



How to find and contact experts

Beginning of the season:

List several jobs in the general category. For example, for the SuperPowered season, we contacted an energy company, a renewable energy company, Electrical engineer, Transformer box worker, and more.

Google companies in your area, and ask families to see if any members had a background in that subject.

For the middle of the season :

Schedule more specific interviews with a narrower range of experts once you have your product and problem statement. For example, if your products are an app, contact an app designer, or if your product needs a patent, a patent agent. If it's about a factory, schedule a tour of a factory near you.

Schedule presentations for your product and ask for feedback. To expand, this is where you have experts and companies watch your presentation. This allows for time to iterate your design with feedback received and improve it before your next design reviews.

As you advance further in season:

Narrow down your expert contact list to specialized experts, as well as talking to more of each type of experts in the field you're targeting, Also, share with teachers and families to get their opinions.

Schedule more design reviews of your product, where you have experts and companies watch your presentation and give MORE feedback!

Experts are an important part of creating a product! Hope this video could help! Watch the How to Create Expert Questions video also located on our website for more help!