

RUDD FAMILY FOUNDATION

# BIG IDEAS

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## 2016-2017 PRE-PROPOSAL JUDGING HANDBOOK

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# 2016-2017 Big Ideas Judging Handbook

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One of the greatest contributing factors to the success of Big Ideas is the fantastic network of judges and mentors who support the contest. Each year, hundreds of energetic and experienced industry leaders and professionals make it possible to identify and support the most promising ideas. Judges have the opportunity to get a first glance at the next generation of innovative ideas, and provide feedback to help shape and improve them. They also become part of the Big Ideas network, which includes opportunities to meet and gain exposure to other industry leaders in social innovation.

On behalf of the hundreds of students that participate each year in the Big Ideas Contest and the Big Ideas Staff, we thank you for your commitment to fostering student-led innovation. Your support is an invaluable resource that helps transform student ideas into reality. We hope that you enjoy reviewing the proposals in your assigned category.

This handbook will provide you with information about the Big Ideas contest, judging criteria, key dates, and FAQs.

In addition to this handbook, judging resources are available at <http://bigideas.berkeley.edu/judges/>

Lastly, the Big Ideas team is always happy to answer any questions you may have. You can email us at: [bigideas@berkeley.edu](mailto:bigideas@berkeley.edu) or reach us by phone at: (510) 664-7424

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## About the Contest

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Big Ideas is an annual, multi-campus, innovation contest aimed at providing funding, support, and recognition to interdisciplinary teams of undergraduate and graduate students who have “big ideas” aimed at 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 the contest. By seeking out novel proposals and 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 contest categories. The table below shows which campuses are eligible to apply to these respective categories:

	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 preview and provide feedback on the students’ ideas. By serving as a judge, you’ll have an opportunity 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 will have the opportunity to build their own professional networks by attending Big Ideas events and mixers where they can meet other judges, professional mentors, faculty and students.

## Contest Structure

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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 by 12:00pm PT. Depending on the number of applicants per category, between 6 and 9 teams will be selected as finalists to participate in the full proposal round in each contest category, based on judges' scores and feedback. All pre-proposal teams receive detailed feedback from the judges, regardless of whether or not they are selected as finalists. All pre-proposal applicants will be notified by mid- December 2016 about their final round status.

### Round 2: Full Proposal

Finalist teams will have 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 looked like last year, some statistics are below:

#### 2015-2016 Big Ideas Contest Statistics

- 266 Pre- Proposals Submitted
- 795 Student Participants
- 106 Majors Represented
- 42 Winning Teams
- \$5,500 Average Big Ideas Award

## 2016-2017 Big Ideas Categories

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### Art & Social Change

Create an innovative arts project that meaningfully engages with issues of advocacy, justice, and community-building.



### Energy & Resource Alternatives

Encourage the adoption of clean energy and resource alternatives that are sustainable and have the potential for broad impact.



### Financial Inclusion

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



### Food Systems

Address challenges in food systems, supporting: food security, sustainability and justice; health in food systems; equitable access to nutritious food.



### Global Health

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



### 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.



### Improving Student Life

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



### Information Technology for Society

Describe an innovative project that demonstrates the capacity for IT to help address a major societal challenge.



### 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.

# Pre-Proposal Criteria

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Students are instructed to submit pre-proposals no longer than 3 pages, single-spaced (with the exception of Scaling Up proposals, which have an additional “Past Progress” requirement, and are allowed a total of 4 pages). Team bios must also be included in this limit. References and citations are permitted in the pre-proposal round and are not included in the 3-page limit, but appendices are not allowed.

Big Ideas recommends that applicants include the following critical components. However, students are allowed to modify the exact order and presentation of the information as needed to tell their story. Graphics, charts, and other visual or alternative formats are allowed as long as they are included in the page limit. The basic elements students are asked to include are:

## 1. Problem Statement

A description of the problem or need that the project will address, which communicates the teams’ understanding of relevant research/statistics on the problem.  
(Recommended length: ½ – 1 page in length)

## 2. Existing Solutions

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 and the gaps that still exist.  
(Recommended length: ½ – 1 page in length)

## 3. Proposed Innovation

A summary of the innovative idea (e.g., project, service, or product), how it works, and its intended impact. Applicants should provide a brief description of how the project will look in its first year of implementation, and why it is different from other approaches. If implementation challenges are expected, applicants should briefly explain how they will address these in their approach.  
(Recommended length: 1 page in length)

***Note:** Judges are instructed to consider, above all else, how innovative and creative the project idea is.*

## 4. Team Bios

A list of key project team members with brief biographies that explain the capability of the team to pursue their idea. If the team has not yet found team members for specific skillsets required by the project, they should identify those gaps, outline those roles, and note in this section strategies for how they intend to fill those positions.  
(Recommended length: ½ page in length)

## 5. Past Progress (Scaling Up proposals only)

Scaling Up applicants are permitted one additional page to describe their progress since last winning Big Ideas. The “past progress” section is limited to 1 page in which Scaling Up applicants are required to include the following elements:

- List the name of the original project and year that the project initially won.
- Describe the original project idea.
- Report on the progress of the project to date.
- Detail any project milestones/accomplishments, as well as challenges and lessons-learned.

## Relevant Rules

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Judges should be mindful of the following contest rules and eligibility criteria which students are required to adhere to. Failure to meet these conditions may result in a team’s disqualification.

1. At least one member of each team must be a matriculated student at an eligible campus to enter the contest at the time of the pre-proposal deadline. Contest category descriptions and eligibility guidelines are available on the Big Ideas website at: <http://bigideas.berkeley.edu/categories-eligibility/>
2. Big Ideas projects must be student-initiated and student-led. Faculty, staff, and external partners may only play an advisory role for student teams.
3. Teams may not submit the same application to more than one category. A student may participate in more than one project team as long as each team submits a unique pre-proposal application.
4. Student teams cannot seek funding from Big Ideas for projects that have previously won a Big Ideas award, unless they are submitting a proposal in the “Scaling Up Big Ideas” category. Teams that have won a Scaling Up award in the past are not eligible to reapply.

## Judging Criteria

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The emphasis in the pre-proposal round of the contest is innovation. Students who are invited to the final round will have an opportunity to incorporate judges' feedback, and work with a mentor to improve the implementation details of their plan with a focus on viability and sustainability. Thus, the pre-proposal strongly weights creativity (as seen below):

1. **Innovation (40%):** The idea presented is a novel, innovative, or creative solution to the proposed problem. Big Ideas defines "novel, innovative, or creative projects" as those that either a) propose a *new* idea, method, invention, or product, or b) create a *better* or more effective product, process, service, technology, or idea.
2. **Potential for Impact (20%):** The proposed project addresses an important and pressing social challenge. 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 this need.
3. **Viability (15%):** The proposal is viable and the team has credibility and qualifications to implement it. The proposal includes sufficient evidence of team members' expertise, training, and skills. The team has thought through the partnerships and resources necessary to achieve their expressed goals and objectives. (**Note:** Teams are only required to consider implementation for the first year of their project.)
4. **Category challenge (15%):** For each contest category (except Scaling Up), judges will also consider a category-specific question to determine the extent to which the pre-proposal addresses the challenge. For this section, Scaling Up will be judged on the progress made since winning Big Ideas.
5. **Quality (10%):** The overall quality of proposal is high and the idea itself is of high merit. The team has clearly put thought and effort into creating a professional, persuasive, well written and well organized proposal that is compelling and convinces readers that the idea is worth funding.

**Note:** As stated above, students are required to limit their proposals to 3 pages, with the exception of the Scaling Up category teams, who are allowed 4 pages. Judges should not review or consider any information presented past the 3<sup>rd</sup> page (although citations can exceed this limit).

## Contest Timeline

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Students submitted pre-proposals on November 16, 2016. The official review period for judges begins around Friday, November 18, 2016 and **all reviews need to be completed no later than Thursday December 8, 2016**. The entire review process should take approximately 4 to 6 hours over the 3-week timeframe. *It is critical that judges complete their reviews within this timeframe.* Finalists must be notified by early December to allow them sufficient time to complete their mentor matching worksheets prior to leaving for the winter break. The final round will begin in mid-January, when finalist teams are paired with a mentor and begin working toward their final proposals.

## Emphasis on Qualitative Feedback

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A critical goal of the Big Ideas contest is to provide encouragement and support to all applicants, both finalists and non-finalists. Thus, it is important for judges to give substantive and constructive feedback to every proposal that is reviewed. Please provide qualitative feedback to applicants on the strengths and weaknesses of their project idea and implementation plans. We know from past experience that this feedback is one of the most valuable aspects of the competition, for both finalists and non-finalists – as it helps students to improve their proposals and re-apply to Big Ideas or other student innovation competitions.

*Reviews should be written as though you are communicating directly with the applicants. Applicants will receive only the qualitative feedback. Scores/ratings will not be shared with applicants and qualitative feedback will be kept anonymous.*

## Privacy Policy

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Many of our applicants hope to launch ventures following the contest. It is required 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 must be initiated through staff representatives of the Big Ideas contest.

## Accessing Proposals and Submitting Feedback

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### 1. Portal URL:

The judging portal can be accessed at: <http://review.wizehive.com/voting/bigideas1617-pp/>

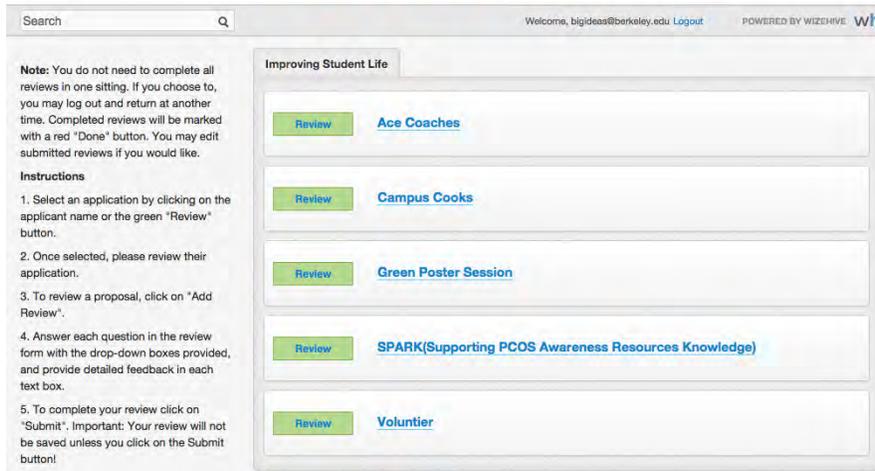
### 2. Username and Password:

You will be sent your username and password on November 18 by [bigideas@berkeley.edu](mailto:bigideas@berkeley.edu). 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 November 18, 2016, please notify us ([bigideas@berkeley.edu](mailto:bigideas@berkeley.edu)) and we will issue you a new login. If you have previously participated as a judge via Wizehive in either Big Ideas or other contests, you may need to reset your password.

**Note:** Each judge will be assigned to review a subset of pre-proposals (approximately 8) in their assigned category. However, to give judges a more complete picture of all the proposals in their assigned category, you will be sent a (PDF) document that contains 150 word summaries of all of the proposals in that category. (For instance, there are 50+ proposals in the Global Health category. Judges will be asked to review between 8-10 proposals, but they will receive the summaries for all 50+ proposals.)

### 3. Landing Page:

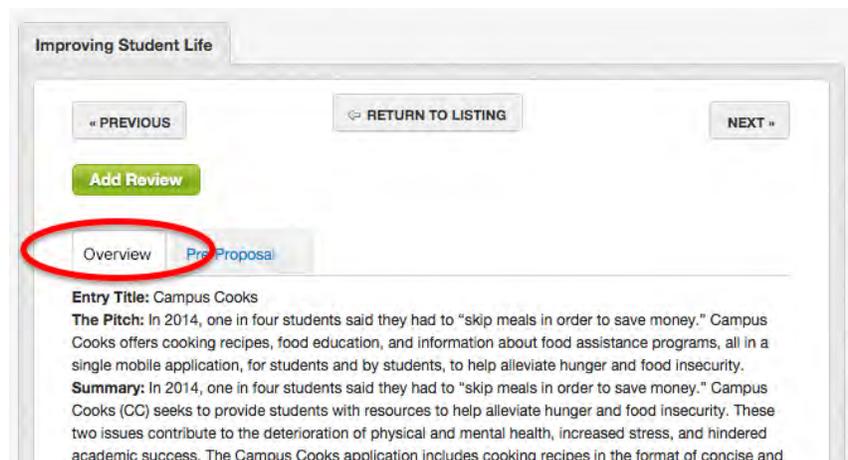
Once you log in, you will be taken to a landing page. This page will have instructions on the left sidebar and your assigned proposals to review on the right side. To begin reviewing pre-proposals, click the green "Review" button next to a proposal to open that submission.



## 4. Viewing Your Assigned Submissions:



Once you have clicked "Review" to view a submission, you will see the title of the project, a 50-word pitch, and a 150-word summary under the "Overview" tab.

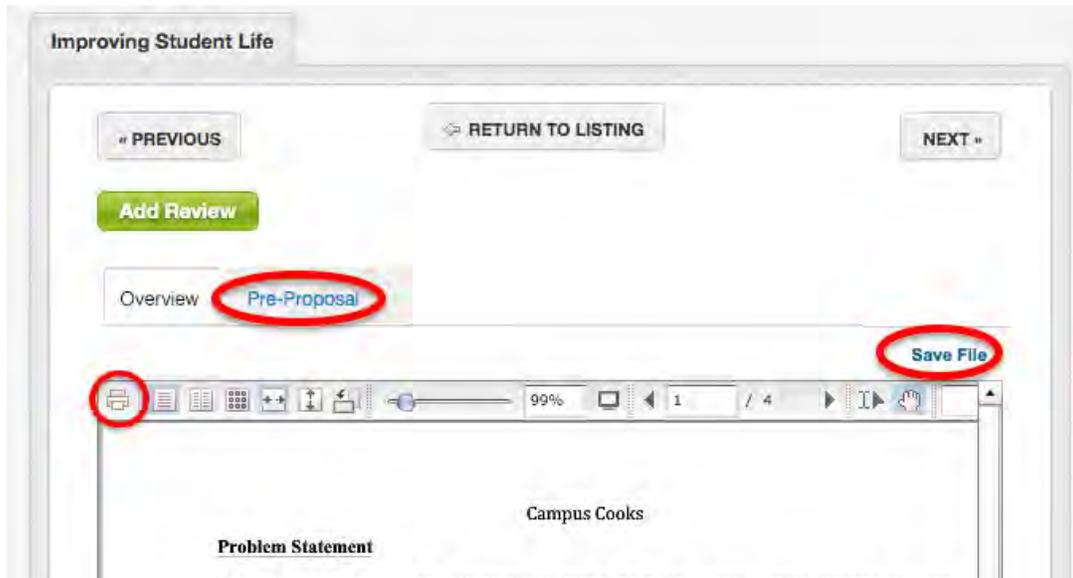


It is critical that judges read the 50- and 150-word summaries for each proposal, as the content in these summaries may not be repeated in the submission's 3-page proposal.

## 5. Viewing 3-Page Proposals

To view the pre-proposal, click the “pre-proposal” tab. From there, you can download/save the pre-proposal to your computer, print the file, or view it in that window. Once you are ready to begin reviewing the application, click the green “Add Review” button near the top of your screen.

You can use the “Print” and “Save” features to download or print the proposal. Note that the proposal will be viewable at the bottom of your review screen for reference.



Once you have fully read the proposal and are ready to give your detailed review, click the “Add Review” button.

## 6. Adding your Review:

After clicking the “Add Review” button you will see the judging scorecard for that pre-proposal. It will contain a mix of multiple choice questions and comment boxes, where you will provide your feedback on each section. Before you begin reviewing the submission, you must agree to the Privacy Policy at the top of the page and choose the appropriate category you are judging in. **Please make sure that the category you choose from the drop-down menu matches the category name on the tab label 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 Pre-Proposal Judging Scorecard

Thank you for providing your feedback! Your answers to the questions below will be used to determine applicant eligibility and compute an overall score for this proposal.

#### 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

Category \*

Once you have completed the scorecard, you can refer to the pre-proposal file and application information (without having to change viewing tabs) by scrolling down to the bottom of the scorecard page:

Overall Quality Score

Cancel   Save Draft   Submit

Overview   Pre-Proposal

Save File

software for the Campus Cooks app.

Note: We will be conducting searches for additional team members via student groups and LinkedIn. The descriptions of the team members we are seeking are as follows:

*Software*  
An individual skilled in computing languages and capable of creating apps in either, but

## 6. Saving Drafts and Submitting Reviews:

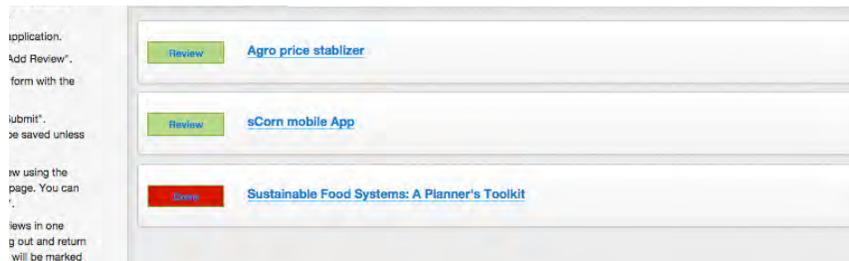
If you're in the middle of a review and would like to finish entering your feedback later, click "Save Draft" at the bottom of the scorecard (but above the application files). This will allow you to begin where you left off or make any changes the next time you log in. If you do not wish to save your 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.

Overall Quality Score

Cancel   Save Draft   Submit

## 7. Tracking Progress

Once you've submitted your scorecard for a pre-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 reviews, including those that have been submitted, through to the judging deadline of December 8, 2016. To edit the scores you've submitted, click the red **"Done"** button.



Once all of your assigned proposals are marked as **"DONE,"** you have officially completed your judging.

Thank you for your commitment and support for Big Ideas!

## FAQs

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### 1. How many judges read each proposal?

Each proposal will be read by at least 6 judges. Each judge will read between 8 to 10 proposals for each category, but will be sent via email short (150 word) summaries of all projects in the contest category they are judging.

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

Each pre-proposal contains 3 pages of information, with the exception of Scaling Up proposals, which are 4 pages in length. We estimate that it will take judges approximately 30 minutes to read, score and comment on each proposal.

### 3. What should I do if a team submitted a proposal that is longer than the required page limit?

Judges are expected to read up to the maximum page limit for each proposal they are assigned. *If a team exceeds this maximum page limit (besides additional pages for citations), judges should not read beyond the page limit.* Proposals should be scored based on the information presented in the first 3 pages only, or 4 pages for Scaling up applications. Bios are included in this limit.

### 4. Once I begin entering scores on the judging rubric 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 your work. You can return at any time prior to the judging deadline to complete or edit your 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 Thursday, December 8, 2016.

### 6. How many finalists will be selected in each category?

Depending on the number of applicants per category, between 6 and 12 finalists will be selected in each contest category, based on judges' feedback.

### 7. 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 \$5,500 and teams can receive a maximum of \$10,000. Awards will be dispersed in Summer 2017.

### 8. What if I suspect issues related to plagiarism?

Please contact the Big Ideas team immediately, who will look into the matter.

### 9. What if I want to get in touch with, or serve as a mentor for a team?

The Big Ideas team is happy to connect judges and students. Send us an email and we will facilitate an introduction if both parties indicate an interested in connecting.

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

If you have any questions, please feel free to contact us by email [bigideas@berkeley.edu](mailto:bigideas@berkeley.edu) or by phone at (510) 664-7424.

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