

# Give high schoolers real-world projects. Watch them develop real valuable skills.

## KnoPro is future-focused, fun, and free.

NAF recognizes that many students may not have access to work-based learning opportunities. With that in mind, we created KnoPro, a free online learning platform where students can develop in-demand, resume-ready skills via real-world industry projects, while receiving mentor feedback. When internships are scarce, KnoPro is there to bridge the gap with career-powering, future-focused, skill development opportunities.



Students solve  
real-world problems  
facing leading  
companies.



Educators get  
fun, turn-key way to  
to engage students.

- KnoPro gives high school students access to monthly Industry Challenges and daily Skillbuilders that expose them to emerging topics and future career paths.
- Taking on real challenges faced by industry leaders exposes students to authentic professional situations and problems.
- Students can discover new careers and industries by exploring subjects like artificial intelligence, sustainability, health equity and more.
- Critical soft skills like creativity and communication are cultivated through quick and easy daily Skillbuilder activities.
- Points, prizes and cash money are available for completed Skillbuilders and winning Industry Challenges.
- KnoPro fits easily into any curriculum or program. Covering a wide range of subjects, it focuses on the essential skills needed to prepare for college and career.
- Educator-designed, standards-aligned, project-based learning.
- Turnkey and ready to use, KnoPro Industry Challenges and Skillbuilders are complete experiences students can start immediately.
- Relevant and interesting to students, KnoPro helps build problem-solving, communication, collaboration and social awareness skills.
- Intuitive technology with no downloads makes KnoPro easy to use in any classroom or community center.

## Participating in Monthly Industry Challenges

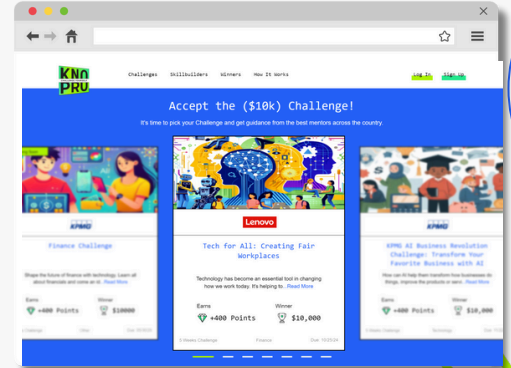
Thanks to our corporate partners, KnoPro offers a new industry challenge each month. Working in teams over a four- to five-week period, students research a problem, collaborate on possible solutions, and ultimately pitch their best ideas in 3-5 minute videos.

### Professional feedback from industry mentors

As part of the Industry Challenge experience, student teams have access to industry professionals who will provide feedback and helpful insights as students work through their challenges.

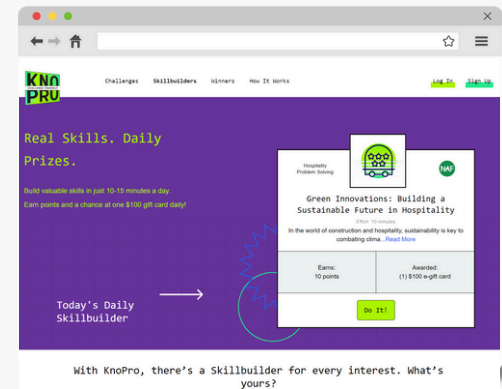
### Submitting entries, winning points and cash

When students submit their entries while a Challenge is active, they not only accrue points but are also eligible to win thousands of dollars in cash prizes for each Industry Challenge.



## Boosting skills with daily Skillbuilders

Taking about 10 minutes each, Skillbuilders are designed to boost critical career skills like communication and creative thinking. Winning completions earn a \$100 cash prize.



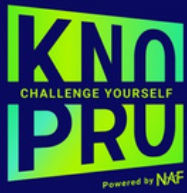
## Continuous learning with KnoPro's back catalog

Even after the prizes are awarded, Industry Challenges and Skillbuilders are kept available in the KnoPro library. Students can take on previous challenges and polish their skills while earning points and exploring a wide range of ideas, topics and career paths.

## About NAF

NAF is a national education non-profit that brings schools and businesses together to better prepare students of all backgrounds. Since 1980, NAF has led a movement for immersive, career-focused teaching and work-based learning. With the support of NAF community-based advisory boards, schools connect with the workforce to fuel shared progress—from creating culturally responsive curriculum and paid internship opportunities, to fostering innovation and building future-ready businesses. NAF helps students explore career options, create a plan for the future, and take part in hands-on, work-based learning unlike anything traditional public education systems can offer. NAF puts students on a path to achieving their full potential. Learn more at [naf.org](http://naf.org).

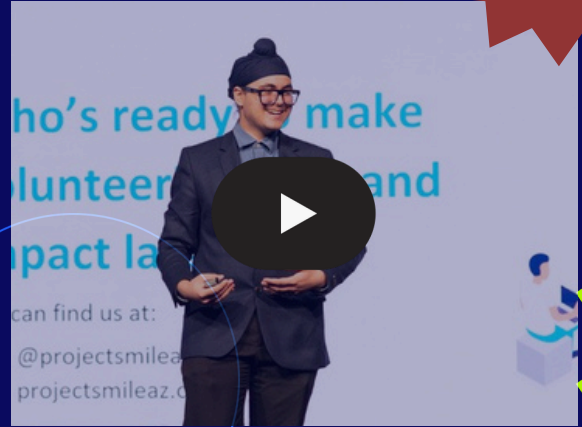
**KnoPro** is available on any device with an internet connection. It does not require any plugins or downloads and it's always free. Getting started is as simple as signing up and choosing which Challenge and/or Skillbuilders you want to do first. [KnoPro.org/sign-up](http://KnoPro.org/sign-up)



# Work-Based Learning with KnoPro: Southeast Michigan 2024

Share or print this flyer!

KnoPro [powered by NAF] is a 100% FREE career-focused project-based learning platform where teens 13 and up solve today's pressing industry issues with leading companies like Lenovo and KPMG. With KnoPro, Southeast Michigan high school students can build in-demand skills, boost resumes and college applications, and win HUGE cash awards and prizes!



[Explore KnoPro.org](https://www.knopro.org)

Oct 21 - Nov 22, 2024



## How Challenges Work:

1. Students Choose an Industry Challenge Topic 🔍
2. Work in Teams or Solo, In or Outside of School 🧑🏻‍🤝🧑🏻
3. Ideate a Product, Business, or Marketing Campaign 🚀
4. Submit Their Idea via a 3-5 Minute Video Pitch ✨
5. Earn Points for Prizes (+ \$10,000 for winners) 🏆

### KnoPro comes to Southeast Michigan:

- Students join the AI for Business Challenge with KPMG
- Build their skills and learn about cutting-edge careers
- Earn points for prizes, have fun, and update their resumes

### Regional Awards for SE Michigan Students:

- **AI for Business** with **KPMG** -- Oct 21 to Nov 22, 2024
- \$10,000 will be awarded locally in December, guaranteed.

Register for an online Educator Information Session on **Tuesday, October 15 3-4 PM EDT** to learn more.

## Industry Challenges

- Built with companies like KPMG, Lenovo, and more
- Offer resume-worthy projects to ALL high school students
- Comes with virtual project mentors for students
- Hot topics: AI, environment, healthcare, fashion, etc.

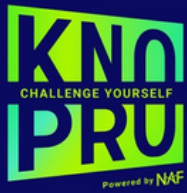
## Teachers / Facilitators

- No downloads or training needed, works on any device
- Turn-key, standards-aligned materials and content
- Monitor student activity & projects directly in KnoPro



[www.knopro.org](https://www.knopro.org)

Powered by **NAF** open to all!



# Social Media Captions to Share the KnoPro Excitement!

Help spread the word about KnoPro by using these ready-made social media captions! Just hit the “share” button or simply copy, paste, and post to let your network know how students can gain real-world skills and win exciting prizes.

## X/Twitter:

Educators 📢 @NAFCareerAcads invites you to the #KnoPro AI Business Revolution Challenge: Transform Your Favorite Business with AI! KnoPro is a free platform for HS students to gain skills through real-world projects. Students win up to \$10K in prizes! <https://go.naf.org/3MQCTpF>

↪ Share

Looking for a free platform that will help your HS students build in-demand skills? Then @NAFCareerAcads' #KnoPro is for you! Students can earn up to \$10K in prizes. Learn more: <https://go.naf.org/3MQCTpF>

↪ Share

Opportunity for high schoolers! 📢 @NAFCareerAcads invites you to join our #KnoPro AI Business Revolution Challenge: Transform Your Business with AI! KnoPro is a free platform for HS students to gain in-demand skills through real projects. Win up to \$10K! <https://go.naf.org/3MQCTpF>

↪ Share

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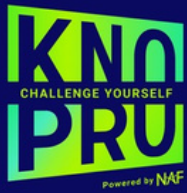
↪ Share

**Be sure to tag NAF's social media channels in your posts!**

**X/Twitter:** [@NAFCareerAcads](https://twitter.com/NAFCareerAcads) | **LinkedIn:** [/Nafcareeracad](https://www.linkedin.com/company/naf-career-academy)s

**Facebook:** [NAFCareerAcads](https://www.facebook.com/NAFCareerAcads)





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## Facebook & LinkedIn:

This October, participate in the #KnoPro AI Business Revolution Challenge, sponsored by KPMG! KnoPro [powered by NAF] is a free online platform for high school students looking to develop in-demand skills by completing real-world projects. Students can win up to \$10K in prizes. Get started here: <https://go.naf.org/3MQCTpF>



Attention Educators 📢 You're invited to participate in our #KnoPro AI Business Revolution Challenge this October! KnoPro [powered by NAF] is a free online platform for high school students looking to develop in-demand skills by completing real-world projects. Students can win up to \$10K in prizes! Interested? Get started here: <https://go.naf.org/3MQCTpF>



As educators, we know how important it is to prepare our students for the future of work. KnoPro's AI Business Revolution Challenge, sponsored by @KPMG, is the perfect way for students to think critically about how AI can transform business. Encourage your students to join this October! 💡 <https://go.naf.org/3MQCTpF> #FutureOfWork



Attention High Schoolers 📢 You're invited to participate in our #KnoPro AI Business Revolution Challenge this October! KnoPro [powered by NAF] is a free online platform for students looking to develop in-demand skills by completing real-world projects. Students can win up to \$10K in prizes! Interested? Get started here: <https://go.naf.org/3MQCTpF>



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**Facebook:** [NAFCareerAcads](https://www.facebook.com/NAFCareerAcads)

