BIGEAS

JUDGING HANDBOOK 2013-2014 BIG IDEAS CONTEST

> University of California, Berkeley 100 Blum Hall, #5570 Berkeley, CA 94720

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2013-2014 Big Ideas Judging Handbook

Thank you for serving as a full proposal round 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." In the years following its founding, Big Ideas has inspired creative and high-impact student projects aimed at solving the world's most pressing problems. By seeking out novel proposals and subsequently providing resources and support to help them succeed, Big Ideas has assisted students in making a difference all over the world.

Big Ideas judges have the opportunity to preview and provide feedback on 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. 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
UC Davis	х			X		x		x	x
UC Irvine		8	14	Х	1			x	Х
UC Los Angeles				X		Baza E Al		x	х
UC Merced	х			Х		x		х	х
UC Riverside			احصما	X				x	х
UC San Diego				х				x	x
UC San Francisco				X				×	х
UC Santa Barbara				х				х	х
UC Santa Cruz	X			Х		x		x	x
College of William and Mary				x			x	x	
Duke University			14	х			x	x	
Makerere University (Uganda)			. 3	x			x	x	
MIT				х			х	X	
Michigan State		1 4		X	B 4 B		х	х	
Texas A&M				X			X	х	

Structure of the Contest

The Big Ideas contest is divided 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 11 finalist teams were selected in each contest category based on judges' feedback. All pre-proposal teams received detailed feedback from the judges, regardless of whether or not they were selected as finalists.

2013-2014 Big Ideas Contest Statistics

- 187: Pre-Proposals submitted
- 56: Teams advanced to final round
- ~75%: Finalists receiving funding
- ~\$5,000: Average Big Ideas award

Round 2: Full Proposal

Finalist teams developed and refined their pre-proposals into fifteen-page full proposals due on March 11, 2014. In the full proposal, finalists expanded on the ideas presented in their pre-proposals, edited their proposals based on judges' feedback, and refined 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, feedback from the full-proposal judges will be used to select between two and six award winners in each category.

2013-2014 Big Ideas Categories

 	CLEAN & SUSTAINABLE ENERGY ALTERNATIVES	The aim of this category is to encourage student led innovations focused on the design, development, or delivery of sustainable energy solutions.
Ţ.	CREATIVE EXPRESSION FOR SOCIAL JUSTICE	Seeks proposals for innovative art projects that meaningfully engage with issues of advocacy, justice, and community building through any art form.
\$	FINANCIAL CAPABILITIES	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.
	GLOBAL POVERTY ALLEVIATION	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.
	IMPROVING STUDENT LIFE	Seeks proposals that describe a new policy, program, course, initiative, or service that improves the UC Berkeley student experience in a meaningful way.
	INFORMATION TECHNOLOGY FOR SOCIETY	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.
	OPEN DATA	Seeks proposals that leverage publicly available datasets to address social challenges.
11/4	PROMOTING HUMAN RIGHTS	Seeks proposals that will help combat the causes or consequences of corruption or indirectly foster the rule of law.
H	SCALING UP BIG IDEAS	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.

What are the Judging Criteria?

Students are instructed to submit full proposals no longer than fifteen pages, single-spaced (not including references, but including preliminary budgets). Students were also allowed to submit five additional pages as appendices. Judges should not review or consider any information presented past the 20th page.

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 a description of their previous winning idea and the progress they have made. Judges in the Scaling Up category (only) are asked to consider the extent to which the team has made progress towards their original project goals. This criterion counts as 10% of the Scaling Up team's overall score. To account for the addition, the "team capabilities" and "impact evaluation" criteria are each weighted at 5% for Scaling Up applicants (as opposed to 10% for non-Scaling Up teams). All other criteria remain the same as below.

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 sufficient statistics and research to convey a thorough understanding of the problem. (15%)

3. Project Described Is Viable

a) Thorough Project Description: The team has thoroughly described their project plans and appears to have adequately thought through <u>all</u> details of project planning and project implementation. (10%)

b) Community/Market Familiarity:

- The team provides evidence that they are familiar with the community or market they are entering and understands the needs of that population/market. (10%)
- The team is aware of other similar initiatives or projects that exist, and has convincingly discussed how their product or project is superior to the alternatives. (10%)
- c) 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%)
- d) Team Capabilities: Based on information provided in 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%)

e) Overall Impression of Viability: Based on the information provided in the proposal, 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 <u>first year only.</u> 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 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%)

Timeline

Students submitted their fifteen-page full proposals on March 11, 2014. The official review period for judges begins Friday, March 14, 2014, and all reviews must be submitted no later than Friday, April 11, 2014. The entire review process should take approximately six to ten hours over the four-week timeframe. It is critical that judges complete their reviews within this period.

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 winners and non-winners. In this vein, it is important to give substantive and constructive feedback to every proposal that is reviewed. We know from past experience that all applicants appreciate this feedback and many will use it to refine their proposals as they prepare to apply to other innovation competitions.

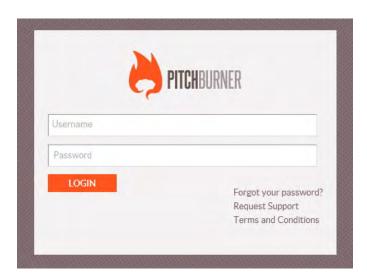
Please Note: Reviews should be written as though you are communicating directly with the applicants. Applicants will receive only the qualitative feedback. Reviews will be anonymous.

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 communication with applicants should be initiated through staff representatives of the Big Ideas contest.

How Do I Access Proposals and Submit Feedback?

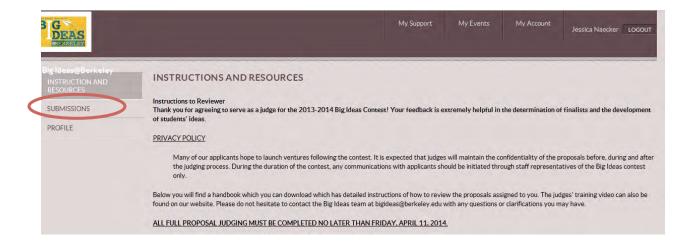
1. Visit: app.pitchburner.com

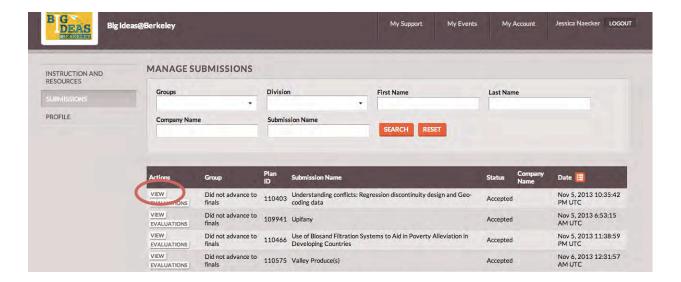


On March 14th, you will receive an email with a username and password from bigideas@berkeley.edu. You will need this to log in to the Big Ideas judging page. If you have not received an email with this information by March 15th please notify us by email (bigideas@berkeley.edu), and we will issue you a new login.

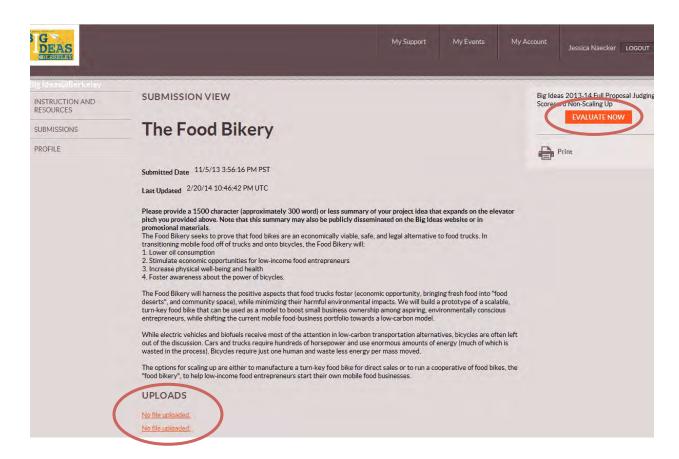
2. Once you log in, the first screen that you will see will be the "Instructions and Resources" page. This page will provide a reminder about our confidentiality/privacy policy and will contain a copy of this Judging Handbook available for download.

To begin reviewing full proposals, click the "Submissions" Tab on the left-hand side of your screen. Once on the "Submissions" page, clicking "View" next to a given submission will open that proposal.

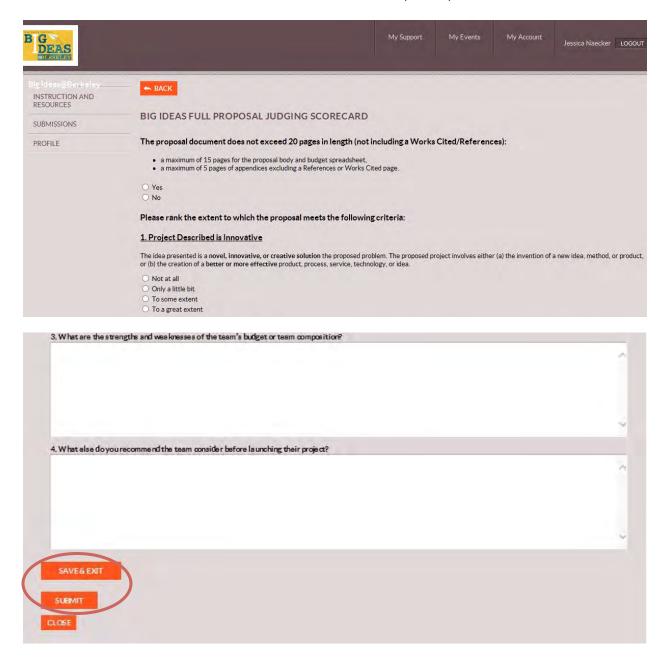




3. After clicking "View," you will see the title of the project, a short summary of the project idea, and a link to download attached full proposal documents. Scaling Up judges will also see a summary of the progress teams' have made to date on their original winning idea. To review a full proposal, download the attached document. When ready, click the "Evaluate Now" button on the top right side of the page to begin scoring that submission.



4. After clicking the "Evaluate Now" button, you will see the full proposal judging scorecard. The scorecard contains a mixture of Likert scale and free-response questions.



If you are 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. Once you have finished your review, click "Submit." You can then navigate to other full proposals or logout.

FAQs

1. How many judges read each proposal?

Between 5 and 8 judges will read each proposal. Each judge will read all of the final round proposals in their assigned category. Depending on the number of finalists in each category, judges will review between three and eleven proposals.

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

Each proposal contains approximately twenty pages of information. We estimate that it will take judges approximately 60 minutes to read, score, and comment on each proposal.

3. What should I do if a team submitted a proposal that is longer than twenty pages (fifteen pages of proposal text and five pages of appendices)?

Judges are expected to read up to twenty 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 fifteen pages of proposal text and five pages of appendices only.

4. Once I begin entering scores and comments on the judging evaluation 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, April 11th, 2014.

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

Between two and six winners will be selected in each category based on judges' feedback.

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

Prize 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 2014.

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 at bigideas@berkeley.edu or by phone at (510) 666-9120.



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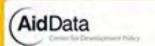
























COMMITTEE ON STUDENT FEES AND BUDGET REVIEW