

RUDD FAMILY FOUNDATION

BIG IDEAS

2018-2019 FULL PROPOSAL JUDGING HANDBOOK

UNIVERSITY OF CALIFORNIA, BERKELEY

100 Blum Hall, #5570
Berkeley, CA 94720

bigideas@berkeley.edu | (510) 664-7424

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Andrew and Virginia
Rudd Family Foundation



UNIVERSITY OF CALIFORNIA Office of the President

2018-2019 Big Ideas Full Proposal Judging Handbook

Thank you for agreeing to serve as a full proposal judge for the 2018-2019 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.

The deadline for completing all reviews is Friday, March 29

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/bigideas1819-fp>

Finally, the Big Ideas team is always happy to answer any questions you may have. You can email us at francis.gonzales@berkeley.edu or reach us by phone at: 510-664-5361.

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*“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, multi-campus, innovation contest aimed at providing funding, support, and validation 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 of Jerusalem (Israel)
- Makerere University (Uganda)



2018-2019 Contest Categories



Art & Social Change

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

Connected Communities

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

Energy & Resource Alternatives

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

Food Systems

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

Global Health

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

Hardware for Good

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

Workforce Education & Development

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

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.

Structure of the Contest

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 5 and 9 teams were selected as finalists to participate in the full proposal round in each Contest category, based on judges' scores and feedback. All pre-proposal teams received detailed feedback from the judges, regardless of whether or not they were selected as finalists. All pre-proposal applicants were notified in mid-December 2018 regarding their status for the final round.

Round 2: Full Proposal

Finalist teams have had the opportunity to develop and refine their pre-proposals into up to eight-page full proposals, which they submitted on 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 from the pre-proposal round, and refine their project ideas through collaboration with a Big Ideas mentor (matched with the team based on the mentor's subject expertise and areas of strength). From the finalist pool, between 3 and 5 award winners will be selected in each category.

Full Proposal Components

Finalists are instructed to submit full proposals no more than 8 pages in length, single-spaced (including the required budget and implementation timeline, but not references or appendices). Big Ideas recommends the format below to ensure applicants include the required proposal elements, 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 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, product, 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/July 2019. Therefore, for the purposes of this Contest, the 1st year is defined as June 2019-June 2020. Teams may mention work conducted prior to or following this 1-year timeframe in order to convey the broader context or vision for the project -- 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 2019-June 2020). 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 2019-June 2020).

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. Teams may also include any plans to leverage additional (secured or unsecured) 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. Application Video

Teams will submit a short application video between 60 and 90 seconds. The video is an opportunity for teams to introduce themselves, explain what they are doing and why, and detail anything else they want judges to know about the team or the project.

This is the first year Big Ideas has required an application video, thus we are utilizing the [Y-Combinator Application Video model](#). This format requires that teams speak directly to the camera, leaving out all production aspects (such as music, effects, images, slides, “post-production wizardry,” etc.) This is not a video making contest and no fancy editing is necessary (or desirable).

NOTE FOR JUDGES IN THE SCALING UP CATEGORY

Finalists in the Scaling Up category have won an award from Big Ideas in the past and thus are asked to describe their progress to date.

9. Past Progress

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

Entries will be judged according to the criteria below.

Please note: There are slightly different judging criteria for finalists in the Hardware for Good category. Judges in that category should refer to the Hardware for Good section below for additional information.

Viability (40%):

Given the project description and the team members' expertise, skills, and training, the team will likely be able 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, considered/developed viable marketing goals, effective marketing strategies, and 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

reasonable plan 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.

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 will be judged on the following Sustainable Design and Circular Economy Criteria.

Sustainable Design and Circular Economy Criteria (10%):

The extent to which the full-proposal project incorporates sustainable design and circular economy principles. The extent to which the process of assessing the project with the VentureWell Inventing Green Toolkit and/or an approved life-cycle assessment tool impacted the proposed product, design process, and/or materials sourcing.

- The Sustainable Design and Circular Economy Criteria will replace 10% of the “Viability” criteria listed above. The judging scorecard will automatically make these calculations for you.
- The responses will be limited to 500 words and will be displayed in the “Summary” tab (see “Accessing Proposals and Submitting Feedback” Section 4). Applicants therefore do not need to include this section in the main body of their 8-page final proposal (.pdf upload).

Judging Timeline and Commitment

The official review period for judges begins Friday, March 8th, 2019. **All reviews must be submitted no later than Friday, March 29th, 2019.**

Each judge will be assigned approximately 5 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 all applicants. 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 hope you will join us!**

Grand Prize Pitch Day

- **Wednesday, April 24 | 5:00 - 8:00pm | 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 networking with finalists and other judges.

Awards Celebration

- **Wednesday, May 1 | 5:00 - 8:00pm | 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.

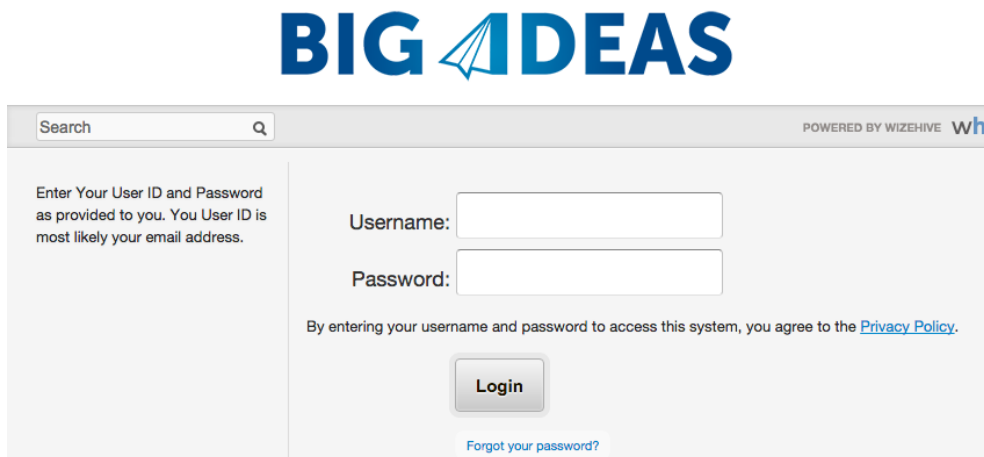
Accessing Proposals and Submitting Feedback

1. Portal URL:

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

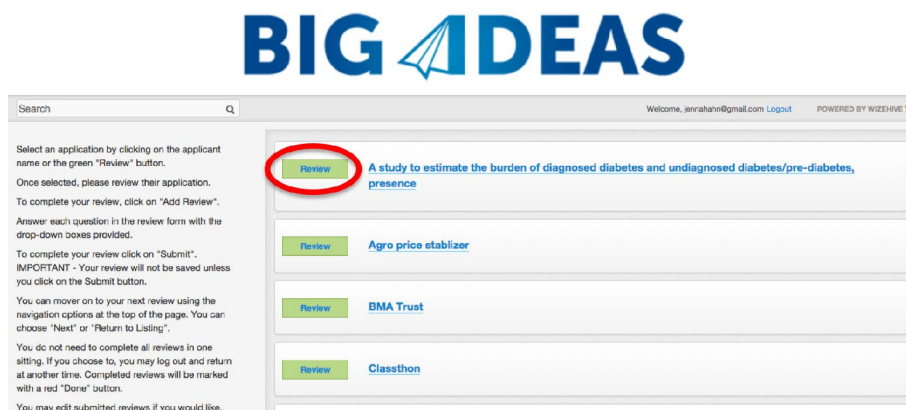
2. Username and Password:

You will be sent your username and password for the WiseHive judging platform on Friday, March 8th. 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 11th, please notify us and we will issue you a new login. **If you have previously participated as a judge via WiseHive in either Big Ideas or other contests, you will likely need to reset your password.**



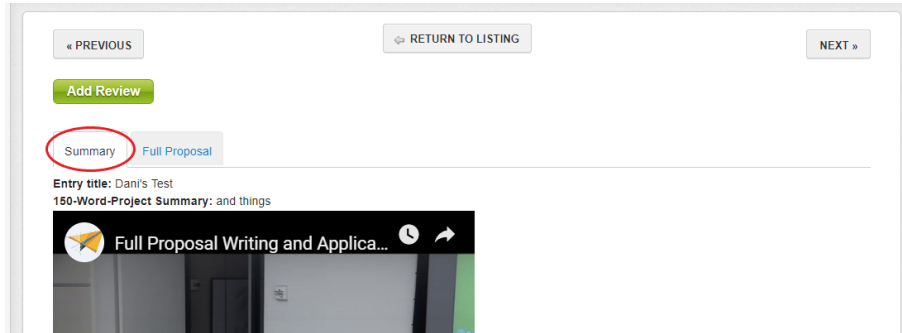
3. Landing Page:

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.



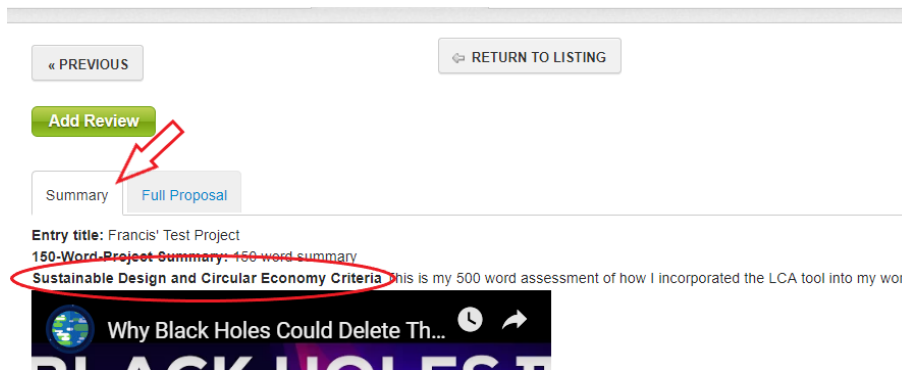
4. Viewing Your Assigned Submissions:

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. In addition, you will see a short application video between 60 and 90 seconds.



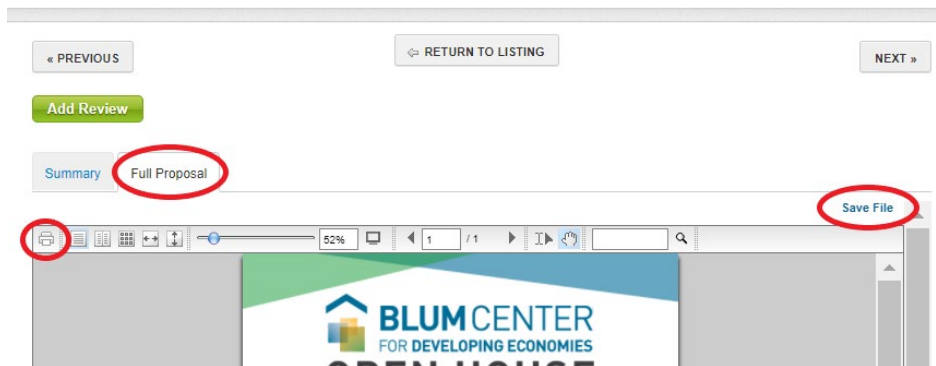
NOTE FOR JUDGES IN THE HARDWARE FOR GOOD CATEGORY

Judges in the **Hardware for Good** category will see the “Sustainable Design and Circular Economy Criteria” displayed on the “Summary” tab between the 150-word summary and the application video.



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.



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 and select the Contest category at the top of the page. The Contest category will be listed above the queue of proposals. This is especially important for Hardware for Good proposals because there are slightly different scoring requirements.

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

Hardware for Good

« PREVIOUS RETURN TO LISTING NEXT »

Big Ideas 2018-2019 Full Proposal Judging Scorecard

Thank you for providing your feedback! Your answers to the questions below will be used to determine an overall score for this proposal and which projects will receive awards this year.

Privacy Policy

Many of our applicants hope to launch ventures following the contest. It is expected that judges will maintain the confidentiality of the proposals before, during and after the judging process. For the duration of the contest, any communications with applicants should be initiated through staff representatives of the Big Ideas contest only. Please check the box below to acknowledge that you have read and agree to our privacy policy.

Privacy Policy * I agree to the Privacy Policy stated above

Category * Hardware For Good

Judging Criteria

Please rate and provide detailed comments in the sections below. **Reviews should be written as though you are communicating directly with the applicants** (e.g. I thought this was a very innovative idea, but I had some ideas for how

7. Saving Drafts and Submitting Reviews:

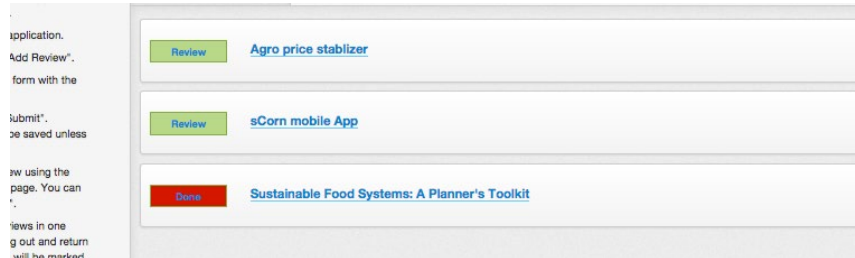
If you're in the middle of a review and would like to finish entering your feedback later, click “Save Draft” at the bottom of the scorecard. This will allow you to begin where you left off or make any changes the next time you log in. If you do not wish to save your progress, you can simply click “Cancel”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

Overall Quality Score

Cancel Save Draft Submit

8. Tracking Progress

Once you've submitted your scorecard for a full-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 29, 2019. 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.

FAQs

1. When are my scores and feedback due?
Judges' scores and feedback are due on Friday, March 29, 2019.
2. How do I access the judging portal?
The judging portal can be accessed at: <https://review.wizehive.com/voting/bigideas1819-fp>
3. What should I do if my password doesn't work?
If you've judged with Big Ideas in the past it is possible that the password provided will not work. Simply click "Forgot My Password" to generate a new password. If that does not work, please reach out to Francis Gonzales by email (Francis.Gonzales@berkeley.edu).
4. How many proposals will I be assigned?
Each judge will read 4 or 5 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.
5. 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.
6. 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.)
7. How many winners will be selected in each category?
Approximately 3-5 teams will be selected to receive awards in each Contest category, based on judges' feedback.
8. 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.
9. What if I suspect issues related to plagiarism?
Please contact the Big Ideas team immediately. We will look into the matter.
10. 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 interest in connecting.
11. 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 (Francis.Gonzales@berkeley.edu) or by phone at 510-664-5361.