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

<table>
<thead>
<tr>
<th>Phase</th>
<th>What Students are Sharing</th>
<th>Feedback</th>
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<tr>
<td>EXPLORE</td>
<td>In the Explore phase, students are learning about the topic and may have questions related to the topic.</td>
<td>Provide feedback based on your knowledge and/or conducting some minimal research as needed.</td>
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<tr>
<td>FOCUS</td>
<td>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.</td>
<td>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.</td>
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**IMAGINE**

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).

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

**CREATE**

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.

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.

**PITCH**

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.

You are welcome to refer to (please do not score the pitches) the [Judging Rubric](#).
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/