



Pitch Day –Judges Briefing

Global Impact / Community and Campus Impact

May 5th, 2014

Big Ideas Overview

Big Ideas @ Berkeley provides funding, support and encouragement to interdisciplinary teams of undergraduate and graduate students who have “Big Ideas”



History and growth

This year, student teams submitted 186 proposals across 9 categories



Creative Expression
for Social Justice
8



Clean & Sustainable
Energy Alternatives
13



Financial Capability
6



Global Poverty
Alleviation
57



Improving Student
Life
23



IT for Society
33



Open Data
25



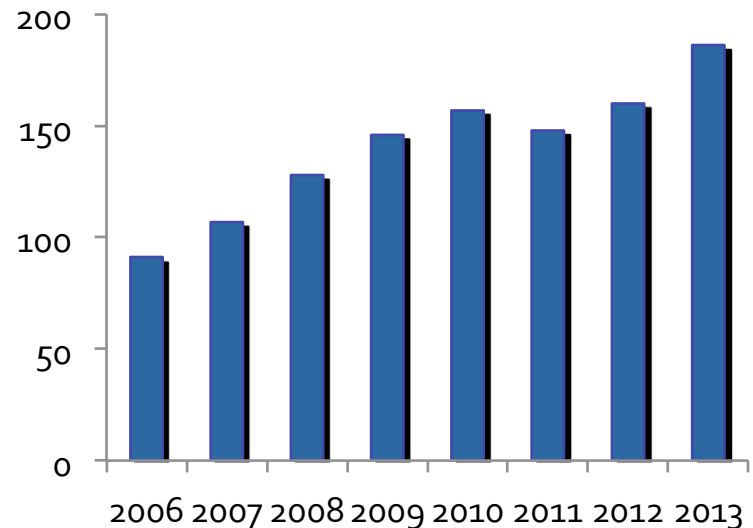
Promoting Human
Rights
10



Scaling-up Big Ideas
11



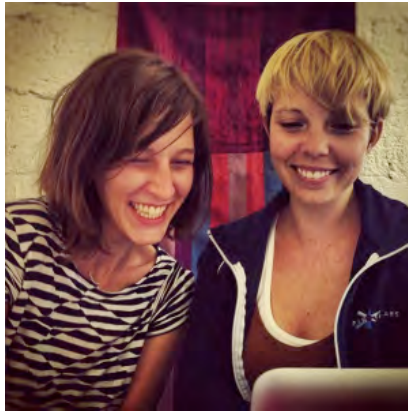
The number of submissions has increased steadily over time



In 2013, Big Ideas expanded to the HESN

- College of William & Mary
- Duke University
- Makerere University
- Massachusetts Institute of Technology
- Michigan State University
- Texas A&M University
- + UC system

Big Ideas at a Glance



Focuses on social impact

Harnesses creativity, passion and innovation

Encourages ideas at the very early stage

Enables students to take risks

Supports students to develop and deepen skills

Provides funding, validation and networks

Demonstrates successful model

Testimonials from Students



*"What we gained from Big Ideas was not just the prize money but also **the validation** that our idea for financial literacy can have the impact we want" – Leanne Fan, Ca\$h Flow*



*"The power of Big ideas comes from **its own innovation** in creating an ecosystem that allows pieces of small, fragile ideas to grow: knocking, combining, evolving, and **creating new possibilities**" – Moon Parks, UC Vision from Below*



*"The entire Big Ideas process, from start to finish, led us **to ask tough questions** early on and hold ourselves **accountable** beyond the world of academia" - Anne Wootton, Pop-Up Radio Archive*



Pachamama project



The idea: To work with ten schools in Bolivia to encourage the discussion of menstrual hygiene management (MHM) and combat stigma—and develop education material in the local language.

Testimonial: *"Big Ideas provided us with a great mentor and access to a network of supporters and advice that really made the difference to the success of our project."* – Rebecca Peters, Founder



Additional
Recognition:



Success: Teacher feedback that the incidence of water-borne diseases went down by 80% in the schools where they worked.

Next steps: Develop a gender communication strategy and material and pilot across 12 schools in Mexico and 12 schools in Bolivia, in partnership with Water for People

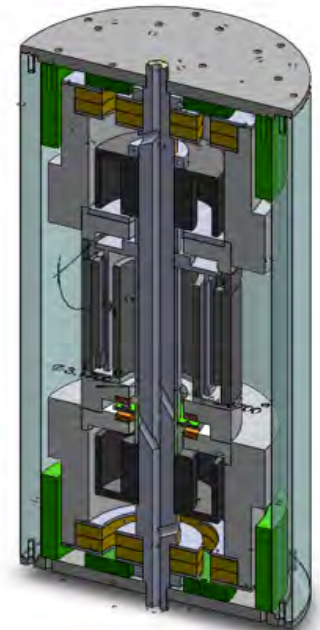
Near Zero

Category: Clean and renewable energy

The idea: To develop an efficient energy storage system—using a magnetically levitated flywheel—to store renewable energy and input it into a smart-grid system.

Status: Built and tested a prototype of the technology, which showed that it uses less power than traditional large-scale electrochemical cells.

Testimonial: *"Without Big Ideas' support we would never have got such great results. The funding and the encouragement from Big Ideas helped turn our plans into reality."*— Drew Sebelhaus, Electronics Lead



Next steps: To develop the next version of the prototype, reducing manufacturing costs and building in functionality for power utilities.

Exposure & Prizes

Since inception, winning teams have gone on to win over **\$25M** in additional funding for their Big Ideas



Partnerships :

Acopio's data management platform acquired by FairTrade USA and potentially expanded to over 1million farmers; **Pop-up Archive** selected for *500 start-ups*



Funding:

ReMaterials received \$200,000 from USAID to develop its roofing panels; Start Up Chile awarded **Nafasi** \$40,000 to incubate its solar technology

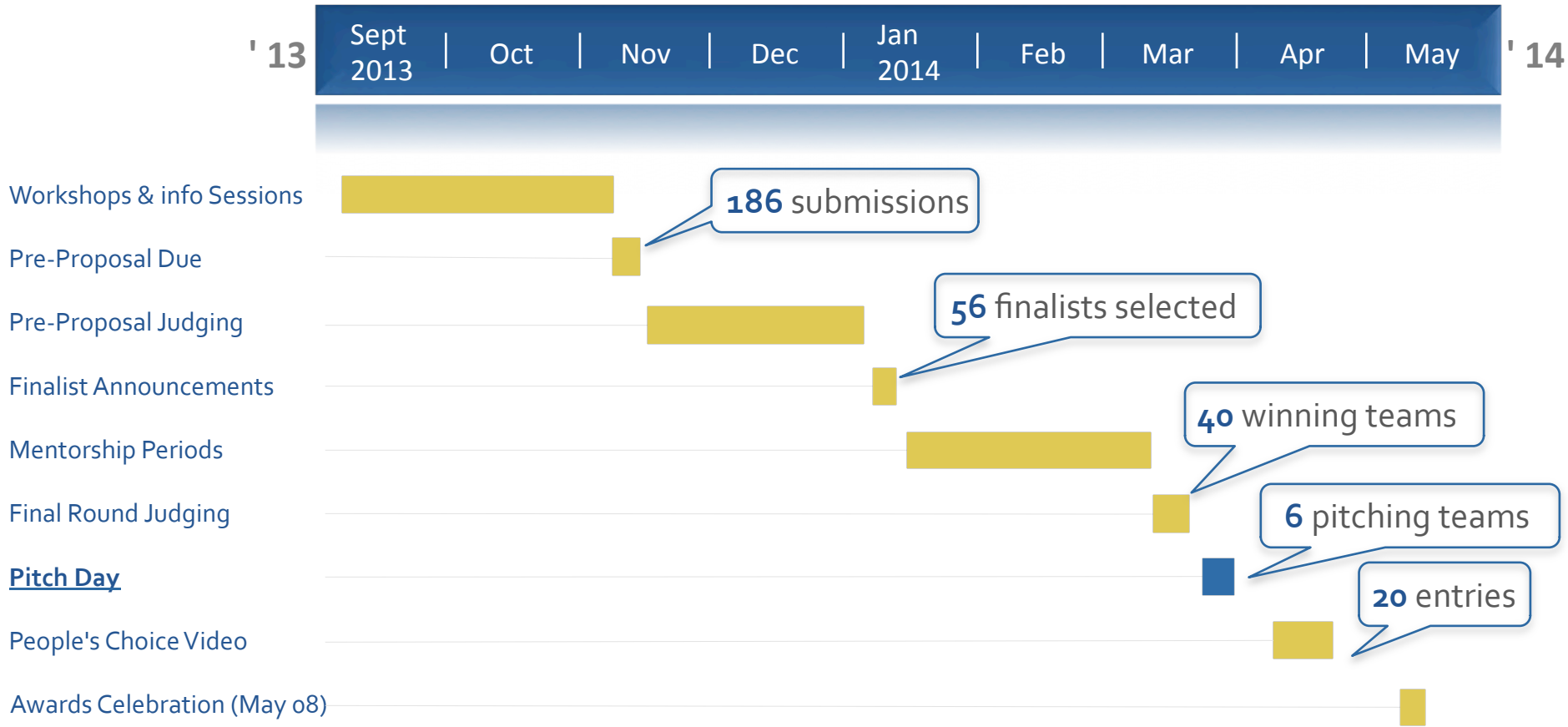


Recognition :

Nuestra Agua has received funding to scale up from 8 to 200 water kiosks in Mexico, and its founder has been appointed as an Ashoka Fellow



Timeline – where are we?



Agenda for Today

Time	Description	Location
1:30-2:00pm	Judges Lunch & Briefing	Blum Hall Conference Room
2:00-3:00pm	Campus & Community Impact Pitches (3 teams)	B100 Blum Hall
3:00-3:30pm	C&C Impact: Judge deliberation	200G Blum Hall
3:00-4:00pm	Global Impact Pitches (3 teams)	B100 Blum Hall
4:00-4:30pm	Global Impact: Judge deliberation	200G Blum Hall
4:30pm	Award Ceremony	B100 Blum Hall



Prize Money

Place	Campus & Community Impact	Global Impact
1st	\$5,000	\$5,000
2nd	\$3,000	\$3,000
3rd	\$1,000	\$1,000



Guidelines given to teams

Pitch timing: Teams are given 5 minutes to pitch

Q&A: Judges have 5 minutes to ask the teams questions

(Few) requirements:

1. Description of the Big Idea
2. What problem does it seek to address?
3. Qualifications and experience of team members
4. Description of how team would use additional funds

Style: Teams were given complete freedom in terms of props, presentation style etc



Judging Criteria

Quality of pitch

How compelling and enthusiastic is the team in describing their Big idea?

How professional and prepared were the team in presenting?

Did the team inspire confidence?

Creativity and innovation

Does the project provide a creative and innovative solution to a major social issue?

Is the team presenting a unique opportunity?

How does it compare to other solutions?

Likelihood of success

Does the team have a clear vision for the first year of implementation?

Do they have a strong team with the necessary skills set and experience?

Social Impact potential

Does the project address a clearly defined need?

Does the team demonstrate a deep knowledge of the target market/ community?

Is the team clear about how it will define and track its progress?



Questions?

