

RUDD FAMILY FOUNDATION

BIG IDEAS

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2016-2017 FULL PROPOSAL JUDGING HANDBOOK

UNIVERSITY OF CALIFORNIA, BERKELEY

100 Blum Hall, #5570

Berkeley, CA 94720

bigideas@berkeley.edu | (510) 664-7424

2016-2017 Big Ideas Judging Handbook

Thank you for serving as a Full Proposal Judge for the 2016-2017 Big Ideas Contest!

This handbook provides information about the Big Ideas contest, judging criteria, key dates, and FAQs.

About the Contest

Big Ideas is an annual multi-campus innovation contest aimed at providing funding, support, and encouragement to interdisciplinary teams of undergraduate and graduate students who have “big ideas” for addressing pressing social challenges. Since its founding, Big Ideas has inspired hundreds of creative and high-impact student projects, many of which continue long after winning Big Ideas. By seeking out novel proposals and then providing resources and support to help them succeed, Big Ideas has assisted students in making a difference all over the world.

This year’s contest includes 16 participating universities and 9 categories of social challenges. The table below shows which campuses are eligible to apply:

	Art & Social Change	Energy & Resource Alternatives	Financial Inclusion	Food Systems	Global Health	Hardware for Good	Improving Student Life	Information Technology for Society	Scaling Up Big Ideas
UC Berkeley	x	x	x	x	x	x	x	x	x
UC Davis	x	x	x	x	x	x		x	x
UC Irvine	x	x	x	x	x	x		x	x
UC Los Angeles	x	x	x	x	x	x		x	x
UC Merced	x	x	x	x	x	x		x	x
UC Riverside	x	x	x	x	x	x		x	x
UC San Diego	x	x	x	x	x	x		x	x
UC San Francisco	x	x	x	x	x	x		x	x
UC Santa Barbara	x	x	x	x	x	x		x	x
UC Santa Cruz	x	x	x	x	x	x		x	x
College of William and Mary			x	x	x	x			x
Duke University			x	x	x	x			x
Makerere University			x	x	x	x			x
MIT			x	x	x	x			x
Michigan State University			x	x	x	x			x
Texas A&M University			x	x	x	x			x

Big Ideas judges have the opportunity to review and provide feedback on students’ ideas. Judges have a chance to “give back” while also getting a first-hand look at some of the most innovative ideas being developed by graduate and undergraduate students at participating universities. In addition, judges can build their own professional networks by attending Big Ideas events and mixers where they can meet other judges, professional mentors, faculty and students.

Structure of the Contest

The Big Ideas contest is split into two rounds: a pre-proposal round in the fall and a full proposal round in the spring.

Round 1: Pre-proposal

Eligible students submitted their three-page pre-proposal on November 16, 2016 . Depending on the number of applicants per category, between 6 and 11 teams were selected as finalists to participate in the full proposal round in each contest category, based on judges' scores and feedback. All pre-proposal teams received detailed feedback from the judges, regardless of whether or not they are selected as finalists.

Round 2: Full Proposal

66 finalist teams were provided the opportunity to develop and refine their pre-proposals into 10-15 page full proposals by 12:00 pm (PST) on March 8, 2017. In the full proposal round, finalists will expand on the ideas presented in their pre-proposals, edit their proposals based on judges' feedback, and refine their project ideas through collaboration with a Big Ideas mentor (an industry professional matched with the finalist team based on the mentor's content knowledge and areas of strength). From the finalist pool, between 4 and 6 award winners will be selected in each category.

To give you an idea of what this looks like this year, some statistics are below:

2016-2017 Big Ideas Contest Statistics

- 326 Pre-Proposals submitted
- 900+ Student Participants
- 100+ Majors Represented
- 66 Finalists
- \$300,000 Available in award funding

2016-2017 Big Ideas Categories



Art & Social Change

Create an innovative arts project that meaningfully engages with issues of advocacy, justice, and community-building. (6 Finalist Teams)



Energy & Resource Alternatives

Encourage the adoption of clean energy and resource alternatives that are sustainable and have the potential for broad impact. (6 Finalist Teams)



Financial Inclusion

Propose innovations that either address unmet needs of the financially underserved, or help extend existing services to low-income populations. (6 Finalist Teams)



Food Systems

Address challenges in food systems, supporting: food security, sustainability and justice; health in food systems; equitable access to nutritious food. (6 Finalist Teams)



Global Health

Develop an action-oriented, interdisciplinary project that will help alleviate a global health concern among low-resource communities. (10 Finalist Teams)



Hardware for Good

Describe plans to develop an innovative hardware technology, or design a technology-led solution that uses an existing hardware/product in a novel way. (11 Finalist Teams)



Improving Student Life

Describe a new initiative that improves the UC Berkeley student experience, or encourages students to engage and improve the surrounding community. (7 Finalist Teams)



Information Technology for Society

Describe an innovative project that demonstrates the capacity for IT to help address a major societal challenge. (7 Finalist Teams)



Scaling Up Big Ideas

For previous Big Ideas award winners who have advanced their ideas, and are looking to take their projects to the next level. (8 Finalist Teams)

What are the Full Proposal Components?

Big Ideas recommends the components below to ensure students include critical proposal elements. However, students are allowed to modify the order and presentation of the information as needed to tell their story.

1. Problem Statement

This section includes a clear description of and background information on the identified problem. An effective problem statement is thoroughly researched, shows a deep understanding of the issue, and builds a strong case to support why the project is needed. This includes but is not limited to: research/statistics on the problem, and/or research/statistics about the target community or market.

2. Existing Solutions

This section is an overview of any existing services, programs, interventions or products that have been designed or implemented to address this problem. Where applicable, applicants should discuss the limitations of these approaches, the gaps that still exist, and present research on what has been done in the past and where those solutions fell short.

3. Proposed Innovation / Project Description

This section includes a summary of the innovative project (e.g. program, service, good, etc.) how it works, and its intended impact. This is the “nuts and bolts” portion of the proposal and focuses on what the project will look like in its first year of implementation. It briefly explains any implementation challenges that may arise and how they will be addressed. It may note (but does not focus on) whether the project intends to scale up or expand in future years.

4. Implementation Timeline

The timeline describes the key next steps for implementing the idea for the first year only. Big Ideas awards will be disbursed in June 2017. Therefore, for the purposes of this contest, the 1st year is defined as June 2017-June 2018. Teams are allowed to mention work conducted prior to or after this 1-year timeline, but it should not be considered in their scoring.

5. Measuring Success

Teams should include information about how they will monitor or measure the impact or success of their project throughout the first year of implementation (June 2017- June 2018). This does not need to be a formal monitoring and evaluation plan, but can take the form of metrics and methods to make sure they can track their progress.

6. Budget

Includes both expected costs and revenue for the first year of the project (June 2017-June 2018).

Note: *The average Big Ideas award is approximately \$5,000 and proposals should not request more than \$10,000 from Big Ideas. The requested amount from Big Ideas is typically seen in the “Funding Gap” section of the budget template we have suggested for use. Teams may also include any plans to leverage additional funding sources, if appropriate.*

7. Team Bios

A list of key project team members with brief biographies that explain the capability of the team to pursue their idea.

What are the Judging Criteria?

The emphasis in the Full Proposal Round of the contest is project viability. As projects have been vetted for creativity in the Pre-Proposal Round, the focus now is on whether or not they can be realistically implemented. Finalists had the opportunity to incorporate judges' feedback and work with a mentor to improve the implementation details of their Big Idea.

Thus, the full proposal strongly weights viability, as seen in the following judging criteria:

1. Viability (40%)

Given the project description and the team members' expertise, skills, training, the team will likely be able to meet their proposed goals. **(Please keep in mind that we asked teams to explain how their project would look and consider implementation in only the first year of their project.)**

For example:

- ✓ The proposal demonstrates consideration of potential obstacles to implementation/ adoption and has proposed convincing solutions to address these challenges.
- ✓ The team has considered all relevant aspects of development, considered/developed viable marketing goals, effective marketing strategies, and realistic training and recruitment procedures for personnel or volunteers, if applicable.
- ✓ The team has identified and developed relationships with potential community partners, where applicable.
- ✓ The project team members and partners possess the necessary skills and experience to be successful in implementing the project.

2. Community or Market Familiarity (15%)

- ✓ The team demonstrates a great deal of familiarity with the market or community they plan to enter (either through research, professional, or volunteer experience).
- ✓ The proposal discusses similar programs, projects, or products that currently exist (especially with regard to the target population), the issues that have emerged with those other initiatives, and specifically how their project compares.
- ✓ The proposal demonstrates that the applicants have given sufficient consideration to the cultural, ethical, and legal implications of their proposed intervention.

3. Potential for Impact (15%)

- ✓ The proposed project addresses a pressing and important social problem.
- ✓ The team provides the reviewer with sufficient statistics and research to understand the problem, and makes a clear and compelling case that their project addresses it.

4. Realistic Budget (10%)

- ✓ The proposal includes a thorough and realistic budget that outlines **all relevant expected expenses and revenue for the project's 1st year**.
- ✓ The budget demonstrates that the applicants have given sufficient consideration to necessary supplies, equipment, travel expenses, etc.

- ✓ **The funding requested from Big Ideas is no greater than \$10,000.** If the projects' expenses are greater than \$10,000 total, the team has a reasonable plan to raise additional funds (e.g., the team has plans to submit additional grant applications, fundraise, etc.).

5. Measuring Success (10%)

- ✓ The proposal demonstrates a viable plan for measuring success in achieving the project's goals. The exact measurement tools (e.g. survey instruments) need not be developed at this stage, but the proposal should explain what will be measured, when/how it will be measured, and justify how those measurements lead to the achievement of the team's desired impact.

6. Quality and Creativity (10%)

- ✓ The project is innovative, the overall merit of this idea is high, and this is an idea worth funding.

Note on length:

As stated above, students are required to limit their proposals to 15 pages.

Judges should not review or consider any information presented past the 15th page (except for references or appendices.)

Judging Timeline and Emphasis on Qualitative Feedback

The official review period for judges begins **Friday, March 10th, 2017** and **all reviews need to be submitted no later than Friday, March 31st, 2017**. The entire review process should take 45 minutes per proposal on average in each assigned category. Winners will be notified at the end of April.

Judges are expected to provide qualitative feedback to applicants on the strengths and weaknesses of their project idea, implementation plans, and budget. A critical goal of the Big Ideas contest is to provide encouragement and support to all finalists, both winners and teams that do not advance. Thus, it is important to give substantive and constructive feedback to every proposal that is reviewed. Past experience has shown that this feedback is one of the most valuable aspects of the competition to all teams, as it helps students to improve their project plans for real-world application or applying to other student innovation competitions.

Note: *Reviews should be written as though judges are communicating directly with the applicants. Applicants will receive only the qualitative feedback. Reviews will be anonymous.*

End-of-Year Networking Opportunities

Some important dates are below; all judges are invited (and encouraged) to attend the following Big Ideas events:

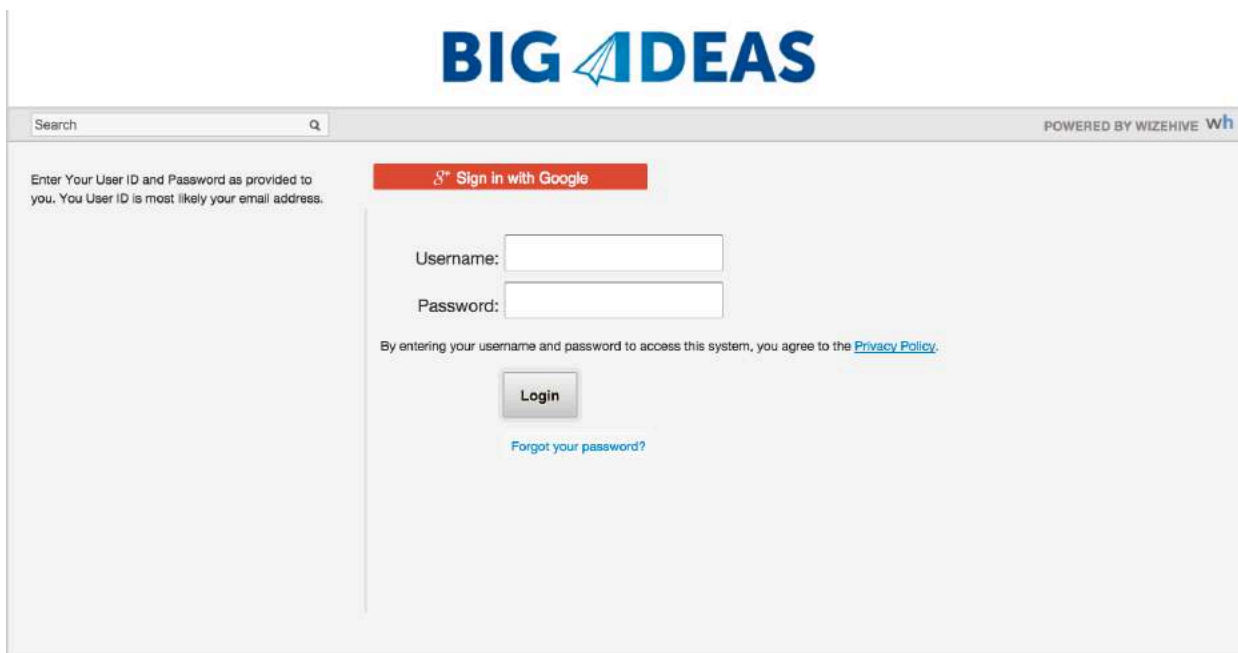
- **April 6, 2017: Information Technology for Society Poster Session**
3:00 – 5:00pm | Sutardja Dai Hall, Atrium (UC Berkeley)
Finalists in the Information Technology for Society category will be on hand to present their ideas to a panel of judges and answer questions about their projects. This event is open to the public.
- **April 26, 2017: Grand Prize Pitch Day**
5:00 – 8:00pm | B100 Blum Hall (UC Berkeley)
Each year select finalist teams are invited to attend the Big Ideas Grand Prize Pitch Day, where teams pitch their project ideas to a panel of esteemed judges. Judges then select Pitch Day winners to receive an additional award, ranging from \$1,000 for third place, \$3,000 for second place, to \$5,000 for first place in each of the two categories: Campus and Community Impact – and – Global Impact. It continues to be one of our most exciting events!
- **May 3, 2017: Awards Celebration**
5:00 – 8:00pm | B100 Blum Hall (UC Berkeley)
The Awards Celebration brings together the entire Big Ideas community to mark the conclusion of the 2016-2017 contest. There will be a poster session featuring the award-winning projects and plenty of time for judges, mentors, sponsors and teams to network, engage and learn more about the innovative projects that were developed throughout the course of the Big Ideas Contest.

Privacy Policy

Many Big Ideas applicants hope to launch ventures following the contest. It is expected that judges will maintain the confidentiality of the proposals **before, during and after** the judging process. During the duration of the contest, any communications with applicants should be initiated through staff representatives of the Big Ideas contest.

How Do I Access Proposals and Submit Feedback?

1. Visit: <https://review.wizehive.com/voting/bigideas1617-fp>



Search

POWERED BY WIZEHIVE **wh**

Enter Your User ID and Password as provided to you. Your User ID is most likely your email address.

[Sign in with Google](#)

Username:

Password:

By entering your username and password to access this system, you agree to the [Privacy Policy](#).

[Forgot your password?](#)

By March 10, 2017 you will receive an email with a username and password.

- Your username will be the email address we have on file for you. You will need this to log in to the Big Ideas judging page.
- If you have not received an email with this information by March 10, please notify us (bigideas@berkeley.edu) and we will issue you a new login.

2. Once you log in, you will be taken to a **landing page**. This page will host instructions on the left side and your assigned proposals to review on the right side. To begin reviewing proposals, click a green "Review" button next to a proposal to open that submission.

BIG IDEAS

The screenshot shows the Big Ideas landing page. On the left, there are instructions for reviewers. On the right, there is a list of proposals. The first proposal is "A study to estimate the burden of diagnosed diabetes and undiagnosed diabetes/pre-diabetes, presence". A green "Review" button is circled in red next to this proposal. Other proposals listed include "Agro price stabilizer", "BMA Trust", and "Classthon".

3. Once you have clicked to view a submission, you will see the title of the project and the 300-word summary of the team's proposal. The second tab, "Full Proposal" includes the pdf of the proposal. After clicking on this tab, you will be able to download the proposal or read it off your screen. When ready to begin your review, click the "Add Review" to begin reviewing that submission.

The screenshot shows the submission review page for "Bahay Kubo - Gardens of Living Tradition". At the top, there are navigation buttons: "PREVIOUS", "RETURN TO LISTING", and "NEXT". Below these is a green "Add Review" button. There are two tabs: "Summary" (selected) and "Full Proposal". The main content area contains the following text:

Entry Title: Bahay Kubo - Gardens of Living Tradition
The Pitch: Bahay Kubo ("Little House") revitalizes Filipino foodways and culture to promote health. We believe that immersive, intergenerational teaching and hands-on learning can inspire healthier relationships with the land, food, and community.
Summary: This proposal requests support from Big Ideas for the startup costs of a culturally based garden and culinary arts program. Bahay Kubo's purpose is to lift up sustainable, healthy Filipino food practices that can ignite a culture shift towards good health. These will be accomplished by 1) culinary and nutrition education 2) the act of growing food and 3) building community through food and cultural exchange.
 The project name is a reference the traditional Filipino children's song "Bahay Kubo." The lyrics name dozens of indigenous and traditional vegetables and convey an underlying message of abundance, food culture, and diversity. It is also inspired by the Philippine-based model of indigenous "schools of living traditions," originally founded to preserve and safeguard the disappearance of heritage through active transmission to the next generations. We are aware that there are a number of existing projects and programs in nutrition, cooking, farm and garden-based education. Many of these have informed and influenced this project, and several founders have served as thought partners. Bahay Kubo is distinct and a unique contributor to this landscape as it not only targets underserved Filipino/American youth, but promotes culture as an essential factor to food systems transformation.

Note: For judges in the Scaling Up Big Ideas category, you will also have access to a 500-word summary of the team's progress to date.

4. After clicking the “Add Review” button you will see the judging scorecard for that proposal. It will contain a mix of multiple choice and free response questions. Before you begin reviewing the submission, you must agree to the Privacy Policy at the top of the page. To return to your list of assigned proposals you can click on the “Return to Listing” button on the top middle of the scorecard, or move through the applications by clicking “Previous” or “Next.”

« PREVIOUS

RETURN TO LISTING

NEXT »

Big Ideas 2015-2016 Full Proposal Judging Scorecard

Thank you for providing your feedback! Your answers to the questions below will be used to determine an overall score for this proposal and which projects will receive awards this year.

Privacy Policy

Many of our applicants hope to launch ventures following the contest. It is expected that judges will maintain the confidentiality of the proposals before, during and after the judging process. During the duration of the contest, any communications with applicants should be initiated through staff representatives of the Big Ideas contest only. Please check the box below to acknowledge that you have read and agree to our privacy policy.

Privacy Policy I agree to the Privacy Policy stated above

Judging Criteria

Please rate and provide detailed comments in the sections below. Reviews should be written as though you are communicating directly with the applicants. Applicants will receive only the qualitative feedback (not scores). Reviews will be kept anonymous. *Important Note: Big Ideas applicants, both finalists and non-finalists, regularly cite the judges' feedback as the most valuable resource provided by the contest. Your detailed comments in the sections below are*

5. For each criterion, select an option from the dropdown menu, and enter your qualitative feedback in the text boxes provided.

Judging Criteria

Please rate and provide detailed comments in the sections below. Reviews should be written as though you are communicating directly with the applicants. Applicants will receive only the qualitative feedback (not scores). Reviews will be kept anonymous. *Important Note: Big Ideas applicants, both finalists and non-finalists, regularly cite the judges' feedback as the most valuable resource provided by the contest. Your detailed comments in the sections below are truly critical to the success of these projects as they move forward.*

1. VIABILITY (40%) - Given the project description and the team members' expertise, skills, training, the team will likely be able to meet their proposed goals. (Please keep in mind that we asked teams to explain how their project would look and consider implementation in only the 1st year of their project.) For example:

- The proposal demonstrates consideration of potential obstacles to implementation/ adoption and has proposed convincing solutions to address these challenges.
- The team has considered all relevant aspects of development, considered/developed viable marketing goals, effective marketing strategies, and realistic training and recruitment procedures for personnel or volunteers, if applicable.
- The team has identified and developed relationships with potential community partners, where applicable.
- The project team members and partners possess the necessary skills and experience to be successful in implementing the project.

Comment on "Viability"

✓ Yes
Somewhat
Not especially
No

[ENTER YOUR COMMENTS HERE]

2. COMMUNITY AND MARKET FAMILIARITY (15%) - The team demonstrates a great deal of familiarity with the market or community they plan to enter (either through research, professional, or volunteer experience). The proposal discusses similar programs, projects, or products that currently exist (especially with regard to the target population),

6. If you're in the middle of a review and would like to finish entering your feedback later, click "Save Draft" at the bottom of the page. This will allow you to begin where you left off or make any changes the next time you log in. If you do not wish to save your progress, you can simply click "Cancel" to exit. Once you have finished your review, click "Submit" and you can navigate to other pre-proposals or logout.

4. Do you think there other similar ideas/projects that the team should investigate or organizations you think the team should pursue partnerships with?

Comments

Overall Quality Score

[Cancel](#) [Save Draft](#) [Submit](#)

7. Once you've submitted your scorecard for a full proposal, a red "Done" button will appear on your landing page. The red "Done" indicator will help you remember which reviews you've completed, but you'll be able to add final edits to your review all the way through the judging deadline of March 31st, 2017. To edit the scores you've submitted click the red "Done" button.

You do not need to complete all reviews in one sitting. If you choose to, you may log out and return at another time. Completed reviews will be marked with a red "Done" button.

You may edit submitted reviews if you would like.

Review	Classthon
Review	data script
Review	sCorn mobile App
Done	Sustainable Food Systems: A Planner's Toolkit
Review	Urban Agriculture Meets Ecology: A Scientific Primer for Gardeners

1 TO 8 OF 8

FAQs

1. How many judges read each proposal?

Approximately 10 judges will read each full proposal. In most categories, judges will read all finalists' proposals (unlike in the pre-proposal round where judges read only a subset of proposals). In categories with over 8 finalists, final round judges will only read a subset of proposals.

2. About how long should it take to read, score, and comment on one proposal?

Each full proposal contains 10-15 pages of information. Some proposals have additional attached appendices. The optional appendices are meant to act as supplemental proposal material. It will take judges 45 minutes (on average) to read, score and comment on each proposal.

3. What should I do if a team submitted a proposal that is longer than 15 pages?

Judges are expected to read up to 15 pages for each proposal they are assigned. *If a team exceeds this maximum page limit (besides additional pages for citations or appendix items), judges should not read beyond the page limit.* Proposals should be scored based on the information presented in the first 15 pages only.

4. Once I begin entering scores on the judging page on WizeHive, can I save my work and return to the page later to finish scoring?

Yes. Click "Save Draft" at the bottom of the judging scorecard page to save work. Judges can return at any time prior to the judging deadline to complete or edit scores and feedback by clicking "Review" at the top of the page. The "Logout" button is located at the top right of the page.

5. When are my scores and feedback due?

Judges' scores and feedback are due on Friday, March 31st, 2017.

7. How many winners will be selected in each category?

We anticipate that roughly two thirds of finalists per category will receive award funding, based on judges' feedback.

9. How much financial support do winning teams receive and when will it be distributed?

Award amounts will be determined based on the number of winners in each category. The average category-specific award is about \$5,000, and teams can receive a maximum of \$10,000. Awards will be dispersed in summer 2017.

10. Who can I contact if I have questions during the judging phase?

Please feel free to contact us by email bigideas@berkeley.edu or by phone at (510) 666-9120.

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