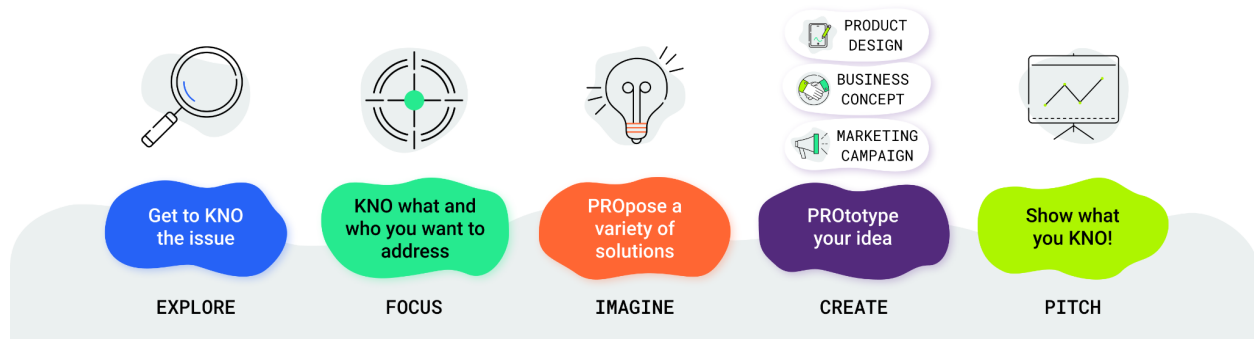


Mentors

Thank you for mentoring KnoPro Students! We're thrilled that students will have an opportunity to receive feedback on their projects throughout a Challenge. You will have three opportunities to provide feedback to students throughout a Challenge

Mentor Moments



Phase	What Students are Sharing	Feedback
EXPLORE	In the Explore phase, students are learning about the topic and may have questions related to the topic.	Provide feedback based on your knowledge and/or conducting some minimal research as needed.
FOCUS	Students come up with one Big Question based on their research in the Explore phase. The idea is to narrow down the topic and identify a question that they will ultimately solve for.	Consider if the Big Question is; clearly a sub-topic of the overall questions; narrow, but not too narrow; and one that students will be able to address with a product, business, or marketing campaign solution.



<p>IMAGINE</p>	<p>In this phase, students will brainstorm three possible solutions to their question. They should be asking a meteor what you think of their three ideas (identifying what it is, who it will serve, and why it's a good idea).</p>	<p>Use the PRO criteria (see below) to help students narrow their top three to one selection. Consider: Purpose: How well the idea addresses a specific need of the overall Challenge and target a specific audience Results: How much of an impact the idea might have Originality: How unique the idea is/or builds on an existing idea</p>
<p>CREATE</p>	<p>Students one of three pathways for their solution: designing a product, coming up with a business campaign, or conducting a marketing campaign. By the end of the phase, they should have a "prototype" that they are testing and requesting feedback. The phase includes a few different kinds of feedback tools.</p>	<p>Students may use a specific method to request feedback and/or request specific feedback. Please provide genuine feedback that will help them improve and refine their work. Continue to refer to the PRO criteria.</p>
<p>PITCH</p>	<p>This is an opportunity for you to preview students' final pitches before they submit them to the contest. Consider this a dress rehearsal. They are required to submit a 3-5 minute video of their product, business, or marketing campaign.</p>	<p>You are welcome to refer to (please do not score the pitches) the Judging Rubric.</p>



PRO Criteria

The main criteria that students will use throughout the Challenge is the [KnoPRO Criteria](#). Use the PRO feedback to provide feedback in the three Mentor Moments.



Purpose: *Clearly understands and addresses the problem*

Results: *Impact of idea*

Originality: *Uniqueness of idea*

Feedback Suggestions

Note that all feedback is anonymous, and you will be reviewing work from different students each time. When giving feedback, please consider the following suggestions:

- **Be Specific.** Tell learners what they did well and how they can improve. Avoid general feedback, such as “Great job!” or “Not quite there yet.”
- **Address the students’ advancement towards the goal.** All students are working towards the goal of creating an innovative solution to the challenge, based on the PRO criteria, and sharing their work in a final Pitch video.
- **Consider using the 3-2-1 feedback method:** 3 things I liked (be specific); 2 things I feel could be improved, and; 1 thing I liked the most/

