



The Big Moonshot: AI Edition

One big problem. One bold idea. AI as your co-pilot.

PROBLEM — RESEARCH — MOONSHOT — ACTION

A moonshot is a bold idea aimed at solving a problem that can feel almost impossible. It starts by asking a big question: What if we could change this?

For this challenge, choose a problem affecting **people, animals or the planet** and imagine a solution big enough to make a real difference.

AI can help you research, question, brainstorm and build your idea. But remember what you've already learned: **you are the human in the driver's seat.**

YOUR MISSION

Choose a real-world problem. Research it. Then use AI as a co-pilot to help you imagine a bold solution.

STEP 1 Find your problem

PEOPLE

What problems affecting people do you notice or care about?

ANIMALS

What problems affecting animals do you notice or care about?

PLANET

What problems affecting the planet do you notice or care about?

THE PROBLEM WE WANT TO EXPLORE

WHY DOES THIS MATTER TO US?

WHO OR WHAT IS AFFECTED?

GO BIG.

A moonshot isn't about finding the easiest problem. It's about imagining what could be possible.



Investigate the Problem

Big ideas start with understanding the problem first.

PROBLEM ————— RESEARCH ————— MOONSHOT ————— ACTION

STEP 2 What do we already know?

WHAT DO WE THINK WE KNOW
ABOUT THIS PROBLEM?

WHAT DON'T WE KNOW YET?

WHAT QUESTIONS DO WE NEED
ANSWERED?

STEP 3 Research it

Use reliable sources and AI to investigate. AI can help you find questions, explain information and identify things to research, but important facts still need to be verified.

FACTS THAT HELP US
UNDERSTAND THE PROBLEM

WHO OR WHAT IS AFFECTED?

HOW BIG IS THE PROBLEM?

WHAT IS ALREADY BEING DONE
ABOUT IT?

WHAT STILL NEEDS TO
CHANGE?

AI CO-PILOT

You steer. AI helps you look further.

WHAT DID WE ASK AI?

WHAT DID AI HELP US
DISCOVER?

WHAT DID WE NEED TO
DOUBLE-CHECK?

WHERE DID WE VERIFY IT?

RUN THE KIND CHECK

KIND • INCLUSIVE • NO PERSONAL INFORMATION • DOUBLE-CHECK



Build Your Moonshot

Now imagine what could be possible.

PROBLEM ————— RESEARCH ————— **MOONSHOT** ————— ACTION

STEP 4 Dream big Ask AI to help you brainstorm possibilities, not choose the answer for you.

SUGGESTED PROMPT

"We want to help solve [problem]. Brainstorm 20 bold ideas that could make a meaningful difference. Include ideas that already exist, ideas that could be improved and completely new possibilities."

IDEAS WORTH EXPLORING

1

2

3

4

5

STEP 5 Human decision AI helped generate possibilities. Now you decide.

WHICH IDEA HAS THE MOST
POTENTIAL?

WHY DID YOU CHOOSE IT?

WHO COULD IT HELP?

WHAT COULD MAKE IT
DIFFICULT?

WHAT WOULD MAKE IT
BETTER?

OUR MOONSHOT

If anything were possible, our big idea would be:

WHAT ROLE SHOULD AI PLAY?

WHAT COULD AI HELP US DO?

**WHAT DECISIONS OR ACTIONS
NEED HUMANS TO LEAD?**



From Moonshot to First Step

Big change starts somewhere. Where will yours start?

PROBLEM ————— RESEARCH ————— MOONSHOT ————— ACTION

OUR MOONSHOT

STEP 6 Work backwards Start at the big goal and work back to something you could actually begin.



THE BIG GOAL

What would success eventually look like?



A MAJOR MILESTONE

What would need to happen before that?



THE NEXT MOVE

What could move the idea forward?



WHO COULD HELP?

What people, organizations, skills or resources might be needed?



OUR FIRST SMALL STEP

What is something we could actually do now?

STEP 7 Take it into the world A moonshot stays an idea until someone takes the first step.

OUR FIRST ACTION WILL BE:

WHO WILL DO IT?

WHEN WILL WE DO IT?

WHAT WILL WE NEED?

FINAL REFLECTION

WHAT DID AI CONTRIBUTE TO YOUR MOONSHOT?

WHAT DID HUMANS CONTRIBUTE THAT AI COULDN'T?

AI can help us imagine what could be possible. Human values, judgment and action are what turn possibility into change.