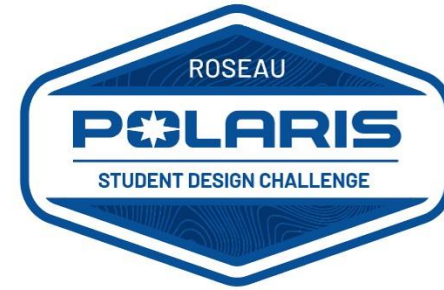


From student sketches to full-scale reveal

A year of customer listening, concept development, refinement and real-world execution.



SNOWMOBILE



ATV

THE RESULT

**One common theme.
Two wrapped vehicles.
Accessories to
complete the story.**

VOICE Women in Powersports

DESIGN Sketch → refine → approve

BUILD Digitize → fabricate → install

MOMENT Unveil → share → inspire

DESIGN

BUSINESS

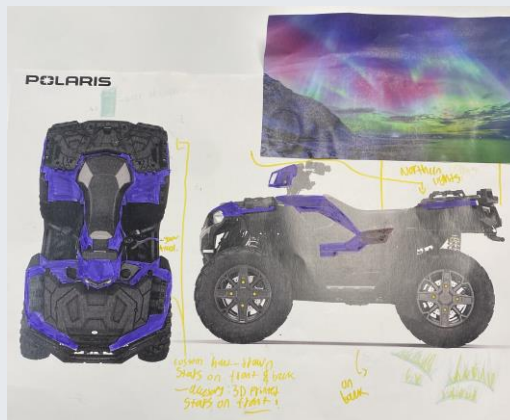
SHOP

PARTICIPATION

**12 students participate from grades
9-12**



STUDENT SKETCH — EARLY CONCEPT



STUDENT SKETCH — EARLY CONCEPT

The Metro Tour

Students presented their work, met teams across multiple sites and saw how ideas move through a real design organization.



Medina
presenting to CFO and CHRO



Medina
Site Presentation



Wyoming
Site Presentation



Bass Creek
Site Presentation



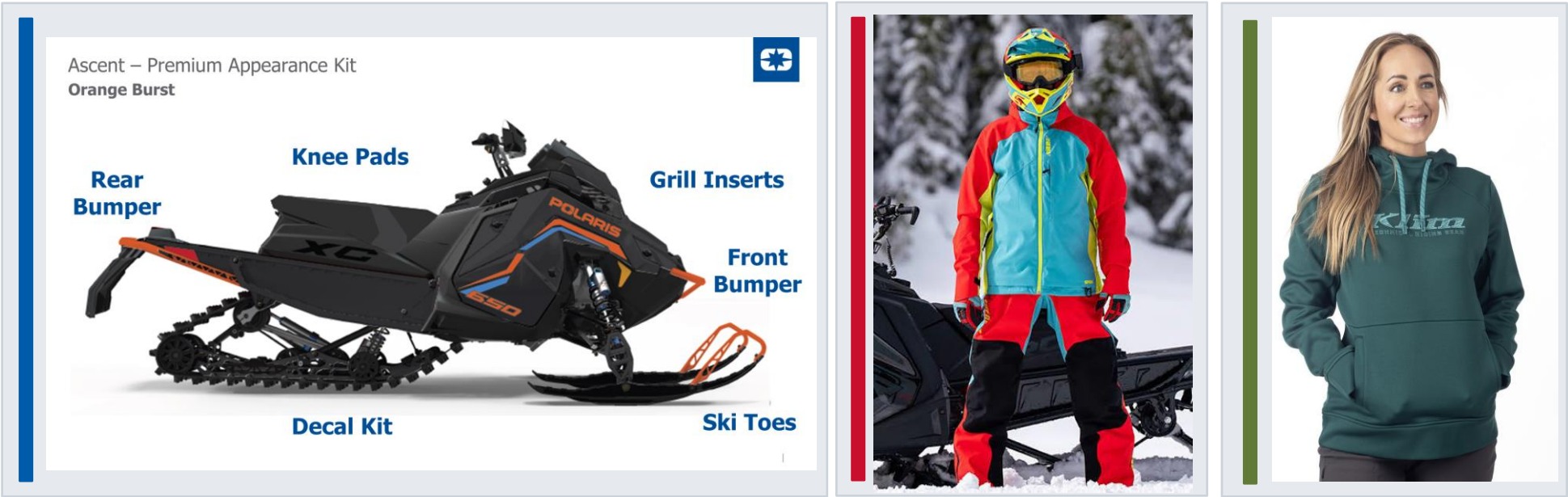
Medina
VP of Seasonal – Jenny Nack talking about business models

THE BIG TAKEAWAY

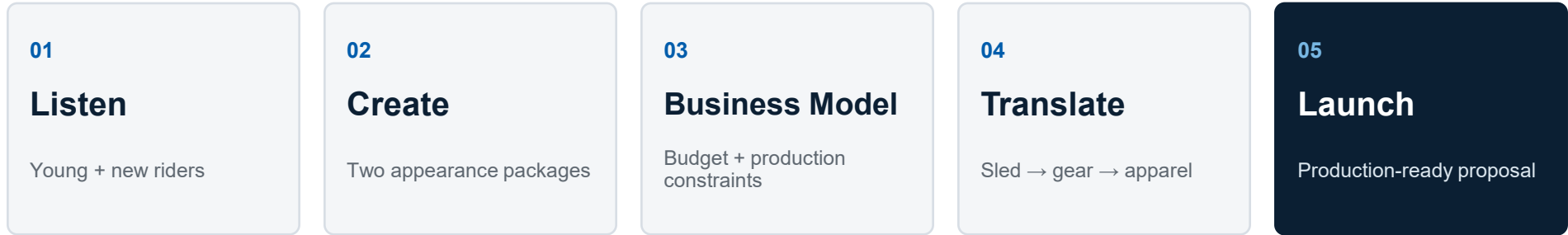
Students did not just tour facilities. They practiced presenting, answering questions and representing Roseau High School with confidence. First time the organization got to present to the CEO, CFO, CHRO, President of ORV and CTO

Project HIVE: from design concept to a production-ready package

A complete snowmobile identity designed for younger riders, translated across the machine, riding gear and apparel.



ONE DESIGN LANGUAGE. THREE PRODUCT EXPERIENCES.



POLARIS

ROSEAU HIGH SCHOOL

KLIM + 509

Goal: a cohesive package that looks exciting on paper and can survive real product, cost and manufacturing decisions.

Doodle Sled & Youth Race Sled

Two additional builds that stretched the program beyond the original scope but made a lasting impact.

DOODLE SLED



YOUTH RACE SLED



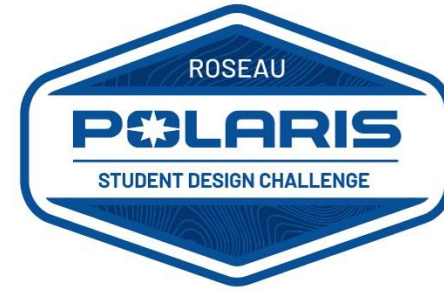
DOODLE SLED

An advanced experience for the engines class, and a finished product elementary kids can engage with and be creative on.

YOUTH RACE SLED

Complements the Women in Powersports theme, built for 11-year-old racer Paisley Kofstad, who will race this sled in the upcoming snow season.





Thank you, Roseau School Board

Your continuing support is what keeps this program running year after year.

DISTRICT LEADERSHIP

Tom Jerome

Superintendent

Chad Gerlach

Principal

Thank you for your unwavering support of hands-on learning and of the students who make this program possible.

PROGRAM ADVISORS

Soren Olesen

Katie Hedlund

Mary Vatnsdal

Fantastic advisor guidance, each bringing their own specialty to enhance the program and stretch what students can do.

WHAT YOUR SUPPORT MAKES POSSIBLE

Student ideas become real, finished products.

SCHOOL BOARD

LEADERSHIP

ADVISORS