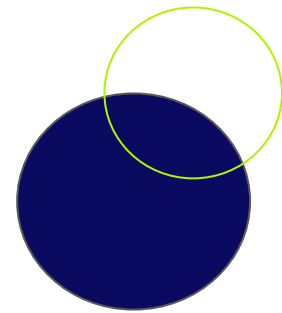
**FOCUS**



# 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.

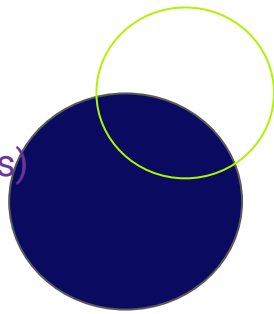
Write your insight statements. What important ideas have you uncovered?

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**?

## FOCUS

# 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?}

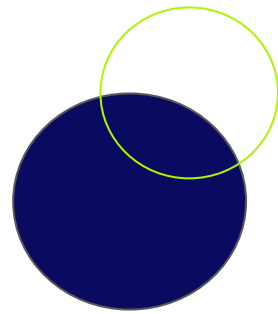
**Needs** {What does this person need that would help them?}

**Pain Points** {What challenges and frustrates this person?}



PROpose a  
variety of  
solutions

IMAGINE



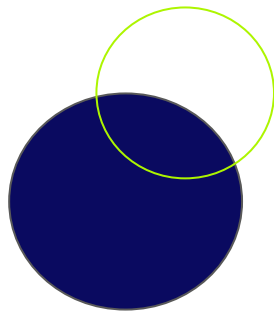
# Imagine

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.

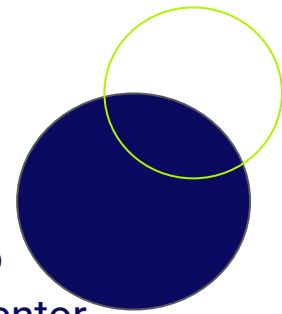
IMAGINE

## 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:

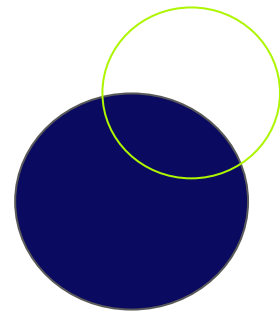
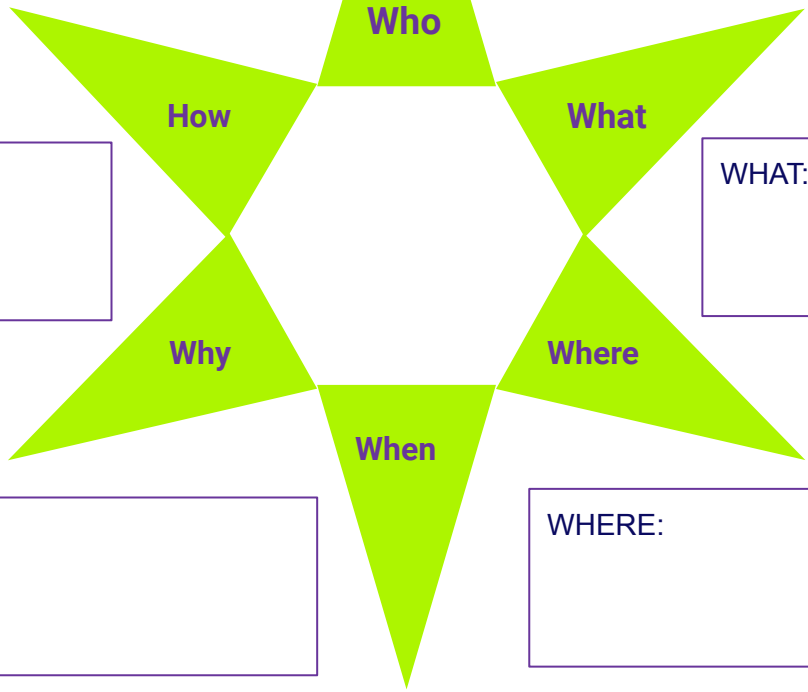
WHO:

WHY:

WHAT:

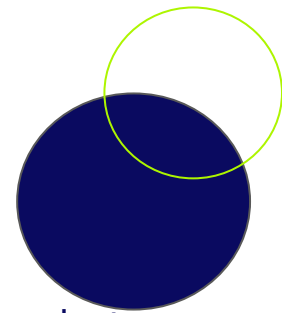
WHEN:

WHERE:





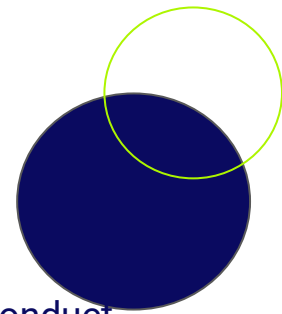
# SWOT Analysis: Idea #1



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

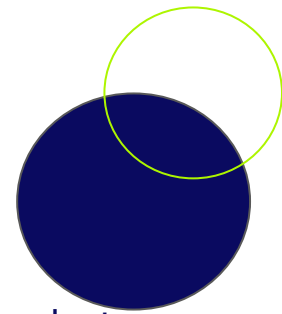


Conduct a SWOT analysis for each of your three ideas. Use whatever method you would like to conduct your SWOT Analysis: verbally, in chart form, listed, etc. We've provided three of the same slides for each of your three ideas.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

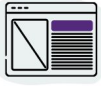
IMAGINE

## SWOT Analysis: Idea #3



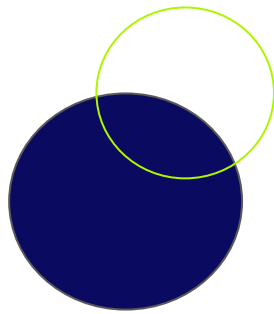
Conduct a SWOT analysis for each of your three ideas. Use whatever method you would like to conduct your SWOT Analysis: verbally, in chart form, listed, etc. We've provided three of the same slides for each of your three ideas.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS



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. Then, get ready to CREATE it!!!

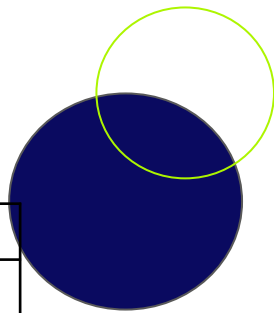
Product Design Brief  
Business Blueprint  
Marketing Plan



**CREATE: Product**

# Design Brief

[Google Doc Design Brief](#)



<b>Team Members</b>	
<b>Product Name</b>	
<b>End Users</b>	
<b>Problem Statement</b>	
<b>Design Statement</b>	
<b>Constraints</b>	
<b>Deliverables</b>	
<b>Resources</b>	

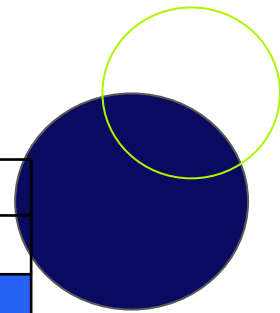
[Next Slide](#)






CREATE: Biz

# Business Blueprint

[Google Doc Business Blueprint](#)



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

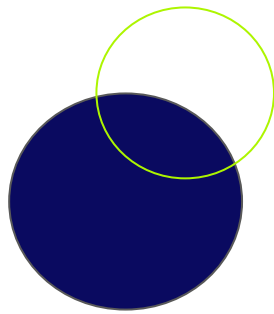
[Next Slide](#)





# Marketing Plan

[Google Doc Marketing Plan](#)



<b>Campaign Name</b>	
<b>Goal</b>	
<b>Audience</b>	
<b>Influencers</b>	
<b>Message</b>	
<b>Action/Strategy</b>	
<b>Resources</b>	

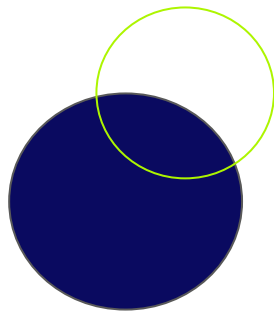
[Next Slide](#)



CREATE

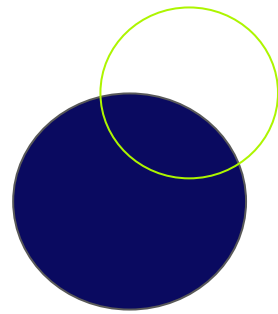
# Document Your Prototypes

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

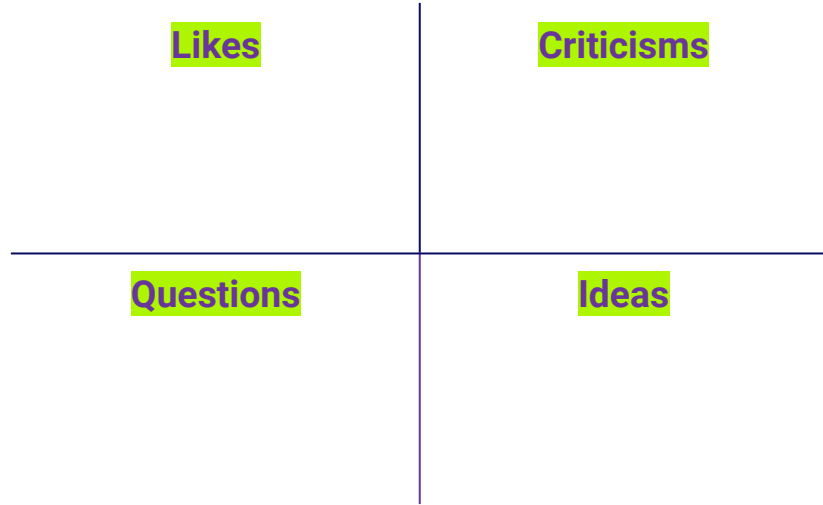




# Get Feedback (use for feedback - modify this slide)



## Feedback Capture Grid



## I Like, I Wish, What If

I like...

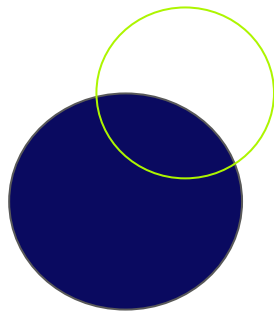
I wish...

What if...

Insert link to survey:

## Get Feedback: Prototype Changes

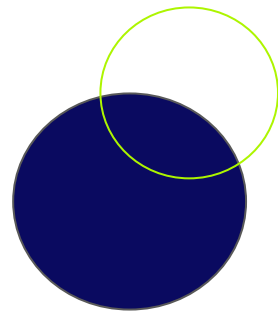
Based on your feedback, what changes do you plan to make. Continue to document your prototype with sketches, photos, etc.





Show what  
you KNO!

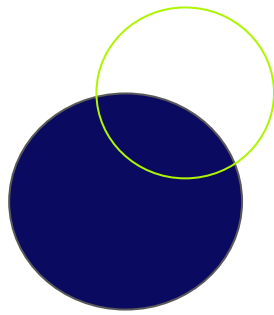
PITCH



# 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

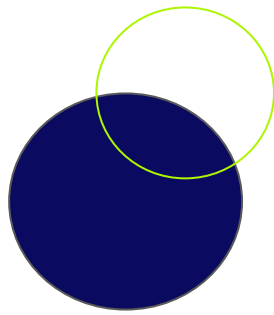


What makes the videos stand out? What makes them compelling? Record techniques that you think work well and that you may want to use when creating your video pitch.

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?

