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matter - what makes up everything in the universe

energy - ability to do work

potential energy - energy being stored

kinetic energy - energy in motion (active)

If kinetic energy changes, so does potential energy.

Less potential energy means it is lower to the ground.

More stretch in rubber band = more elastic potential energy.

Potential energy can be converted to kinetic energy.

More potential = ~~more~~ <sup>Less</sup> kinetic (and vice versa)

Total energy stays the same, it just gets converted

Heavier object = more potential energy

Higher up = more potential energy

GPE = weight  $\times$  height