

**RUDD FAMILY FOUNDATION**

# **BIG IDEAS**

**2018-2019**

## **PRE-PROPOSAL JUDGING HANDBOOK**

**UNIVERSITY OF CALIFORNIA, BERKELEY**

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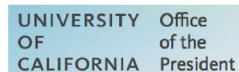
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Andrew and Virginia  
Rudd Family Foundation



This handbook will provide you with key information about the Big Ideas Contest, pre-proposal judging criteria, key dates, and FAQs.

In addition to this handbook, judging resources are available at <http://bigideascontest.org/judges/>

# 2018-2019 Big Ideas Judging Handbook

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.

## 2018-2019 Big Ideas Contest Statistics

- >300 Pre-Proposals Submitted
- ~1000 Student Participants
- 12 Eligible Universities
- Up to \$300k in Prizes

**After reviewing this handbook you can get started with judging by going to**  
<https://review.wizehive.com/voting/login/bigideas1819>

The Big Ideas team is always happy to answer any questions you may have. You can contact our Network Manager, Francis Gonzales at [francis.gonzales@berkeley.edu](mailto:francis.gonzales@berkeley.edu) or reach him by phone at: 510-664-5361.

**Reviews Due: Friday, December 7th**

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## About the Contest

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Big Ideas is an annual, multi-campus, innovation contest aimed at providing funding, support, and recognition to interdisciplinary teams of undergraduate and graduate students who have “big ideas” aimed at addressing pressing social challenges. **Since its founding in 2006, Big Ideas has inspired hundreds of creative and high-impact student projects**, many of which continue long after winning the Contest. By seeking out novel proposals and providing resources and support to help them succeed, Big Ideas has assisted students 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 12 leading universities, including:

- 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
- University of California Santa Cruz
- Hebrew University (Israel)
- Makerere University (Uganda)

## Contest Structure

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The Big Ideas Contest is split into a pre-proposal round in the fall and a full proposal round in the spring.

### Round 1: Pre-Proposal

Eligible students submitted their three-page pre-proposals on November 14, 2018. Depending on the number of applicants per category, between 6 and 9 teams will be selected as finalists to participate in the full proposal round in each Contest category, based on judges’ scores and feedback. All pre-proposal teams receive detailed feedback from the judges, regardless of whether or not they are selected as finalists. All pre-proposal applicants will be notified in mid-December 2018 regarding their status for the final round.

### Round 2: Full Proposal

Finalist teams will have the opportunity to develop and refine their pre-proposals into ten-page full proposals by March 6, 2019. In the full proposal round, finalists will 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 mentor (an industry professional matched with the team based on the mentor’s subject expertise and areas of strength). From the finalist pool, between 4 and 6 award winners will be selected in each category.

## 2018-2019 Big Ideas Categories

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### **Art & Social Change**

Create an innovative arts project that meaningfully engages with issues of advocacy, justice, and empowerment.

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### **Connected Communities**

Design a novel solution that leverages technology to engage and enhance the well-being of campuses, communities and cities.

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### **Energy & Resource Alternatives**

Propose a solution to spur the adoption of energy and resource alternatives that are sustainable and have potential for broad impact.

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### **Food Systems**

Address a major issue confronting global food systems and develop a solution that promotes food security, sustainability, access, waste and nutrition.

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### **Global Health**

Develop an action-oriented, interdisciplinary project that would alleviate a global health concern among low-resource communities.

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### **Hardware for Good**

Build a hardware technology, or leverage an existing product in a novel way, that is both socially and environmentally responsible.

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### **Workforce Education & Development**

Identify a workforce solution that prepares individuals with the knowledge and skills necessary to secure employment and advance their careers.

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### **Scaling Up Big Ideas**

For previous Big Ideas award winners who have advanced their ideas, and want to take their projects to the next level.

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## Contest Rules

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The Big Ideas team has vetted the pre-proposals to ensure they meet the following Contest rules and eligibility criteria.

1. At least one member of each team must be a matriculated student at an eligible campus to enter the Contest at the time of the pre-proposal deadline.
2. Big Ideas projects must be student-initiated and student-led. Faculty, staff, and external partners may only play an advisory role for student teams.
3. Teams may not submit the same application to more than one category. A 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.

**Note:** *If you have questions about whether a team is in violation of any of these rules please contact Francis Gonzales at [francis.gonzales@berkeley.edu](mailto:francis.gonzales@berkeley.edu).*

## Pre-Proposal Criteria

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**Note:** *If you are reading proposals in the Scaling Up category you can skip to that section on page 10 of the handbook.*

Students are instructed to submit pre-proposals no longer than three-pages, single-spaced. The Big Ideas team has vetted the proposals to ensure they meet this criteria. References and citations are permitted in the pre-proposal round and do not count towards the page limit.

Big Ideas recommends that applicants include the following critical components. However, students are allowed to modify the exact order and presentation of the information as needed to tell their story. Graphics, charts, and other visual or alternative formats are allowed within the three-page limit. The basic elements students are asked to include are:

### 1. Problem Statement

A description of the problem or need that the project will address. The description should communicate an understanding of relevant research/statistics on the problem. (Recommended length: ½ – 1 page in length)

## 2. Landscape Analysis

An overview of any services, programs, or products that have been designed or implemented to address this problem (both current competitors and past attempts). The team should discuss the strengths and limitations of these approaches, as well as the gaps that still exist. (Recommended length: ½ – 1 page in length)

## 3. Proposed Innovation

A summary of the innovative idea (e.g., project, service, or product), how it works, and its intended impact. Applicants should provide a brief description of how the project will look in its first year of implementation, and why it is different from other solutions. Applicants should briefly explain how they will address challenges to implementation. (Recommended length: 1 page in length)

## 4. Team Bios

A list of key project team members with brief biographies that explain the capability of the team to pursue their idea. If the team has not yet found team members with the skill sets required by the project, they should identify those gaps, outline those roles, and note how they intend to fill those positions. Non-student advisors may also be listed in this section. (Recommended length: ½ page in length)

## Judging Timeline

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Students submitted pre-proposals on November 14, 2018. The official review period for judges begins on Friday, November 16, 2018 and **all reviews need to be completed no later than Friday, December 7, 2018**. The entire review process should take approximately 6 hours over the 3-week timeframe.

***It is critical that judges complete their reviews within this timeframe.*** Finalists must be notified by early December to allow them sufficient time to complete their mentor matching worksheets prior to leaving for winter break. The final round will begin in mid-January, when finalist teams are paired with a mentor and begin working toward their final proposals.

## Judging Criteria

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**Note:** *If you are reviewing proposals in the Scaling Up category please skip to the next section. If you are reviewing proposals in the Hardware for Good category please read the note at the end of this section carefully.*

**The emphasis in the pre-proposal round of the Contest is on innovation.** Students who are invited to the final round will have an opportunity to incorporate judges' feedback, and work with a mentor to improve the implementation details of their plan with a focus on viability and sustainability. Thus, the pre-proposal judging scorecard strongly weights creativity (as seen below):



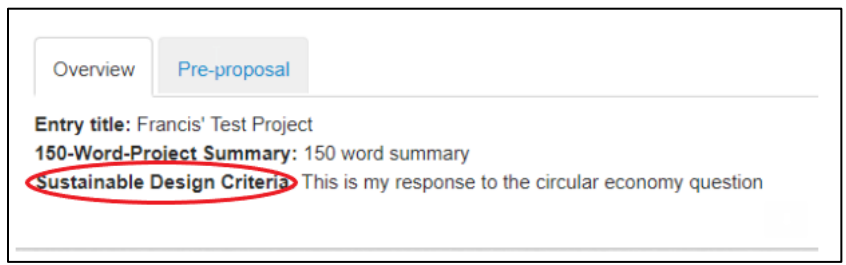
1. **Innovation (40%):** The idea presented is a novel, innovative, or creative solution to the proposed problem. Big Ideas defines "novel, innovative, or creative projects" as those that either a) propose a new idea, method, invention, or product, b) create a better or more effective product, process, service, technology, or idea, or c) tailor an existing innovation to a new context.
2. **Potential for Impact (25%):** The proposed project addresses an important and pressing social challenge. 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.
3. **Viability (15%):** The proposal includes team members' expertise and skill sets, and the team presents compelling evidence of their ability to implement the proposal. The team has identified likely implementation challenges and provided an initial strategy for addressing barriers. The team has thought through the partnerships and resources necessary to achieve their expressed goals and objectives. (**Note:** Teams are only required to consider implementation for the first year of their project.)
4. **Quality (10%):** The overall quality of proposal is high and the idea itself is of high merit. The team has put thought and effort into creating a professional, persuasive, and well organized proposal that convinces readers that the idea is worth funding.
5. **Category Challenge (10%):** For each Contest category, judges will also consider a category-specific question to determine the extent to which the pre-proposal addresses the challenge.

**NOTE FOR JUDGES IN THE HARDWARE FOR GOOD CATEGORY**

The Big Ideas Contest has formed an exciting new partnership with the Lemelson Foundation to incorporate principles of sustainable design and circular economy into the Hardware for Good category.

Teams submitting in the Hardware for Good category have been asked to consider the extent to which their hardware innovation incorporates **sustainable design principles** (with a focus on the innovation's energy use, effect on the health/pollution of air, water and soil), and how the innovation's design incorporates the concept and values of the **circular economy** (with a focus on the sourcing and recyclability of materials used).

The Sustainable Design Criteria will count towards 10% of the overall Hardware for Good pre-proposal score. **It will replace the "Category Challenge" criteria listed above.**



The Sustainable Design Criteria responses will be limited to 250 words and will show up on the “Overview” tab for each Hardware for Good proposal (as indicated in the image above). Applicants are not expected to include this information in the main body of their three-page pre-proposal (.pdf upload).

## Pre-Proposal Criteria for Scaling Up Category

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Applicants to the Scaling Up category are in a different stage of their project lifecycle and thus have a different set of pre-proposal requirements. The teams have been asked to submit a three-page pre-proposal that covers the following elements:

- 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).
- Key lessons learned and best practices, and if applicable, pivots or strategy revisions.
- Primary goals and priorities for the 2019-2020 implementation year, and anticipated social impact.
- Core team bios.

## Judging Criteria for Scaling Up Category

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The Scaling Up applicants also have a different set of judging criteria, with a **strong emphasis on progress to date**.

1. **Progress to Date (40%):** The extent to which the team made considerable and impressive progress or achievements since winning their initial Big Ideas award.
2. **Adaptability (20%):** The extent to which the team addressed barriers, learned from mistakes, and adjusted their original model to be more effective.
3. **Viability (20%):** The extent to which the scaling goals and priorities appear realistic, given the description, the team’s qualifications, and the team’s understanding of the market or community needs.
4. **Potential for Impact (20%):** The extent to which the scaling goals and priorities are likely to achieve large-scale social impact.

## Emphasis on Qualitative Feedback

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A critical goal of the Big Ideas Contest is to provide encouragement and support to all applicants. Thus, **we ask that judges provide detailed 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 innovations. Some teams that don't make it through to the final round this year will use the judges' feedback to re-apply to Big Ideas next year or enter other student innovation competitions.

### **When completing your reviews, please be mindful of the following:**

- Reviews should be written as though you are communicating directly with the applicants.
- Applicants will receive only the qualitative feedback. Scores/ratings will not be shared with applicants and qualitative feedback will remain anonymous.
- This is a learning experience for students. Please maintain a respectful and constructive tone.

## Privacy Policy

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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.

# Accessing Proposals and Submitting Feedback

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## 1. Portal URL:

The judging portal can be accessed at: <https://review.wizehive.com/voting/login/bigideas1819>

## 2. Username and Password:

You will be sent your username and password for the WizeHive judging platform on Friday, November 16. 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 the end of the day on Monday, November 19, 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 can use a prior password or you can reset your password by clicking "Forgot your password".

**BIG IDEAS**

Search  Q POWERED BY WIZEHIVE **wh**

Enter Your User ID and Password as provided to you. Your User ID is most likely your email address.

Username:

Password:

By entering your username and password to access this system, you agree to the [Privacy Policy](#).

[Forgot 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 pre-proposals, click the green "Review" button next to a proposal to open that submission.

**Note:** You do not need to complete all reviews in one sitting. If you choose to, you may log out and return at another time. Completed reviews will be marked with a red "Done" button. You may edit submitted reviews if you would like.

**Instructions**

1. Select an application by clicking on the applicant name or the green "Review" button.
2. Once selected, please review their application.
3. To review a proposal, click on "Add Review".
4. Answer each question in the review form with the drop-down boxes provided, and provide detailed feedback in each text box.
5. To complete your review click on "Submit". Important: Your review will not be saved unless you click on the Submit button!

**Improving Student Life**

- [Review](#) [Ace Coaches](#)
- [Review](#) [Campus Cooks](#)
- [Review](#) [Green Poster Session](#)
- [Review](#) [SPARK\(Supporting PCOS Awareness Resources Knowledge\)](#)
- [Review](#) [Voluntier](#)

## 4. Viewing Your Assigned Submissions:

**Note:** Each judge will be assigned to review a subset of pre-proposals (approximately 8) in their assigned category.

reviews in one sitting. If you choose to, you may log out and return at another time. Completed reviews will be marked with a red "Done" button. You may edit submitted reviews if you would like.

**Instructions**

1. Select an application by clicking on the applicant name or the green "Review" button.

[Review](#) [Ace Coaches](#)

[Review](#) [Campus Cooks](#)

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 "Overview" tab. If you are reviewing proposals in the Hardware for Good category you will see the Sustainable Design Criteria below the 150-word summary.

**Improving Student Life**

« PREVIOUS    RETURN TO LISTING    NEXT »

[Add Review](#)

[Overview](#) [Pre Proposal](#)

**Entry Title:** Campus Cooks

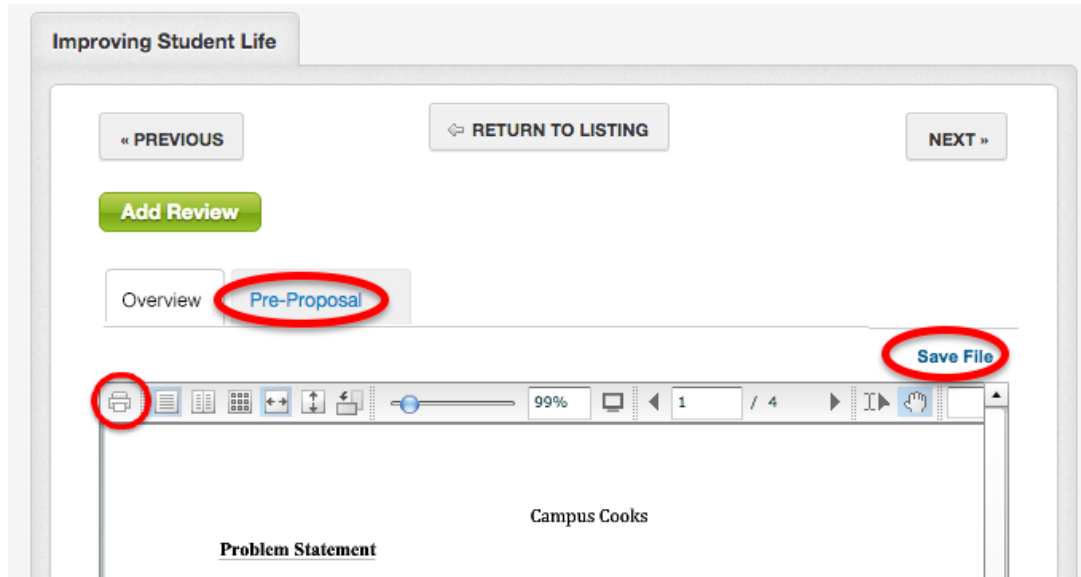
**The Pitch:** In 2014, one in four students said they had to "skip meals in order to save money." Campus Cooks offers cooking recipes, food education, and information about food assistance programs, all in a single mobile application, for students and by students, to help alleviate hunger and food insecurity.

**Summary:** In 2014, one in four students said they had to "skip meals in order to save money." Campus Cooks (CC) seeks to provide students with resources to help alleviate hunger and food insecurity. These two issues contribute to the deterioration of physical and mental health, increased stress, and hindered academic success. The Campus Cooks application includes cooking recipes in the format of concise and

## 5. Viewing Pre-Proposals:

To view the pre-proposal, click the “pre-proposal” tab. From there, you can download/save the pre-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.



## 6. Adding your Review:

After clicking the “Add Review” button you will see the judging scorecard for that pre-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 and choose the appropriate category you are judging in. **Please make sure that the category you choose from the drop-down menu matches the category name on the tab label at the top of the page.**

**Be sure to select the category from the drop-down menu before proceeding to the review questions.**

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. 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 pre-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) up until the judging deadline of December 7, 2018. To go back and 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.

## FAQs

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1. When are my scores and feedback due?

**Judges' scores and feedback are due on Friday, December 7, 2018.**

2. Is there an in-person judging requirement?

No. All judging is conducted using our online platform.

3. How many judges read each proposal?

Each proposal will be read by at least 6 judges. Each judge will read approximately 8 proposals, but will be sent via email short (50 word) summaries of all projects in their Contest category.

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

We estimate that it will take judges approximately 45 minutes to read, score and comment on each proposal.

5. 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.

6. How many finalists will be selected in each category?

Depending on the number of applicants per category, between 6 and 9 finalists will be selected in each Contest category, based on judges' feedback.

7. 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 2019.

8. What if I suspect issues related to plagiarism?

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

9. What if I want to get in touch with, or serve as a mentor for 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.

10. How can I connect with other judges and mentors in the Big Ideas network?

You can connect with the Big Ideas network online by joining the [LinkedIn Group](#). If you are based in the Bay Area, we would encourage you to attend our Grand Prize Pitch Day and Awards Celebration in the spring to meet other judges and mentors, as well as students, in person.

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

If you have any questions, please feel free to contact the Big Ideas team by email ([francis.gonzales@berkeley.edu](mailto:francis.gonzales@berkeley.edu)) or by phone at 510-664-5361.