

Finalist teams will have the opportunity to develop and refine their pre-proposals into ten to fifteen page full proposals due on Wednesday, March 9th, 2016. In this full proposal, finalists will expand on the ideas presented in their pre-proposals, edit their proposals based on judges' feedback, and have the opportunity to refine their project ideas through collaboration with a Big Ideas mentor.

Finalists are instructed to submit full proposals between 10-15 pages, single-spaced (including their budget and implementation timeline, but not references or appendices). Big Ideas recommends the format below to ensure students include critical proposal components, however, students are allowed to modify the order and presentation of the information as needed to tell their story. The basic components we ask students to include are:

## 1. Problem Statement

This section includes a clear description of and background information on the identified problem. An effective problem statement is thoroughly researched, shows a deep understanding of the issue, and builds a strong case to support why the project is needed. This includes but is not limited to: research/statistics on the problem, and/or research/statistics about the target community or market.

## 2. Existing Solutions

This section is an 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, the gaps that still exist, and present research on what has been done in the past and where those solutions fell short.

## 3. Proposed Innovation

This section includes a summary of the innovative project (e.g. program, service, good, etc.) how it works, and its intended impact. This is the "nuts and bolts" portion of the proposal and focuses on what the project will look like in its 1st year of implementation. It briefly explains any implementation challenges that may arise and how they will be addressed. It may note (but does not focus on) whether the project intends to scale up or expand in future years.

## 4. Implementation Timeline

The timeline describes the key next steps for implementing the idea for the 1st year only. Big Ideas awards will be disbursed in June 2016. Therefore, for the purposes of this contest, the 1<sup>st</sup> year is

defined as June 2016-June 2017. Teams are allowed to mention work conducted prior to or after this 1-year timeline, but it should not be considered in their scoring.

### 5. Measuring Success

Teams should include information about how they will monitor or measure the impact or success of their project throughout the 1st year of implementation (June 2016- June 2017). This does not need to be a formal monitoring and evaluation plan, but can take the form of metrics and methods to make sure they can track their progress.

### 6. Budget

Includes both expected costs and revenue for the 1st year of the project (June 2016-June 2017).

*Note: The average Big Ideas award is approximately \$5,000 and proposals should not request more than \$10,000 from Big Ideas. The requested amount from Big Ideas is typically seen in the "Funding Gap" section of the budget template we have suggested for use (available [HERE](#) but not all teams may choose to utilize this tool). Teams may also include any plans to leverage additional funding sources, if appropriate.*

### 7. Team Bios

A list of key project team members with brief biographies that explain the capability of the team to pursue their idea.