

The proposal document does not exceed 20 pages in length (not including a Works Cited/References):

- a maximum of 15 pages for the proposal body and budget spreadsheet,
- a maximum of 5 pages of appendices excluding a References or Works Cited page.
  - Yes
  - No

Please rank the extent (*To a great extent, To some extent, Only a little bit, Not at all*) to which the proposal meets the following criteria:

1. Project Described is Innovative

The idea presented is a **novel, innovative, or creative solution** the proposed problem. The proposed project involves either a) the invention of a new idea, method, or product, or b) the creation of a **better or more effective** product, process, service, technology, or idea. (5%)

2. Needs Statement Is Convincing

The proposed project **addresses a pressing and important social problem**. The team provides the reviewer with sufficient statistics and research to understand the problem. (15%)

3. Project Described Is Viable

***In answering these questions, please remember that we asked applicants to explain only how their project will look and be funded in its first year of implementation.***

- **Thorough Project Description:** The team has thoroughly described their project plans and appears to have adequately thought through **all** details of project planning and project implementation. (10%)
- **Community/Market Familiarity:**
  - i. The team provides evidence that they are familiar with the community they wish to serve or the market they are entering, understand the needs of that population/market. (10%)
  - ii. The team is aware of other similar initiatives of projects that exist, and has convincingly discussed how their product or project is superior to the alternatives. (10%)

- - **Assessment of Challenges and Risks:** The team has acknowledged likely challenges that they might face (e.g., lower community buy-in than anticipated, cultural differences, problems with volunteer recruitment, etc.), and proposed reasonable solutions to those problems. (10%)
  - **Team Capabilities:** Given information provided team biographies (e.g., team members' expertise, skills, training), the team has the relevant training and experience to be able to implement their project as planned and attain the team's desired goals and objectives. (10%)
  - **Overall Impression of Viability:** Based on the information provided in the proposal, I believe the team will be able to meet their stated objectives. (10%)
4. Budget Is Thorough and Realistic  
The proposal includes a realistic preliminary budget **that outlines all relevant expected expenses and revenue for the project's first year only**. The budget spreadsheet 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 project's expenses are greater than \$10,000 total, the team has a plan to raise additional funds (e.g., the team has plans to submit additional grant applications, fundraise, etc.). (10%)
5. Plan for Impact Evaluation  
The proposal has a demonstrated 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 generally what will be measured and when/how it will be measured. (10%)

### Written Feedback Questions:

*Directions: This will be sent directly to teams, you're writing directly to applicants feedback is the most valuable feedback students receive. Comprehensive feedback.*

1. What changes or improvements would you suggest the team consider either increase their idea's impact or viability?
2. How can the team gain additional insight into local market or community needs?
3. What are the strengths and weaknesses of the team's budget or team composition?



## Full Proposal Judging Scorecard

4. What else do you recommend the team consider before launching their project?