BIG IDEAS

2017-2018 FULL PROPOSAL JUDGING HANDBOOK

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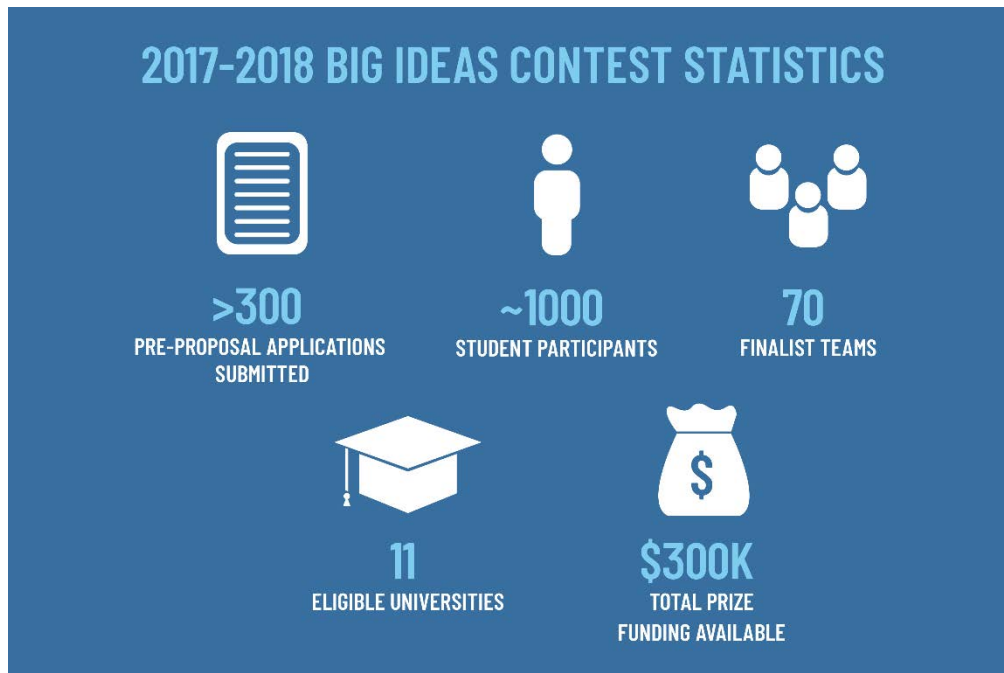
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2017-2018 Big Ideas Full Proposal Judging Handbook

Thank you for agreeing to serve as a full proposal judge for the 2017-2018 Big Ideas Contest!

One of the greatest contributing factors to the success of Big Ideas is the fantastic network of judges and mentors who support the contest. Each year, hundreds of energetic and experienced industry leaders and professionals make it possible to identify and support the most promising ideas. Judges have the opportunity to get a first glance at the next generation of innovative ideas, and provide feedback to help shape and improve them. They also become part of the Big Ideas network, which includes opportunities to connect with other industry leaders in the social innovation space.

On behalf of the hundreds of students that participate each year in the Big Ideas Contest and the Big Ideas Staff, we thank you for your commitment to fostering student-led innovation. Your support is an invaluable resource that helps transform student ideas into real-world impact.

2017-2018 BIG IDEAS CONTEST STATISTICS

>300 — PRE-PROPOSAL APPLICATIONS SUBMITTED

~1000 — STUDENT PARTICIPANTS

70 — FINALIST TEAMS

11 — ELIGIBLE UNIVERSITIES

$300K — TOTAL PRIZE FUNDING AVAILABLE

The deadline for completing all reviews is Friday, March 30

This handbook will provide you with key information about the Big Ideas Contest, full proposal components and judging criteria, an overview of the judging platform, and FAQs.

After reviewing this handbook you can get started by going to
https://review.wizehive.com/voting/login/bigideas1718fp

Finally, the Big Ideas team is always happy to answer any questions you may have.
You can email us at bigideas@berkeley.edu or reach us by phone at: 510-664-7424.

Table of Contents

"If you ever get depressed about the future of the world, go spend some time with the Big Ideas students."

- Tony Stayner, Big Ideas Contest Judge

About the Contest

Big Ideas is an annual innovation contest aimed at providing funding, support, and encouragement to interdisciplinary teams of undergraduate and graduate students who have "big ideas." Since its founding, UC Berkeley's Big Ideas prize contest has inspired innovative and high-impact student projects aimed at solving the world's most pressing problems. By seeking out novel proposals and then supporting efforts to help them succeed, Big Ideas has supported contest winners in making a difference all over the world.

This year the Big Ideas Contest has 8 categories and is open to innovative student teams from 11 leading universities, including:
- Makerere University (Uganda)
- University of California Berkeley
- University of California Davis
- University of California Irvine
- University of California Los Angeles
- University of California Merced
- University of California Riverside
- University of California San Diego
- University of California San Francisco
- University of California Santa Barbara

2017-2018 Contest Categories

Art & Social Change	Create an innovative arts project that meaningfully engages with issues of advocacy, justice, and community-building.
Connected Communities	Propose a novel solution that leverages the capacity of technology to engage and enhance the capacity of campuses, communities and cities.
Energy & Resource Alternatives	Encourage the adoption of clean energy and resource alternatives that are sustainable and have the potential for broad impact.
Food Systems	Address challenges in food systems and develop solutions around food security, sustainability, access, waste and nutrition.
Global Health	Develop an action-oriented, interdisciplinary project that will help alleviate a global health concern among low-resource communities.
Hardware for Good	Describe plans to develop an innovative hardware technology, or design a technology-led solution that uses an existing hardware/product in a novel way.
Workforce Education & Development	Develop workforce solutions that provide individuals with the technical knowledge, practical skills, and readiness necessary to secure employment.
Scaling Up Big Ideas	For previous Big Ideas award winners who have advanced their ideas, and are looking to take their projects to the next level.

Structure of the Contest

The Big Ideas Contest is an academic year-long contest split into a pre-proposal round in the Fall and a full proposal round in the Spring.

Round 1: Pre-proposal (Fall 2017)
> Eligible students submitted their three-page pre-proposals on November 15, 2017. After a judging period, applicants were notified in mid-December 2017 about whether or not they were selected to move on in the Contest. Depending on the number of applicants per category, between 6 and 13 teams were selected as finalists in each contest category. All pre-proposal applicants received detailed feedback from the judges that will help guide their next steps on their social ventures.

Round 2: Full Proposal (Spring 2018)
> Finalist teams had the opportunity to develop and refine their pre-proposals into 10 page full proposals by March 7, 2018. In the full proposal round, finalists 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 appointed mentor. From the finalist pool, two thirds of the applicants will be awarded funding in each category. This handbook includes information on what judges will be looking for in making their final selections.

Full Proposal Components

Finalists are instructed to submit full proposals no longer than 10 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 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/July 2018. Therefore, for the purposes of this contest, the 1st year is defined as June 2018-June 2019. 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 2018- June 2019). This does not need to be a formal monitoring and evaluation plan, but can take the form of basic metrics gathering systems to make sure they can track their progress.

6. Budget
Includes both expected costs and revenue for the 1st year of the project (June 2018-June 2019). *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. In their revenue projection, teams may 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.

8. Past Progress (Only for finalists in the Scaling Up category!)
List the name of the original project, the year it received a Big Ideas award, and a quick description of the original project idea. Report on project progress since the time of the original award, and detail any milestones and accomplishments (e.g. number of people reached, products delivered, partnerships developed, additional funding secured, registering as a formal entity, employees hired, or social impact). Include key lessons learned and best practices, and if applicable, pivots or strategy revisions.

Full Proposal Judging Criteria

Viability (40%)

> Given the project description and the team members' expertise, skills, and training, the team is likely to meet their proposed goals. (Please keep in mind that we asked teams to explain how their project would look and consider implementation in only the 1st year of their project.) For example:
> - The proposal demonstrates consideration of potential obstacles to implementation/ adoption and has proposed convincing solutions to address these challenges.
> - The team has considered all relevant aspects of development, created viable marketing goals and strategies, and developed realistic training and recruitment procedures for personnel or volunteers, if applicable.
> - The team has identified and developed relationships with potential community partners, where applicable.
> - The project team members and partners possess the necessary skills and experience to be successful in implementing the project.

Community or Market Familiarity (15%)

> The team demonstrates a great deal of familiarity with the market or community they plan to enter (either through research, professional, or volunteer experience). The proposal discusses similar programs, projects, or products that currently exist (especially with regard to the target population), the issues that have emerged with those other initiatives, and specifically how their project compares. The proposal demonstrates that the applicants have given sufficient consideration to the cultural, ethical, and legal implications of their proposed intervention.

Potential for Impact (15%)

> The proposed project addresses a pressing and important 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.

Realistic Budget (10%)

> The proposal includes a thorough and realistic budget that outlines all relevant expected expenses and revenue for the project's 1st year. The budget 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 <u>realistic</u> strategy to raise additional funds (e.g., the team has plans to submit additional grant applications, fundraise, etc.).

Measuring Success (10%)

> The proposal demonstrates 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 what will be measured, when/how it will be measured, and justify how those measurements lead to the achievement of the team's desired impact.

Quality and Creativity (10%)

> The project is innovative, the overall merit of this idea is high, and this is an idea worth funding.

Judging Timeline and Commitment

The official review period for judges begins Friday, March 9th, 2018. **All reviews must be submitted no later than Friday, March 30th, 2018**.

Each judge will be assigned 6 or 7 proposals to review in their assigned category. This represents a subset of the full number of proposals in each category. To give judges a more complete picture of all the proposals in their assigned category, you will receive a (PDF) document with 150 word summaries of each.

The entire review process should take 60 minutes per proposal on average. We limit the number of proposals each judge reads in order to allow them sufficient time to carefully review each proposal and provide comprehensive qualitative feedback to each student team.

Winners will be notified at the end of April and judges will receive a list of the winners shortly thereafter.

Emphasis on Qualitative Feedback

A critical goal of the Big Ideas contest is to provide encouragement and support to <u>all applicants</u>. Thus, **we ask that judges provide substantive and constructive feedback to every proposal that is reviewed.** Please provide applicants with critical insights into the strengths and weaknesses of their big idea. We know from conversations with past teams that **this feedback is one of the most valuable aspects of the competition** because it helps students refine and develop their big idea. Some teams that don't win an award this year will use the judges' feedback to re-apply to Big Ideas next year or enter other student innovation competitions.

> **"The feedback from the judges was incredibly helpful because it gave me insight into things that I honestly had not thought about."**
>
> - *Diana Pascual Alonzo, Youth Leadership Now.*
>   *Grand Prize Winner, Big Ideas 2012*

When completing your reviews, please be mindful of the following:
1. Reviews should be written as though you are communicating directly with the applicants.
2. Applicants will receive only the qualitative feedback. Scores/ratings will not be shared with applicants and qualitative feedback will remain anonymous.
3. This is a learning experience for students. Please maintain a respectful and constructive tone.

Privacy Policy

It is required that judges maintain the confidentiality of the proposals before, during and after the judging process. For the duration of the contest any communication with applicants must be initiated through staff representatives of the Big Ideas Contest.

End-of-Year Networking Events

Please mark your calendars for these exciting end-of-year events. These are an opportunity to meet the teams, celebrate their accomplishments, and learn more about the most innovative projects in this year's contest. They are also a valuable opportunity to connect with your fellow judges and mentors and expand your network in the social impact space. We often hear from judges that these opportunities to connect in person are their favorite part of the Big Ideas Contest. **We hope you will join us!**

Connected Communities Poster Session

- Thursday, April 5 | 3:00 - 5:00pm PT | B100 Blum Hall, Plaza Level (UC Berkeley). The teams competing in the final round of the Connected communities category will pitch their project ideas in a poster session before judges. These presentations will count towards teams' final round scores and the winner will receive up to $10K for their Big Idea.

Grand Prize Pitch Day

- Wednesday, April 25 | 5:00 - 8:00pm PT | UC Berkeley's B100 Blum Hall (Plaza Level) Select finalist teams will pitch their ideas to a panel of judges to compete for prizes of up to $5,000. This annual highlight of the Big Ideas contest is an exciting and fast-paced event with opportunities for audience participation and networking.

Awards Celebration

- Wednesday, May 2 | 5:00 - 8:00pm PT | UC Berkeley's B100 Blum Hall (Plaza Level). This event brings together the entire Big Ideas community to mark the conclusion of this year's contest! This year's winners are invited to participate in our poster session, where they will display their idea and share it with our Big Ideas network. It's an opportunity for judges, mentors, industry professionals and teams to network, engage and learn.
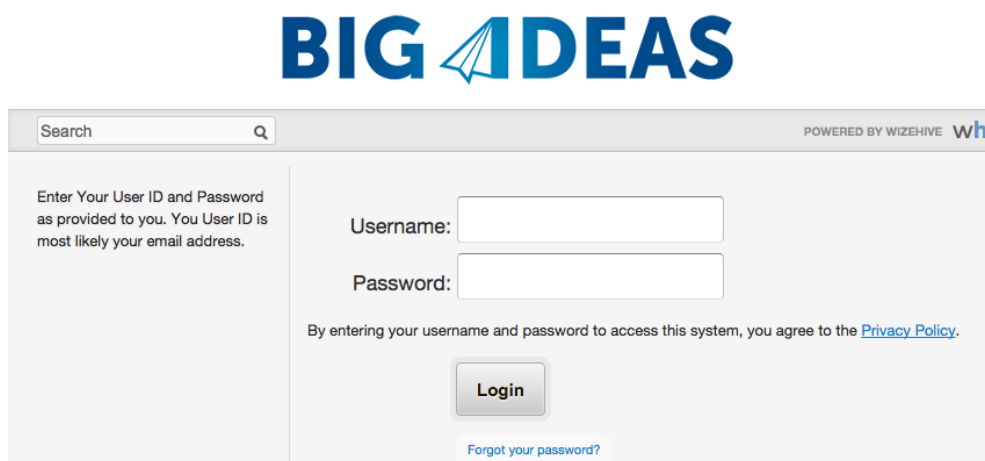
Accessing Proposals and Submitting Feedback

1. Portal URL:

The judging portal can be accessed at: https://review.wizehive.com/voting/login/bigideas1718fp

2. Username and Password:

You will be sent your username and password for the WizeHive judging platform on Friday, March 9th. Your username will be the email address we have on file for you. 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 12th, please notify us and we will issue you a new login. If you have previously participated as a judge via WizeHive in either Big Ideas or other contests, you may need to reset your password.

3. Landing Page:

Once you log in, you will be taken to a landing page. This page will have instructions on the left sidebar and your assigned proposals to review on the right side. To begin reviewing full proposals, click the green "Review" button next to a proposal to open that submission.

4. Viewing Your Assigned Submissions:

Once you have clicked "Review" to view a submission, you will see the title of the project and a 150-word project summary under the "Summary" tab.
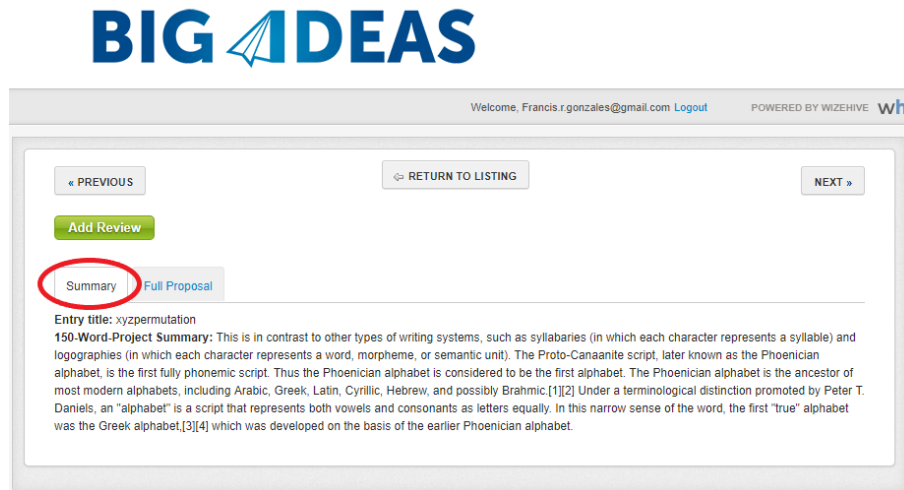
5. Viewing Full Proposals:

To view the full proposal, click the "full proposal" tab. From there, you can download/save the full proposal to your computer, print the file, or view it in that window. Once you are ready to begin reviewing the application, click the green "Add Review" button near the top of your screen.

You can use the "Print" and "Save" features to download or print the proposal.
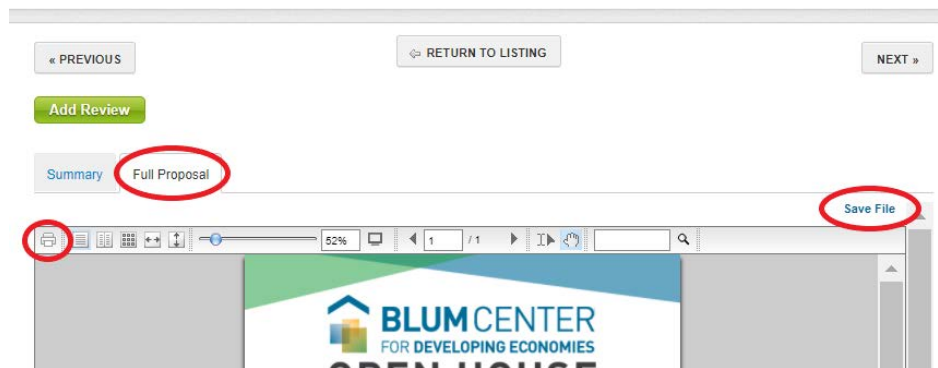
Once you have fully read the proposal and are ready to give your detailed review, click the "Add Review" button.

6. Adding your Review:

After clicking the "Add Review" button you will see the judging scorecard for that full proposal. It will contain a mix of dropdown menus and comment boxes, where you will provide your feedback on each section. Before you begin reviewing the submission, you must agree to the Privacy Policy at the top of the page.

Note that the proposal will be viewable at the bottom of your screen for reference while you complete your review.

To return to your list of assigned proposals, you can click on the "Return to Listing" button at the top of the scorecard.


7. Saving Drafts and Submitting Reviews:

If you're in the middle of a review and would like to finish entering your feedback later, click "Save Draft" at the bottom of the scorecard (but above the application files). This will allow you to begin where you left off or make any changes the next time you log in. If you do not wish to save your progress, you can simply click "Cancel" to exit. Once you have finished your review, click "Submit" and you can navigate to other proposals or logout.

8. Tracking Progress

Once you've submitted your scorecard for a pre-proposal, a red "Done" button will appear on your landing page. The red "Done" indicator will help you remember which reviews you've completed, but you'll be able to add final edits to your reviews, including those that have been submitted, through to the judging deadline of March 30, 2018. To edit the scores you've submitted, click the red "Done" button.
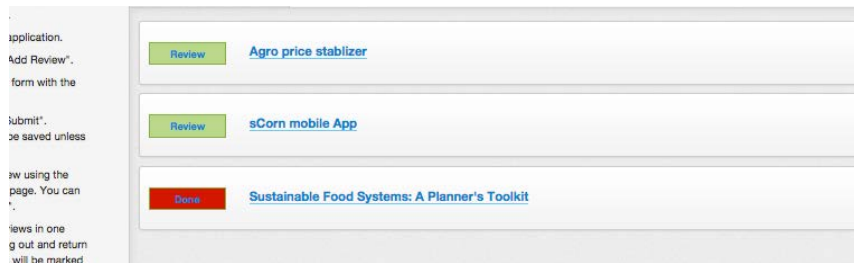
Once all of your assigned proposals are marked as "Done," you have officially completed your judging.

9. Reviewing All Proposal Scores

To see an overview of the scores you gave each proposal, locate the "**Click here to see an overview of your scores and feedback**", on the left sidebar. This will allow you to see the scores you gave to each proposal and how they relate to one another. Oftentimes a judges' scoring will fluctuate over time (e.g. you might give the first proposal you read a higher or lower score because you don't have anything to compare it to). This review feature makes it easy for you to look over all of your scores at the end to make sure they accurately reflect how you would rank the subset of proposals you reviewed.

Note: Scroll all the way to the right in the review window to see the final scores. If you want to go back and change the score of a proposal simply click on the red "Done" button next to the proposal on the landing page.

FAQs

1. When are my scores and feedback due?

Judges' scores and feedback are due on Friday, March 30, 2018.

2. How many judges read each proposal?

Each proposal has been assigned to 12 judges. Each judge will read 6 or 7 proposals in their assigned category, but will be sent via email short (150 word) summaries of all projects in their category. If you wish to review all of the proposals in your assigned category please contact the Big Ideas team.

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

We estimate that it will take judges approximately 60 minutes to read, score and comment on each proposal.

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

Yes. Click "**Save Draft**" 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 "**Review**" at the top of the page. (Refer to "Accessing Proposals and Providing Feedback" section 7 above.)

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

Approximately two-thirds of finalists (~45 teams) will be selected to receive awards in each contest category, based on judges' feedback.

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

Award 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 Summer 2018.

7. What if I suspect issues related to plagiarism?

Please contact the Big Ideas team immediately. We will look into the matter.

8. What if I want to get in touch with a team?

The Big Ideas team is happy to connect judges and students. Send us an email and we will facilitate an introduction if both parties indicate an interested in connecting.

9. Who can I contact if I have questions during the judging phase?

If you have any questions, please feel free to contact Francis Gonzales by email (bigideas@berkeley.edu) or by phone at 510-664-5361.