

BIG **IDEAS**

JUDGING HANDBOOK **2013-2014 BIG IDEAS CONTEST**

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BIGIDEAS.BERKELEY.EDU

2013-2014 Big Ideas Judging Handbook

Thank you for serving as a pre-proposal judge for the 2013-2014 Big Ideas Contest!

This handbook will provide you with 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.” Since its founding, it has inspired creative and high-impact student projects aimed at solving the world’s most pressing problems. 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.

Big Ideas judges are critically important in previewing and providing feedback on students’ ideas. By serving as a judge, you’ll be “giving back” while also getting a first-hand look at some of the most innovative ideas being developed by graduate and undergraduate students. 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.

The table below shows which campuses are eligible to apply to the 9 contest categories:

Eligible University	Creative Expression for Social Justice	Clean & Sustainable Energy Alternatives	Financial Capabilities	Global Poverty Alleviation	Improving Student Life	Information Technology for Society	Open Data	Promoting Human Rights	Scaling Up Big Ideas
UC Berkeley	X	X	X	X	X	X	X	X	X
UC Davis				X		X		X	X
UC Irvine				X				X	X
UC Los Angeles				X				X	X
UC Merced				X		X		X	X
UC Riverside				X				X	X
UC San Diego				X				X	X
UC San Francisco				X				X	X
UC Santa Barbara				X				X	X
UC Santa Cruz				X		X		X	X
College of William and Mary				X			X	X	
Duke University				X			X	X	
Makerere University (Uganda)				X			X	X	
MIT				X			X	X	
Michigan State				X			X	X	
Texas A&M				X			X	X	

International Student Eligibility: This year Big Ideas expanded its eligibility to include students at Makerere University in Uganda. If you are judging applications submitted by international students, we ask you to keep in mind that English proficiency as well as grant-writing experience may vary. Please make appropriate allowances for this when you assign scores, and where possible provide feedback and guidance that could improve application quality in the future.

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 five-page pre-proposal on Tuesday, November 5, 2013. Depending on the number of applicants to each category, between 3 and 8 finalist teams will be selected in each contest category based on judges' feedback. All pre-proposal teams receive detailed feedback from the judges, regardless of whether or not they are selected as finalists. Pre-proposal entrants will be notified in early December 2013 if they have been selected to move on to the final round.

2012-2013 Big Ideas Contest Statistics

- 160: Pre-Proposals submitted
- 54: Teams advanced to final round
- 37: Teams won Big Ideas awards
- \$5,500: Average Big Ideas award

Round 2: Full Proposal

Finalist teams will have the opportunity to develop and refine their pre-proposals into ten-page full proposals due by 5:00 pm (PST) on March 11, 2014. In the full proposal, 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, full-proposal judges will select between two and six award winners in each category.

2013-2014 Big Ideas Categories

	<p>CLEAN & SUSTAINABLE ENERGY ALTERNATIVES</p>	<p>The aim of this category is to encourage student led innovations focused on the design, development, or delivery of sustainable energy solutions.</p>
	<p>CREATIVE EXPRESSION FOR SOCIAL JUSTICE</p>	<p>Seeks proposals for innovative art projects that meaningfully engage with issues of advocacy, justice, and community building through any art form.</p>
	<p>FINANCIAL CAPABILITIES</p>	<p>Seeks proposals for improving the financial capability of young adults, particularly those from low-income communities, to help ensure they have access to the tools, education, and resources necessary to manage money with confidence.</p>
	<p>GLOBAL POVERTY ALLEVIATION</p>	<p>Seeks proposals that describe an action oriented, inter-disciplinary project that would help alleviate poverty. Possible areas of innovation may include education, clean water, health care, and agriculture.</p>
	<p>IMPROVING STUDENT LIFE</p>	<p>Seeks proposals that describe a new policy, program, course, initiative, or service that improves the UC Berkeley student experience in a meaningful way.</p>
	<p>INFORMATION TECHNOLOGY FOR SOCIETY</p>	<p>Seeks proposals that stimulate new thinking on a broad range of social benefits of information technology in areas that help address a major societal challenge.</p>
	<p>OPEN DATA</p>	<p>Seeks proposals that leverage publicly available datasets to address social challenges.</p>
	<p>PROMOTING HUMAN RIGHTS</p>	<p>Seeks proposals that will help combat the causes or consequences of corruption or indirectly foster the rule of law.</p>
	<p>SCALING UP BIG IDEAS</p>	<p>Seeks proposals from past Big Ideas winners who have made substantial progress on their original concept, and who are now ready to expand the scale, impact or scope of their project.</p>

What are the Judging Criteria?

Students are instructed to submit pre-proposals no longer than 5 pages, single-spaced (not including references, but including preliminary budgets). Judges should not review or consider any information presented past the 5th page. The pre-proposal strongly weights creativity (as seen below).

Please note that the following criteria apply to all categories except Scaling Up Big Ideas. Because Scaling Up teams are past Big Ideas winners, they are required to provide an additional pre-proposal element that describes their previous winning idea and the progress they have made on their idea to date. This description has a 10% weight, lowering innovation and creativity from 45% to 35%. The team must demonstrate that they have significantly advanced their idea and generated excellent results since receiving their original prize. All other criteria remain the same as below.

1. **Innovation and creativity (45%):** 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) the creation of a better or more effective product, process, service, technology, or idea.
2. **Extent to which the project addresses a pressing social problem (25%):** The proposed project addresses an important and pressing 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 this need.
3. **Preliminary budget (10%):** The proposal includes a realistic preliminary budget that outlines **all relevant expected expenses and revenue for the project's first year**. 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 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.).
4. **Project viability (10%):** Given the project description, the team's qualifications, the preliminary budget proposed, and the team's understanding of the market or community needs, this project is viable. **(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.)** The team has strategically thought about potential challenges when implementing their project and developed solutions to overcome these challenges.
5. **Overall Merit (10%):** The overall merit of this idea is high. This is an idea worth funding.

Timeline

Students submitted their 5-page pre-proposals on November 5, 2013. The official review period for judges begins Friday, November 8, 2013 and **all reviews need to be submitted no later than Friday, December 6, 2013.** The entire review process should take approximately 6 hours over the 4-week time frame. 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.

Emphasis on Qualitative Feedback

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 applicants**, both finalists and non-finalists. In this vein, it is important to give substantive and constructive feedback to every proposal that is reviewed. We know from past experience that both finalists and non-finalists appreciate this feedback and many will use it to hone their proposals and reapply to Big Ideas or other student innovation competitions.

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

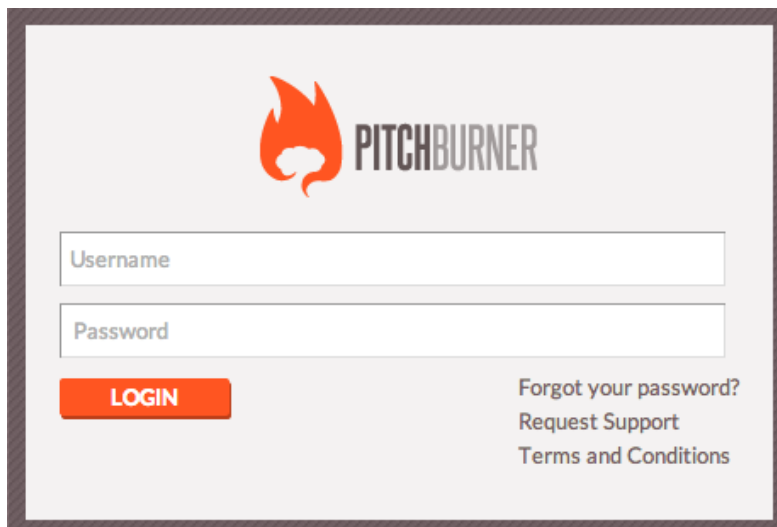
Privacy Policy

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.

How Do I Access Proposals and Submit Feedback?

1. Visit: app.pitchburner.com
2. On November 8, you should receive an email with a username and password from bigideas@berkeley.edu. 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 11, 2013, please notify us (bigideas@berkeley.edu) and we will issue you a new login.

Note: Each judge will be assigned to review only a subset of 6-8 pre-proposals in their assigned category. However, to give judges a more complete picture of all the proposals in their assigned category, attached to your login email will be a (PDF) document that contains 300 word summaries for all of the proposals in their category. (For instance, there may be 40 proposals in the Global Poverty category. Judges will be asked to review between 6-8 proposals, but they will receive the 300-word summaries for all 40 proposals.)



The image shows a login interface for Pitchburner. At the top center is the Pitchburner logo, which consists of a stylized orange flame above the word "PITCHBURNER" in a bold, sans-serif font. Below the logo are two white input fields with grey borders. The first field is labeled "Username" and the second is labeled "Password". Below the password field is a red button with the word "LOGIN" in white, uppercase letters. To the right of the login button, there are three links stacked vertically: "Forgot your password?", "Request Support", and "Terms and Conditions".

- Once you log in, the first screen that you will see will be the “Instructions and Resources” page. This page will host this handbook to download and review the Big Ideas Privacy Policy.

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INSTRUCTION AND RESOURCES

INSTRUCTIONS AND RESOURCES
 Instructions to Reviewer
 Thank you for agreeing to serve as a judge for the 2013-2014 Big Ideas@Berkeley Contest! Your feedback is extremely helpful in the determination of finalists and the development of students' ideas.

PRIVACY POLICY
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Below you will find a handbook which you can download which has detailed instructions of how to review the proposals assigned to you. The judges' training video can also be found on our website. Please do not hesitate to contact the Big Ideas team at bigideas@berkeley.edu with any questions or clarifications you may have.

ALL PRE-PROPOSAL JUDGING MUST BE COMPLETED NO LATER THAN FRIDAY, DECEMBER 6, 2013

Reviewer Resources

Name	Description	
2013-2014 Pre-Proposal Judging Handbook	Detailed Reviewing Instructions	DOWNLOAD

- To begin reviewing pre-proposals, click the "Submissions" Tab on the left-hand side of your screen. Once on the “Submissions” page, clicking "view" next to the submission name will open that submission.

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SUBMISSIONS **MANAGE SUBMISSIONS**

Groups: Division: First Name: Last Name:

Company Name: Submission Name: [SEARCH](#) [RESET](#)

Actions	Group	Plan ID	Submission Name	Team	Status	Company Name	Date
VIEW EVALUATIONS	Global Poverty Alleviation	108549	EXAMPLE: LIGHT FROM BELOW	Jenna Hahn	Accepted		Oct 30, 2013 12:11:26 AM UTC

- Once you have clicked to view a submission, you will see the title of the project, their 300-word summary, and a link to download their attached pre-proposal. To review a pre-proposal, download the attached document. When ready, click the "Evaluate Now" button on the top right side of the page to begin reviewing that submission.

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SUBMISSION VIEW

EXAMPLE: LIGHT FROM BELOW

Submitted Date 10/29/13 5:11:26 PM PDT
Last Updated 10/30/13 8:46:28 PM UTC

Please provide a 1500 character (or less) summary of your project idea that expands on the elevator pitch you provided above. Note that this summary may also be publicly disseminated on the Big Ideas website or in promotional materials.
SUMMARY OF IDEA
[Light-From-Below Preproposal-Example.pdf](#) uploaded.

ATTACHMENTS

Name	Description	
LIGHT FROM BELOW	300 WORD SUMMARY	DOWNLOAD

Evaluations
Global Poverty Alleviation
Big Ideas 2013-14 Pre-Proposal Judging Scorecard
Score: 0.0
[EVALUATE NOW](#)
Print

6. After clicking the “Evaluate Now” button you will see the judging scorecard for that pre-proposal. It will contain a mix of multiple choice and free response questions. Reviews should be written as though you are communicating directly with the applicants. Applicants will receive only the qualitative feedback. Before you begin reviewing the submission, you must agree to the Privacy Policy at the top of the page. If you’re in the middle of a review and would like to finish entering your feedback later, click “Save & Exit” at the bottom of the page. When you return to that submission at a later time, make sure to click “Enable Editing,” at the top of the judging scorecard, in order to begin where you left off or make changes. Once you have finished your review, click “Submit” and you can navigate to other pre-proposals or logout.

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Editing is enabled

Big Ideas 2012-13 Pre-Proposal Scaling Up Judging Scorecard

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I accept

1. Does this idea fit into the category description (provided below for your convenience)

Yes
 Sort of
 No
 I'm not sure

Big Ideas requires that the proposed project is student-initiated and student-led. It is possible that some projects do not meet this criterion if the proposal team is made up mostly of business professionals or faculty members who have initiated the project. After reading the team biographies, do you believe that the team meets this eligibility requirement?

Yes
 No

Does the proposal demonstrate knowledge of the local market the team hopes to enter or the community the team intends to serve? How can the team gain additional insight into local market or community needs?

What are the strengths and weaknesses of the team's preliminary budget?

Total Score: 0.0%

SAVE & EXIT **SUBMIT**
CLOSE

FAQs

1. How many judges read each proposal?

Between 3 and 6 judges will read each proposal. Each judge will read between 6-8 proposals for each category, but will be sent via email short (300 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 proposal contains 5 pages of information. We estimate that it will take judges approximately 40 minutes to read, score and comment on each proposal.

3. What should I do if a team submitted a proposal that is longer than 5 pages?

Judges are expected to read up to 5 pages for each proposal they are assigned. *If a team exceeds this maximum page limit, judges are not required to read beyond the page limit.* Proposals should be scored based on the information presented in the first 5 pages only.

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

Yes. Click “Save & Exit” 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 “Enable Editing” at the top of the page.

5. When are my scores and feedback due?

Judges’ scores and feedback are due on Friday, December 6, 2013.

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

Depending on the number of applicants to each category, between 3 and 8 finalists will be selected in each contest category based on judges’ feedback.

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

Grant 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 June 2013.

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 or by phone at (510) 666-9120.

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