

## CONTEST RULES

1. At least one member of each team must be a matriculated student at an eligible university to enter the contest.
2. Big Ideas projects must be student initiated and student led. Faculty, staff, and external partners may play an advisory role for student teams.
3. Student teams may submit an application to only one category. If an application is submitted to more than one category, only the first submission received will be reviewed. One 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.
5. The Team Lead (primary applicant) will be the main contact person for all Big Ideas communications and must be a matriculated student at an eligible campus at the time of the Pre-proposal deadline. The Team Lead has final authority in determining prize disbursement options.

Please note that each contest category has specific rules and eligibility requirements. For more information, applicants should carefully review the description for the contest to which they are applying.

Prizes will only be awarded for high-quality submissions. Decisions of the judges are final and not subject to appeal.

## CATEGORIES

Be sure to check your school's eligibility at [bigideas.berkeley.edu](http://bigideas.berkeley.edu)!

Art & Social Change  
Energy & Resource Alternatives  
Financial Inclusion  
Food Systems  
Global Health  
Hardware for Good  
Information Technology for Society  
Scaling Up Big Ideas

## HOW BIG IDEAS WORKS

The 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 are invited to submit a 3-page, 1,600 word Pre-proposal by November 16, 2016 at 12PM (PT) via the [bigideas.berkeley.edu](http://bigideas.berkeley.edu) website.** Judges will select 5 to 8 teams in each category to continue on to the Full Proposal round of the contest in the spring. All Pre-proposal teams will receive detailed feedback from the judges, regardless of whether or not they are selected as finalists. Pre-proposal applicants will be notified in December 2016 if they have been selected as a finalist.

### Round 2: Full Proposal

**Finalist teams will have the opportunity to develop and refine their Pre-proposals into 15-page "Full Proposals" by March 8, 2017 at 12PM PT.** In this round, students expand on the design of their social innovations and edit proposals based on judges' feedback. Additionally, they are paired with a Big Ideas Mentor (an industry professional that is matched to the team based on the mentor's expertise and background) to refine their project idea. From the finalist pool, judges will select award winners in each category. Teams can win up to \$10,000 for their Full Proposal.

Participants can earn additional prize money via these avenues:

**People's Choice Video Contest:** Every Pre-proposal applicant (including non-finalists) is invited in the spring to submit a 2-minute video about their project to the People's Choice Video Contest. Voting for this contest is open to the public, and the project that gets the most votes will receive an additional \$2,500 award.

**Grand Prize Pitch Day:** Select finalist teams are invited to attend Pitch Day in April, where teams pitch their project ideas to a panel of judges. Judges will then select winners to receive additional awards of up to \$5,000. All Pre-proposal applicants are also invited to partake in the event's **Big Vote** contest, where audience members choose their favorite project of the year to win \$500.

**Awards Celebration:** Big Ideas contest winners celebrate with friends, family, and Big Ideas affiliates.



# BIG IDEAS

## 2016-2017

## CONTEST PRE-PROPOSAL GUIDELINES & APPLICATION REQUIREMENTS

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# PRE-PROPOSAL APPLICATION REQUIREMENTS

Pre-proposals need to be submitted as a single PDF file. The document can be no longer than 3 pages and 1,600 words (with the exception of Scaling Up proposals, which have an additional requirement). The Pre-proposal must contain the following content, but the specific structure and flow of how you present this information is flexible.

## 1. Problem Statement

A description of the problem or need that your project will address, which communicates your understanding of relevant research/statistics on the problem. (About 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, discuss the limitations of these approaches and the gaps that still exist. (About ½ – 1 page in length)

## 3. Proposed Innovation

A summary of your innovative idea (e.g., project, service, or product), how it works, and its intended impact. Provide a brief description of how your project will look in its first year of implementation, and why it is different from other approaches. If you expect to encounter implementation challenges, briefly explain how you will address these in your approach. Note that judges are instructed to consider, above all else, how innovative and creative your project idea is. (About 1 page in length)

## 4. Team Bios

A list of key project team members with brief biographies that explain the capability of your team to pursue your idea. If you have not yet found team members that fulfill the skillsets needed to carry out your innovation by the pre-proposal deadline, note in this section how you plan to recruit the expertise that will be integral to your project. (About ½ page in length)

References and citations are permitted in the Pre-proposal round and are not included in the page or word limit. Appendices are not allowed in the Pre-proposal round, but are permitted for the Full Proposal if your team is selected to participate in the Final Round.

## JUDGING CRITERIA

What will my Pre-proposal be judged on?

**Innovation:** The extent to which the idea presented is a novel, innovative, or creative solution the proposed problem. (40% of overall score)

**Potential for Impact:** The extent to which the proposed project addresses a pressing problem, and the extent to which your team provides sufficient statistics and research for the reader to understand the problem. (20% of overall score)

**Viability:** The extent to which the proposed project appears viable, given the project description, the team's qualifications, and the team's understanding of the market or community needs. (15% of overall score)

**Category Challenge:** For each contest category (except Scaling Up), judges will also consider a category-specific question. For this section, Scaling Up will be judged on progress made towards previous project thus far. (15% of overall score)

**Quality:** The extent to which the proposal is professional, persuasive, well written, and well organized. (10% of overall score)

Application & eligibility requirements vary based on category.

Visit **bigideas.berkeley.edu** & refer to each category's webpage to view specific rules, descriptions, and eligibility requirements.

Questions? Email **bigideas@berkeley.edu**

# RESOURCES

Big Ideas' fall events and resources support students interested in submitting Pre-proposal applications. Please join us at the following events, listed in Pacific Time, streamed on our website at **bit.do/ideaslive** (dates & times subject to change, check our website for up to date information).

## Advising Office Hours (Ongoing)

Our Big Ideas advisors love talking to students about their project ideas, answering questions about the contest, and helping students craft effective pre-proposals. Sign up for a Skype appointment in the Advising section of our Resources tab on our website, or email [bigideas@berkeley.edu](mailto:bigideas@berkeley.edu).

## Practitioners in Residence Program (Ongoing)

The Blum Center's Practitioners in Residence program connects student innovators and social entrepreneurs with a wide range of experts from industry, non-profits, government, and social enterprises for 30 minute consultations. Receive one-on-one feedback and mentoring from experts as you develop your project! Sign up for a Skype appointment under the Resources tab on our website!

## 10/11 - 6:00pm: Pre-proposal Writing Workshop

Learn to effectively craft a Pre-proposal at our workshop, where we outline best practices and common mistakes made in previous years' examples.

## 10/12 - 3:00pm: Online Information Session

Learn more about Big Ideas rules, requirements, and eligibility in this overview of the contest.

## 11/1 - 6:00pm: Pre-proposal Writing & Advising Workshop

Learn to effectively craft a Pre-proposal at our workshop! We'll also provide the opportunity for you to receive one-on-one feedback on your idea. Check the events page to sign up for an advising session at the event.

## 11/14 - all day: Editing Blitz

Send us a draft of your proposal and we'll give you last minute advice and help you fine-tune your writing. Check back at our events page to sign up for a Skype appointment.