RUDD FAMILY FOUNDATION

BIG IDEAS

2020-2021 PRE-PROPOSAL JUDGING HANDBOOK

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Special Thanks to AMAZING Network of Big Ideas Judges, Mentors and Sponsors!

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/

2020-2021 Big Ideas Judging Handbook

One of the greatest contributing factors to the success of Big Ideas is the amazing 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.

2020-2021 Big Ideas Contest Statistics

- >350 Pre-Proposals Submitted
- ~900 Student Participants
- 11 Eligible Universities
- Min. Award $5,000; Max. Award $20,000

2020-2021 Big Ideas Social Impact Tracks

Questions / Support

The Big Ideas team is always happy to answer any questions you may have. You can contact our Network Manager, Syreen Ponferrada (ponferrada.syreen@berkeley.edu) or Contest Director, Phillip Denny (pdenny@berkeley.edu) at any point before, during or after the review process.

Reviews Due: Friday, December 18th

Table of Contents

About the Contest 5

Contest Structure 5

2020-2021 Big Ideas Tracks 6

Contest Rules 7

Pre-Proposal Criteria 7

Judging Timeline 8

Judging Criteria 8

Emphasis on Qualitative Feedback 9

Privacy Policy 9

Accessing Proposals and Submitting Feedback 10

FAQs 14

About the Contest

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 10 social impact tracks (aka "categories") and is open to innovative student teams from all 11 leading University of California campuses, 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
- University of California Hastings

Contest Structure

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 20, 2020. We estimate that 25-35 teams will be selected as finalists to participate in the full proposal round, 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 early January 2021 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 eight-page full proposals due in early April. 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, we estimate this year that 15 to 20 teams will receive awards ranging from $5,000 to $20,000.

Big Ideas Social Impact Tracks

Workforce Development	Identify a workforce solution that prepares individuals with the knowledge and skills required to secure employment and advance their careers.
Pandemic Response & Recovery	Demonstrate how big data and artificial intelligence can improve, accelerate, and/or streamline the solutions to major societal challenges.
Global Health	Develop an action-oriented, interdisciplinary project that would alleviate a global health concern among low-resource communities.
Food & Agriculture	Envision a solution to improve our agricultural and food systems by enhancing food security, agricultural sustainability, food access and nutrition.
Financial Inclusion	Create novel products, services, tools or mechanisms that either address unmet needs of the financially underserved.
Data & AI	Describe an idea that would address pandemic preparedness or recovery to respond to the harmful impacts of COVID-19 or future pandemics.
Energy & Resources	Propose a solution to spur the adoption of energy and resource alternatives that are sustainable and have potential for broad impact.
Education & Literacy	Develop a technology, program or policy to promote inclusive and equitable education, improve literacy, or enhance lifelong learning opportunities
Cities & Communities	Design a novel solution that engages and enhances the well-being of campuses, communities, and cities.
Art & Social Change	Create an innovative arts project that meaningfully engages with issues of advocacy, justice, and empowerment.

Contest Rules

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

1. **Student-Led:** Projects must be initiated and led by an undergraduate or graduate student (or students) from an eligible campus. The project should not be an extension of faculty-guided research or led by a non-student established organization (i.e. non-profit or for-profit entity).
2. **Early-Stage:** Big Ideas supports early-stage projects. These can range from brand new ideas with a team just assembling, to projects that have formed recently (within 2 years).
3. **Social Impact:** Projects must have a clear social impact. The project should be centered around an innovation (technologies, services, programs) that produces a clear benefit with the potential for sustained improvement in the lives of groups or individuals.

Note: *If you have questions about the eligibility of an application, please contact Phillip Denny (pdenny@berkeley.edu)*

Pre-Proposal Application Requirements

Pre-proposals must be submitted as a single PDF file. The document can be no longer than 3 pages, references excluded. The pre-proposal must contain the following content, but the specific structure and flow of presentations are flexible.

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.)

2. Landscape Analysis

An overview of any services, programs, or products that have already 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.)

3. Proposed Innovation

A summary of the innovation (e.g., project, service, or product), how it works, and its potential for social 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.) **Note: Judges are instructed to consider, above all, the degree to which the project idea is innovative and creative.**

4. Team Bios

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

Judging Timeline

Students submitted pre-proposals on November 20, 2020. The official review period for judges begins on Wednesday, December 2, 2020 and **all reviews need to be completed no later than Friday, December 18, 2020.** The entire review process should take approximately 4-6 hours over the review timeframe.

It is critical that judges complete their reviews within this timeframe. Finalists must be notified by early January to allow them sufficient time to complete their mentor matching worksheets prior to the start of the Spring quarter/semester. The final round will begin in early February, when finalist teams are paired with a mentor and begin working toward their final proposals.

Judging Criteria

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 innovation / creativity (as seen below):

1. Innovation (40%): The project presents a truly novel, innovative, or creative solution to the problem. Big Ideas defines "novel, innovative, or creative" as those solutions that a) propose a new idea, method, invention, or product, b) create a better or more effective product, process, service, technology, or idea, or c) improve upon or tailor an existing innovation to a new context.

2. Social Impact (30%): The proposed project addresses an important 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. Long Term Viability (20%): The proposal includes team members' expertise and skillsets and compelling evidence of the ability to implement the proposal. The team has identified implementation challenges and provided an initial strategy for addressing barriers. The team has thought through the partnerships and resources necessary to achieve its goals and objectives. (**Note:** Teams are required to consider implementation for only the first year of their projects.)

4. Proposal Quality (10%): The team has put thought and effort into creating a professional, persuasive, and well-organized proposal that effectively communicates an innovative and potentially transformative "big idea." The overall quality of the proposal is high and convinces readers that the project is worth funding.

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 <u>detailed</u> and <u>constructive</u> 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

By serving as a Big Ideas judge you agree to 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.

Accessing Proposals and Submitting Feedback

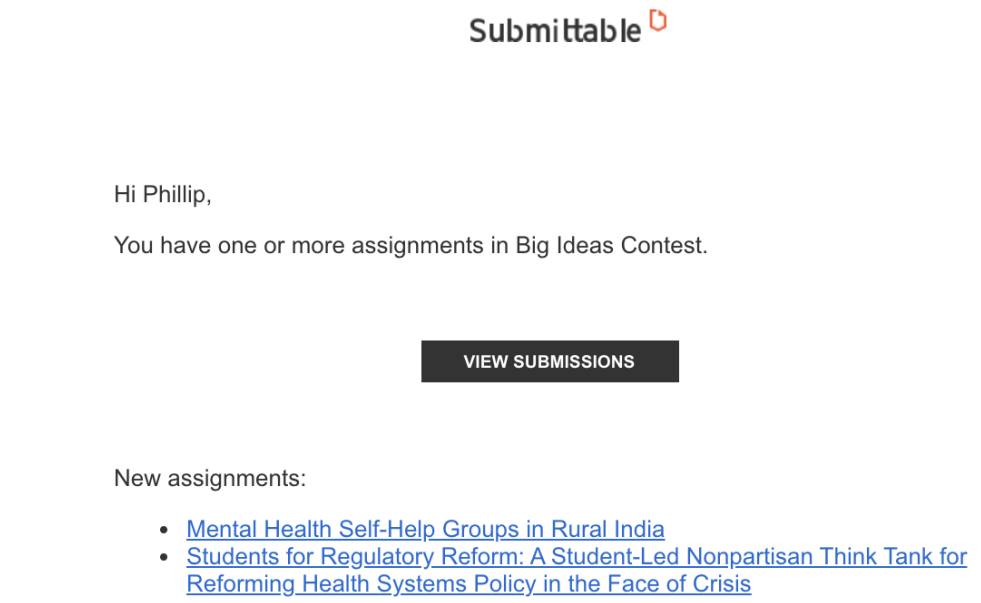
1. Portal URL:

This year we are using a new application platform, Submittable, which will expect will improve and streamline the application and review process. The Submittable judging portal can be accessed at: https://bigideascontest.submittable.com/login

2. Username and Password:

You have been sent an invitation to create a Submittable user profile. If you have not received this invitation from Submittable, please notify us and we resend this to you. **We cannot assign you any applications to review until this step is completed.**

On Wednesday evening, December 2, everyone who has created a Submittable profile will receive an email letting you know you have been assigned projects to review. Click on the "View Submissions" and log into Submittable using the profile that you previously created.

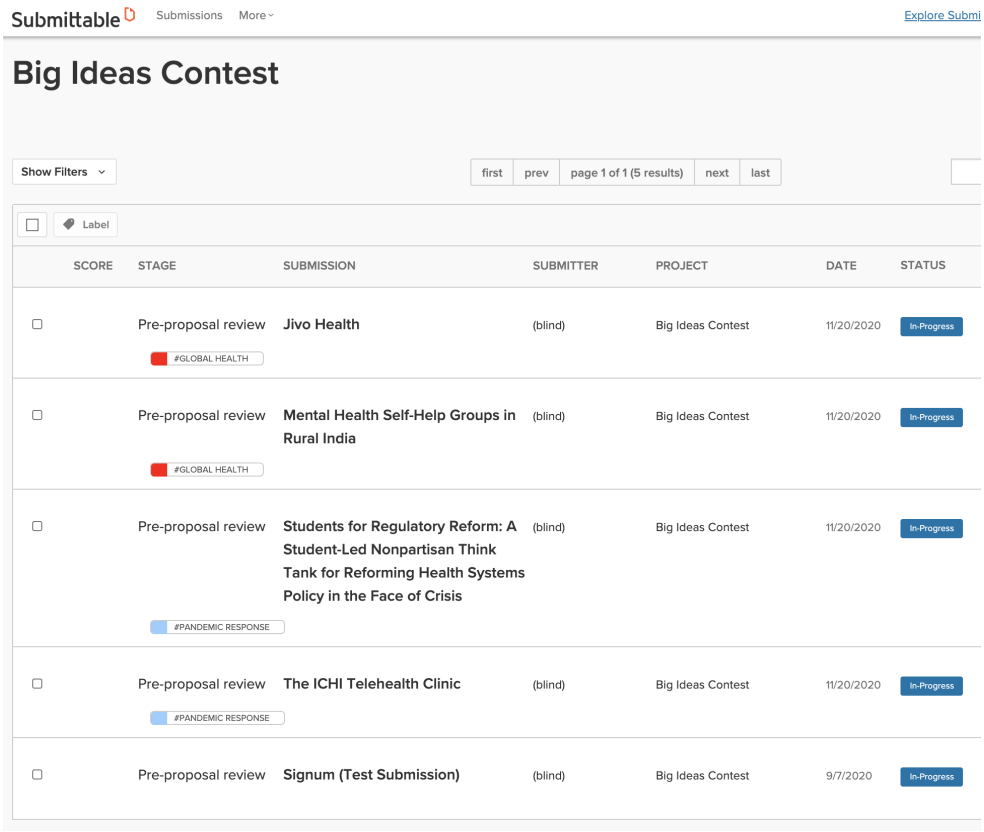


3. Landing Page:

Once you log in, you will be taken to a landing page that shows the title of the submission and the primary social impact track that the team applied to (preceded by a "#" , e.g. "#Global Health").

To begin reviewing pre-proposals, click on the name of proposal to open that submission.

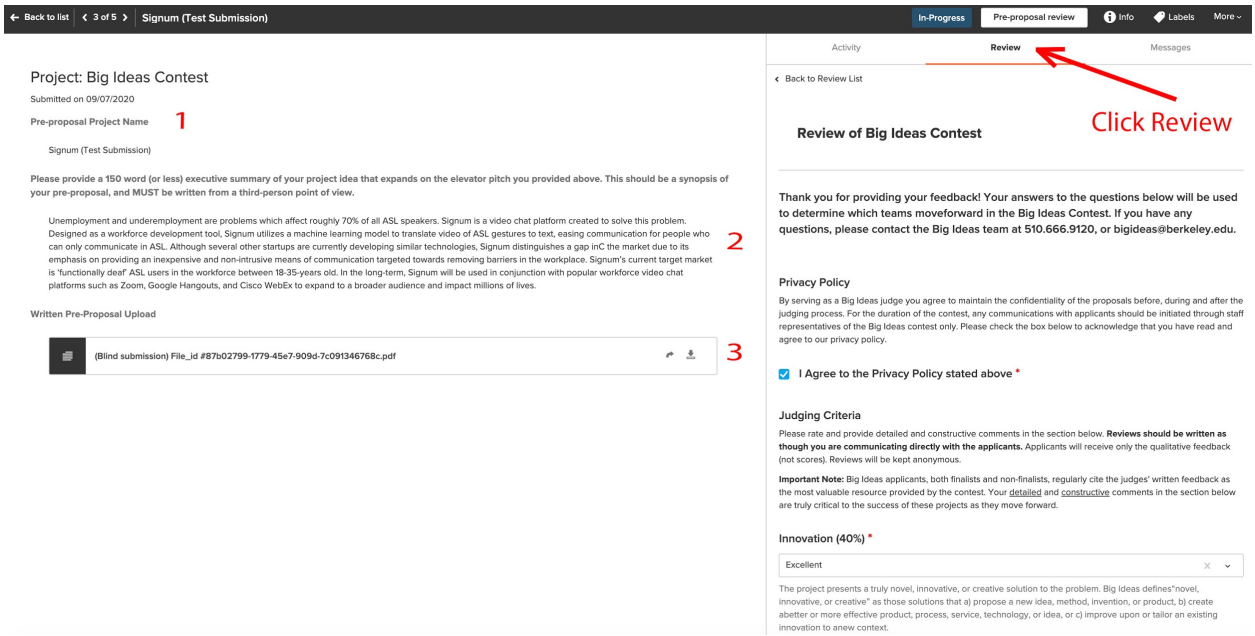
Note: *Each judge will be assigned to review a subset of pre-proposals (approximately 8) in their assigned social impact track.*



3. Viewing Your Assigned Submissions:

Once you have clicked on a submission, on the left side of the page you will see the "Application" information which contains: 1. The submission title, 2. The 150-word project summary, and 3. The link to the three page application.

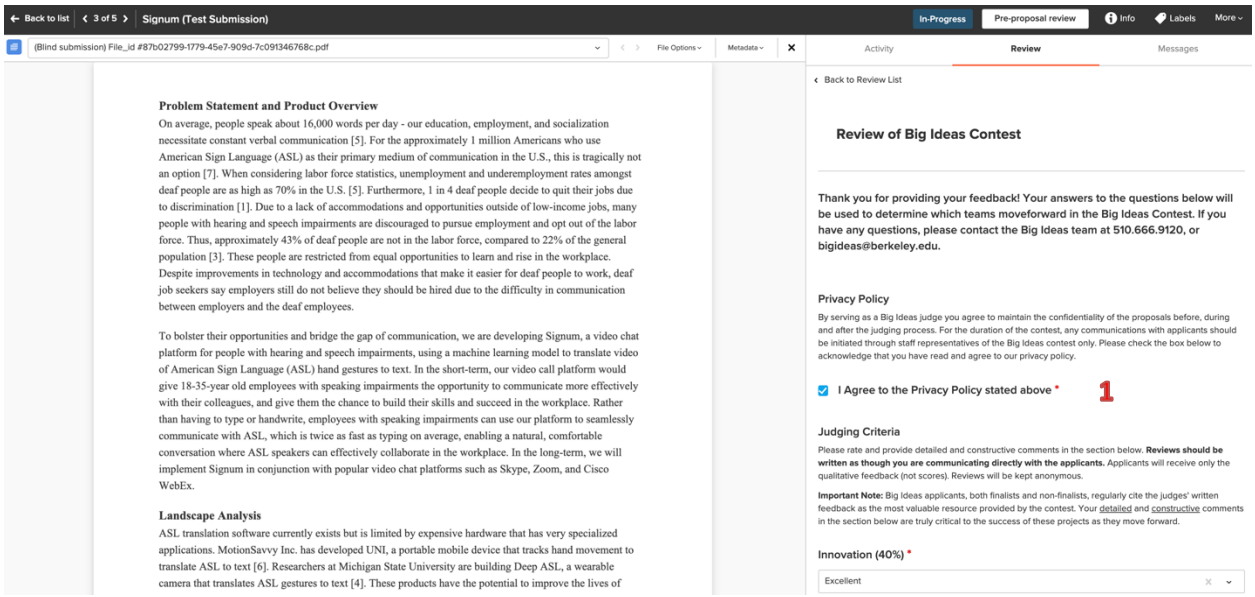
From there, you can download/save the pre-proposal to your computer, print the file, or view it in that window. Once you are ready to begin reviewing the application, click the "Review" tab in the top left corner of the page.



4. Adding your Review:

After clicking the “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.

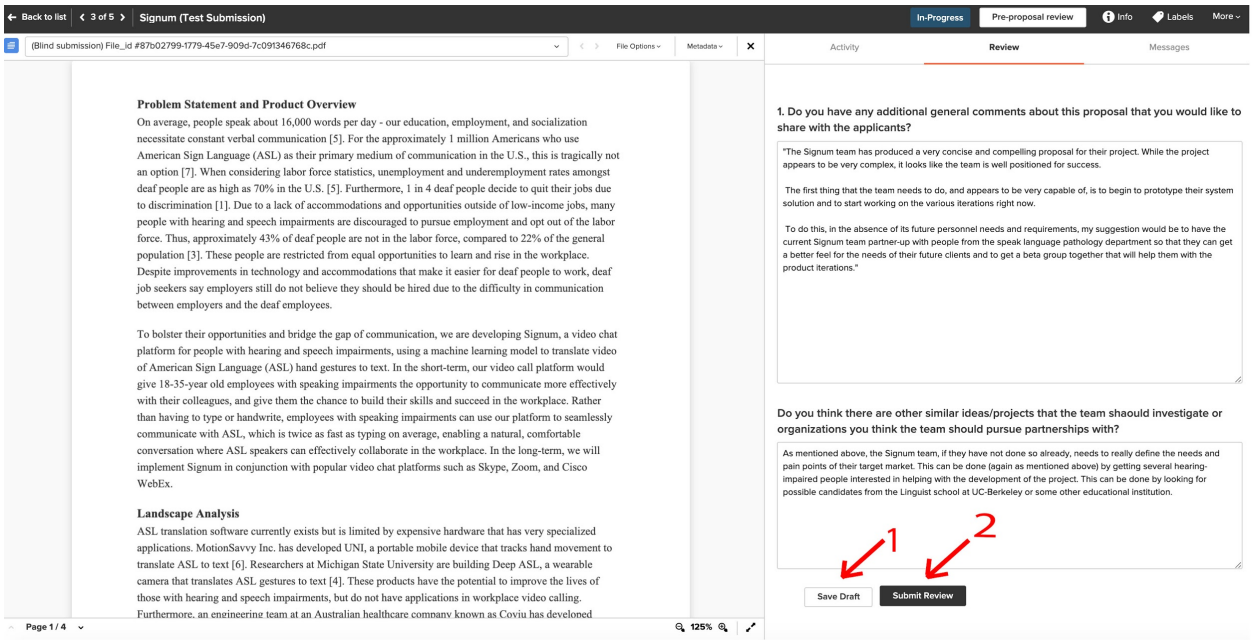
Note that the proposal will be viewable on the left side of your screen for reference while you complete your review. (You can scale the size of the split review/application windows to make the review box larger or smaller depending on your preference.)



To return to your list of assigned proposals, you can click on the “Back to List” button at the top of the scorecard, or you can move to the next submission by clicking on the arrows next to “Back to list.”

5. Saving Drafts and Submitting Reviews:

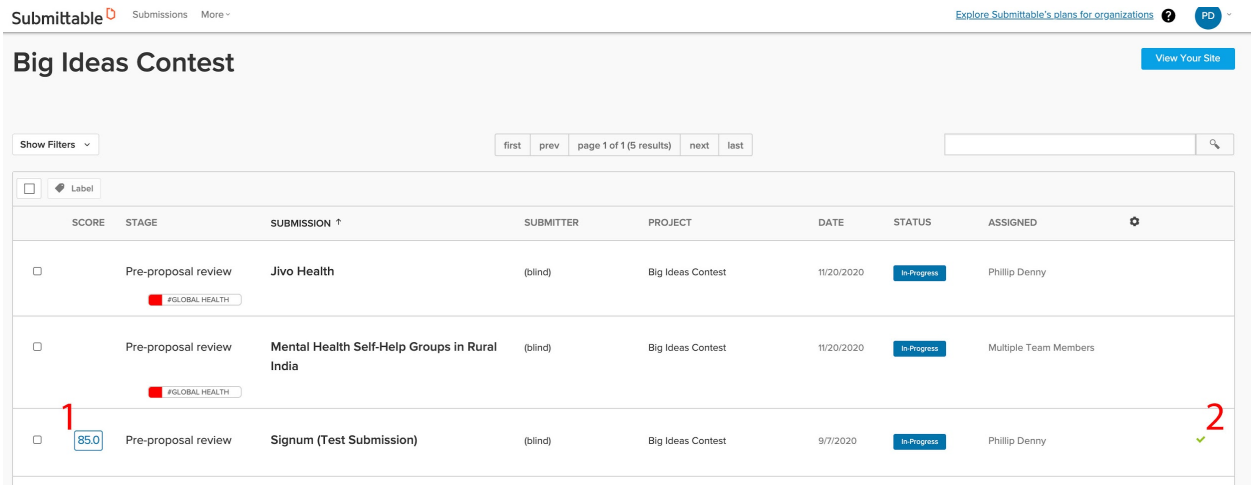
If you’re in the middle of a review and would like to finish entering your feedback later, click “Save Draft” at the bottom of the review scorecard. This will allow you to begin where you left off or make any changes the next time you log in. If you do not wish to save your progress, you can simply click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



1. Tracking Progress

Once you’ve submitted a review, in the list of your assignments you will see 1. a score for the proposal on the left side of the submission, and 2. a green check button to the right side of the submission.

Once all of your assigned submissions are marked with a score and a green check, you have officially completed your reviews! Note: You may go back and edit any of your reviews (even completed ones) up until the December 18th deadline. To do so, just click on the submission and click the editing button under the “Review” tab.



FAQs

1. When are my scores and feedback due?

   Judges' scores and feedback are due on Friday, December 18, 2020.

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 5-6 judges. Each judge will read approximately 8 proposals, Upon request judges may receive via email short (50 word) summaries of all projects in the social impact track that they are assigned to review proposals in.

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

   We estimate that it will take judges approximately 30-45 minutes to read, score and comment on each proposal.

5. Once I begin entering scores on the judging scorecard page on Submittable, 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 on the submission.

6. How many finalists will be selected?

   We expect that this year, between 20-30 finalists will be selected.

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

   Awards will range from a minimum of $5000 to a maximum of $20,000. Awards will be dispersed in Summer 2020.

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 interest 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 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 Network Manager, Syreen Ponferrada (ponferrada.syreen@berkeley.edu) or Contest Director, Phillip Denny (pdenny@berkeley.edu) at any point before, during or after the review process.