



Innovator Insights Junior - Adi Kunalic & Blake Lawrence - Opendorse - Lincoln NE

Learning Goals

Create a sales pitch to effectively communicate the purpose and intent of the innovation.



Design Challenge Resources

- ☐ Innovator Insights Video: Opendorse
- ☐ Word Wall Graphic Organizer
- ☐ Innovator Insights Collectors Card
- ☐ Innovator Insights Notes Graphic Organizer
- ☐ Innovation Origin Story Graphic Organizer
- ☐ Business Card Template

Steps

1. Explore Key Questions for each video. Use those questions to engage before, during and after the videos.
2. Watch each video as a class, in small groups as a station, or individually.
3. Complete the innovator insights documentation log with key information about the innovator featured in the video.
4. Discuss in small groups or as a class:
  - a. The Type of Innovation
  - b. The Problem Being Solved
  - c. Who innovation helps
5. Write or record any additional questions you would like to ask the innovator.
6. Record the Insight Unlocked vocabulary words to the word wall document.
7. As an extension to the video, complete the **Ideation Design Challenge: Create Your Brand** from the innovator insights toolkit.

Key Questions

Before

- What are some of your interests and strengths?
- What are some ways you communicate ideas and emotions to others? With and without words?

During

- What is one time in the past you have solved a problem? How did that make you feel? What did you learn from that experience?

After

- What something that you learned recently that was really fun? What made it so special?
- How do you share ideas or information with others once you learn it?

Vocabulary

**Marketing:** A blend of strategic planning, creativity, and communication, aimed at promoting products, services, or ideas to a target audience.

**Branding:** The process of crafting a unique and distinct identity for a product, service, or organization, resonating with its target audience and differentiating it from competitors.

Insights Unlocked

*Marketing*  
**Magician**

*Connected*  
**Professional**

*Social*  
**Coordinator**

Career Field

Business, Marketing, and Management



# Innovator Insights Junior - Adi Kunalic & Blake Lawrence - Opendorse

Learning Goals	
Create a short “Minnow Pond Pitch” to effectively communicate the purpose and intent of the innovation.	
Resources	
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Insights Unlocked	
Marketing	Magician
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Social	Coordinator
Career Field: Business, Marketing, and Management	