BIG IDEAS

GRAND PRIZE PITCH DAY
Judges Briefing – April 27, 2016

Contest Overview

Big Ideas@Berkeley provides funding, support and encouragement to interdisciplinary teams of undergraduate and graduate students who have creative solutions to address pressing social problems.

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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/deepen skills

Provides funding, validation and networks

Demonstrates successful model

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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

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Sample Projects

- The Somo Project

- Mak

- Alternative Iron

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Exposure & Prizes

Since inception, winning teams have gone on to win over **$80m** in additional funding for their Big Ideas

Partnerships
Acopio's data management platform acquired by FairTrade USA and potentially expanded to over 1million farmers.

Funding
**ReMaterials** received $200,000 from USAID to develop its roofing panels.

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.

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10 Years of Big Ideas

Over…

1,300 submissions
3,500 students competing
$1.6 million distributed
340 projects awarded
1,000 judges recruited
200 mentors recruited

The number of submissions has increased steadily over time
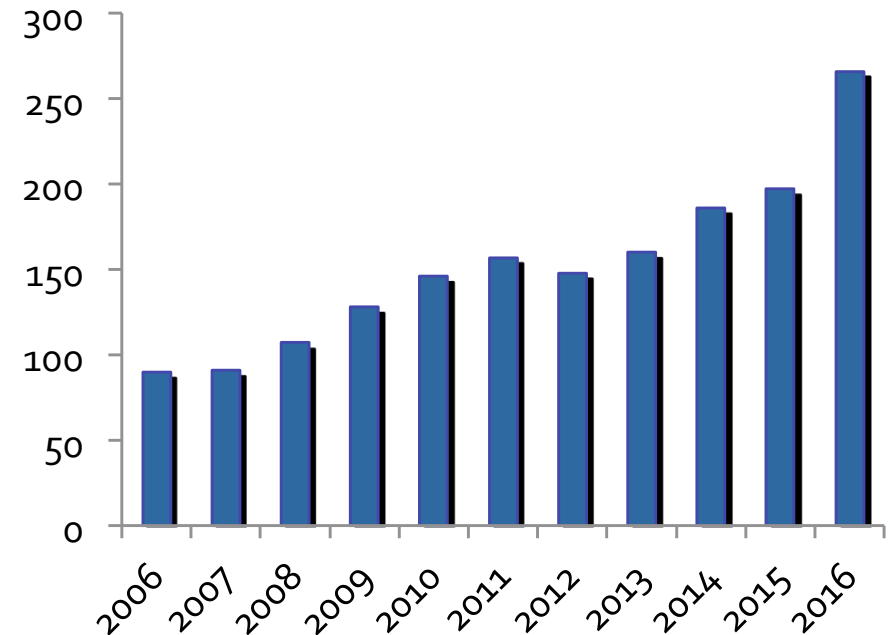

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2015-2016 Contest Information

Art & Social Change

Mobiles for Reading

Energy & Resource Alternatives

Financial Inclusion

Food Systems

Global Health

Improving Student Life

Information Technology for Society

Scaling Up Big Ideas

UNIVERSITY OF CALIFORNIA SYSTEM	UC Berkeley
	UC Davis
	UC Irvine
	UC Los Angeles
	UC Merced
	UC Riverside
	UC San Diego
	UC Santa Barbara
	UC Santa Cruz
USAID HIGHER EDUCATION SOLUTIONS NETWORK	UC Berkeley
	College of William & Mary
	Duke University
	Makerere University
	Massachusetts Institute of Technology
	Michigan State University
	Texas A&M University
OTHER	Monash University
	South Australia University

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Timeline

	Sep 2015	Oct	Nov	Dec	Jan 2016	Feb	Mar	Apr	May
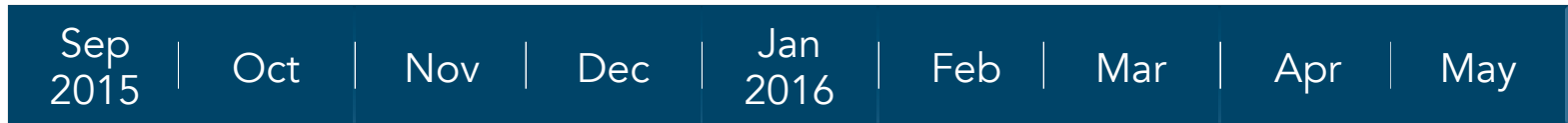
Info Sessions

Pre-Proposal Due — 266 submissions

Pre-Proposal Judging — 57 finalists selected

Finalist Announcements

Mentorship Periods

Final Round Judging — 41 winning teams

Pitch Day / Big Vote — 6 final teams

People's Choice Video (May 4) — 22 entries

Awards Celebration (May 4)

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Agenda for Today

Time	Description	Location
4:30-5:15pm	Judges' Briefing	200G Blum Hall
5:30-6:15pm	**Campus & Community Impact** Pitches (3 teams)	B100 Blum Hall
6:15-6:45pm	**Campus & Community Impact:** Judge deliberation	200G Blum Hall
6:15-7:00pm	**Global Impact** Pitches (3 teams)	B100 Blum Hall
7:00-7:30pm	**Global Impact:** Judge deliberation	200G Blum Hall
7:00-7:30pm	Networking Reception	B100 Blum Hall
7:30pm	Awards Announcement	B100 Blum Hall

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Prize Money

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

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Pitch Guidelines

Pitch timing: Teams are given 3-4 minutes to pitch (hard stop at 4 min)

Q&A: Judges have 7-10 minutes to ask the teams questions (hard stop at 15 min total)

Requirements:
1. Description of the Big Idea
2. Overview of the problem it seeks to address
3. Proposed impact of project
4. Qualifications and experience of team members
5. Description of how team would use additional funds

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

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Judging Criteria

Quality of pitch

How compelling was their presentation of the idea?
How professional and prepared were they while presenting?
Did the team inspire confidence?

Creativity and innovation

Does the idea pose an innovation solution to the expressed problem?
Is the team presenting a unique opportunity?
How does it compare to other solutions?

Likelihood of success

Does the idea pose a viable solution?
Does the team have the necessary skills and experience?
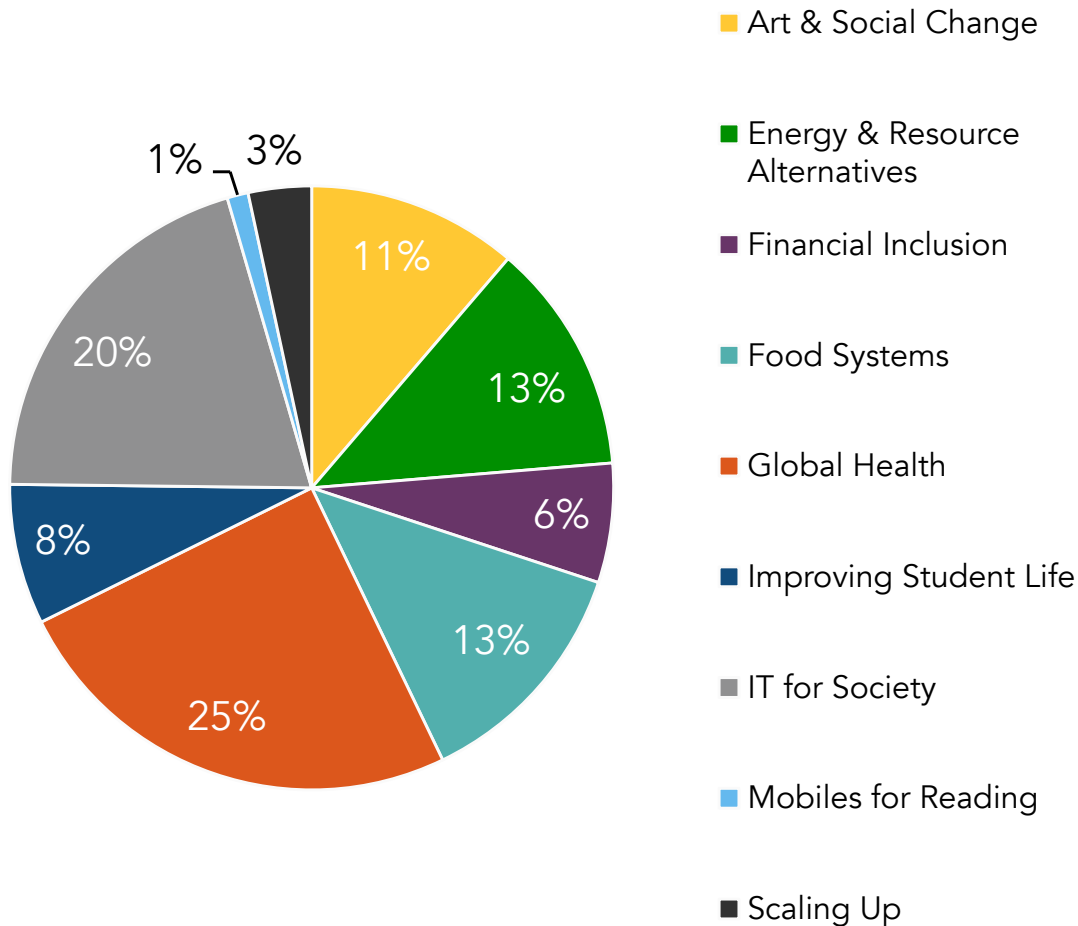Do they have a clear vision for the first year of implementation?

Social impact potential

Does the project address a clearly defined need?
Does the team demonstrate deep knowledge of the audience/need?
Are they clear about how they will define/track its progress?

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Questions?

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2015-2016 Contest Information

Submissions by Category

Legend:
- Art & Social Change
- Energy & Resource Alternatives
- Financial Inclusion
- Food Systems
- Global Health
- Improving Student Life
- IT for Society
- Mobiles for Reading
- Scaling Up

Values: 1%, 3%, 11%, 13%, 20%, 8%, 25%, 13%, 6%

Distribution of Submissions by School Network

- UC Berkeley — 60%
- Rest of UC System — 23%
- Rest of HESN — 17%

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