2022-2023

BIG IDEAS @ BERKELEY

Full Proposal Judging Handbook

University of California, Berkeley
100 Blum Hall #5570
Berkeley, CA 94720

2022-2023 Big Ideas Full Proposal Judging Handbook

Thank you for agreeing to serve as a full proposal judge for the 2022 - 2023 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.

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://bigideascontest.submittable.com/login

Finally, the Big Ideas team is always happy to answer any questions you may have.
You can email us at pdenny@berkeley.edu

The deadline for completing all reviews is:

Friday, April 21st, 2023

With Special Thanks to Our Sponsors

This handbook will provide you with key information about the Big Ideas Contest, expectations for, final round judging criteria, key dates, and FAQs.

In addition to this handbook, mentor resources are available at https://bigideascontest.org/network/judges/

Table of Contents

About the Contest	5
2022-2023 Social Impact Tracks	6
Structure of the Contest	7
Full Proposal Components	8
Full Proposal Judging Criteria	9
Judging Timeline and Commitment	10
Emphasis on Qualitative Feedback	11
Privacy Policy	12
Capstone Event	12
Accessing Proposals and Submitting Feedback	13
FAQs	17

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

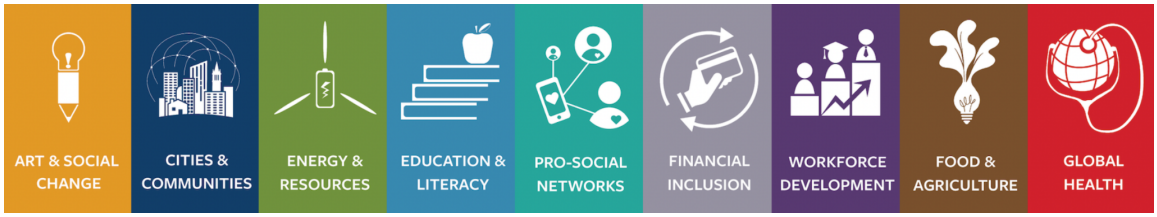
- Tony Stayner, Big Ideas Contest Judge

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 9 social impact tracks and is open to innovative student teams from the University of California, Berkeley.

2022-2023 Big Ideas Social Impact Tracks



Workforce Development	Identify a workforce solution that prepares individuals with the skills required to secure employment and advance their careers.
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, sustainability, food access and nutrition.
Financial Inclusion	Create novel products, services, tools or mechanisms that either address unmet needs of the financially underserved.
Pro-Social Networks	Envision new social networking platforms or extensions to existing platforms, that reduce online harassment, harmful mis/disinformation, and dark patterns that exploit users.
Energy & Resources	Propose a solution to spur the adoption of energy and resource alternatives that are sustainable and have potential for impact.
Education & Literacy	Develop a technology, program or policy to promote inclusive and equitable education, improve literacy, or enhance lifelong learning.
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.

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 December 7th, 2022. Approximately 200 applications were received from UC Berkeley students and based on judges' scores and feedback, 20 teams were selected to advance to the final round of the competition. 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 February 2022 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 April 7th, 2023. 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, up to 10 award winners will be selected for awards ranging from $5,000 to $20,000.

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. Teams are permitted up to 1 additional page for team bios (required) and up to an additional 4 pages for references and appendices (optional). Below is a list of suggested elements that Big Ideas recommends are included in every application. However, students are allowed to modify the order and presentation of the information as needed to tell their story. The recommended components are as follows:

The basic components we ask students to include are:

1. Problem Statement

The problem statement is 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

Teams should include 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

The team should provide 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 over the next year. Big Ideas awards will be disbursed in June/July 2023. Therefore, for the purposes of this Contest, the “next year” is defined as June 2023-June 2024. The majority of the application should focus on this timeframe, however, teams may mention work conducted prior to or following this 1-year timeframe in order to convey the broader context or impact of the project.

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 2023-June 2024). 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 next year of the project (June 2023-June 2024)

*Note: The funding requested from Big Ideas can be no greater than $10,000. If anticipated 1st year expenses are greater than $10,000 total, the team should convey a realistic plan for securing additional funds (e.g., additional grants, fundraising, revenue generation, etc.)

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).

Full Proposal Judging Criteria

Entries will be judged according to the criteria below.

Criteria 1: Innovation (30%)

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.

Proposals should include how their Big Idea:

- Addresses a major societal problem, and conveys a clear understanding of that problem.
- Approaches the challenge in a new or unique way
- Provides a timely solution that should be implemented now

Criteria 2: Effective Implementation Strategy (40%)

Proposals should demonstrate how they will operationalize their Big Idea over the next year (June 2023- June 2024) to put them on a path for long-term impact. They should include how their implementation plan does the following:

- Demonstrates community or market familiarity, including cultural, ethical, and legal implications
- Proposal details an assembled team, including potential partnerships, with the right skills and experience, such as technical, business, field and marketing
- The proposal demonstrates consideration of potential obstacles to implementation/ adoption and has proposed convincing solutions to address these challenges.
- Incorporates a 1-year timeline, metrics for success, and budget* that convey a clear plan for future growth
- 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.
- 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.

Criteria 3: Persuasive Proposal (30%)

Proposals should address a pressing and important social problem. Team has provided the reviewer with sufficient statistics and research to understand the problem and makes a clear and compelling case that their project addresses this need.

Proposals should address:
- What problem do you solve, and why is this project urgent now?
- How does your innovation work?
- What progress will you make over the next year (June 2023- June 2024) , and what will you do with any funds you are awarded?
- How will the world be different in the future with your innovative solution?

Judging Timeline and Commitment

The official review period for judges begins Monday, April 10, 2023. **All reviews must be submitted no later than Friday, April 21st, 2023 (11:59pm)**. **Each judge will be assigned four proposals to review.**

The entire review process should take 60-90 minutes per proposal on average (4-6 hours total.) Each judge will be asked to review no more than 4 applications 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 in May 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.

Capstone Event

Each year, the Big Ideas Contest culminates with a Grand Prize Pitch Day and Awards Celebration.. This event presents a wonderful 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 & Awards Celebration

- May 3 | 4-7pm | B100 Blum Hall, UC Berkeley

The Big Ideas community will gather for its annual Grand Prize Pitch & Awards Celebration to recognize the most outstanding innovations in the 2022-2023 contest. A select group of Big Ideas finalists (4-6) will be invited to participate in the Grand Prize Pitch event for the opportunity to win up to an additional $10,000. Following the pitches, there will be a poster and demo session featuring all of the projects and innovators from the 2022-2023 Big Ideas Contest.

Accessing Proposals and Submitting Feedback

1.Portal URL:

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

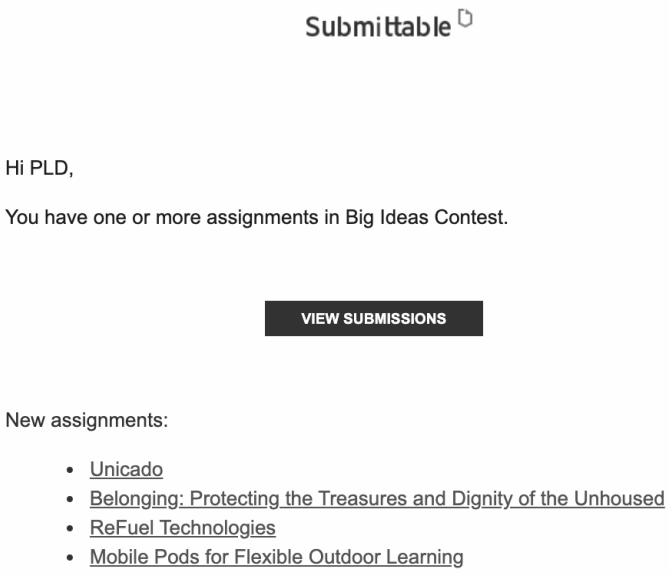
If you participated in the pre-proposal round in November 2022, the process is the same as before.

2. Username and Password:

New Judges (i.e. you did not participate in the pre-proposal review in November 2022)**:**
If you are a new judge this year you have been sent an invitation to create a Submittable user profile. Please do this ASAP as we can not assign you any applications to review until this step is completed.
If you have not received this invitation from Submittable, please notify us and we resend this to you.

Returning Judges(i.e. you participated in the pre-proposal review in November 2022)**:**
If you are a returning judge, you will log in to the review portal using the username/ password that you created previously.

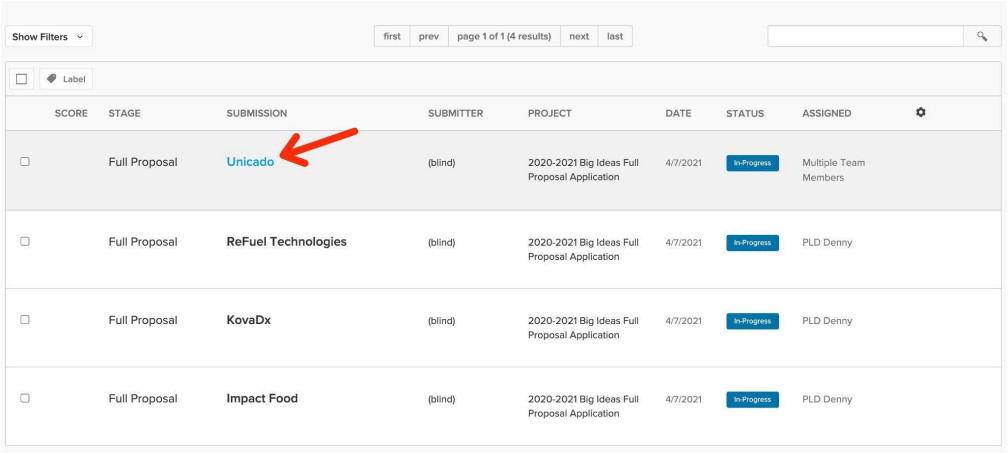
On Monday evening, April 10th, everyone who has a Submittable profile will receive an email from Submittable letting you know that you have been assigned four applications to review. Click on the "View Submissions" and log into Submittable using the profile that you previously created.



3. Landing Page:

Once you log in, you will be taken to a landing page that shows the title of each submission
To begin reviewing pre-proposals, click on the name of the proposal.

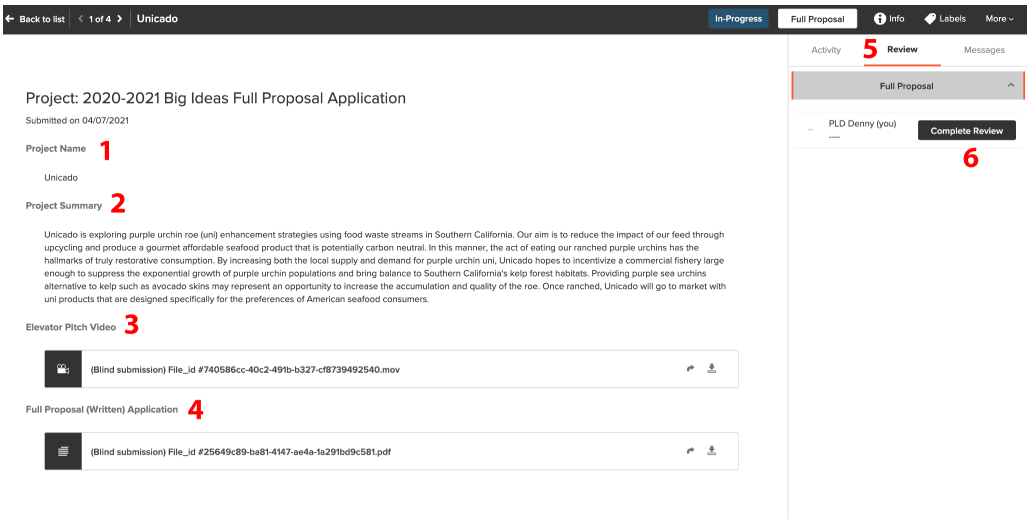
Note: *Each judge will be assigned to review four applications in the final round.*



4. Viewing Your Assigned Submissions:

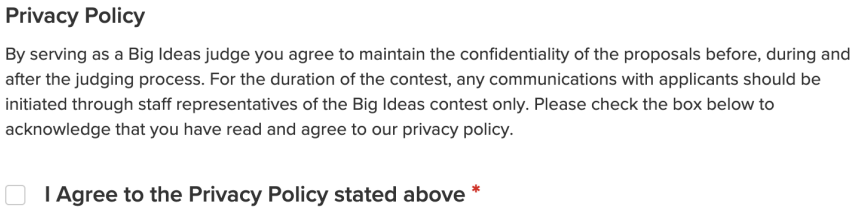
Once you have clicked on a submission, on the left side of the page you will see the “Application” information which contains: 1. The project title, 2. The 150-word project summary, 3. The link to the 60-90 second elevator pitch video, and 4. The link to the 8-page written application

Once you are ready to begin reviewing the application: 5. Click the “Review” tab in the top left corner of the page, and 6. Click the “Complete Review” button.



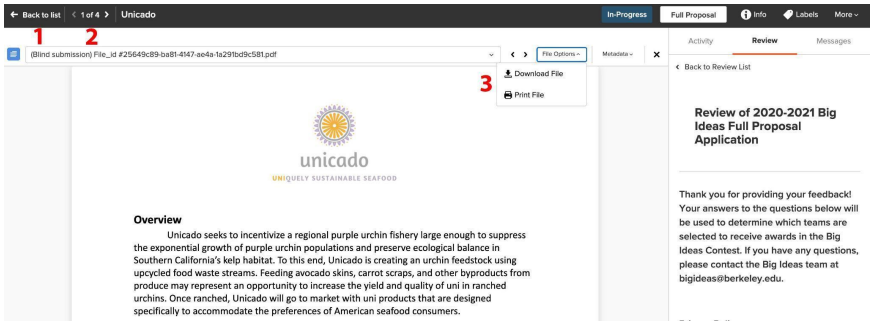
5. Adding your Review:

After clicking the “Complete 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.



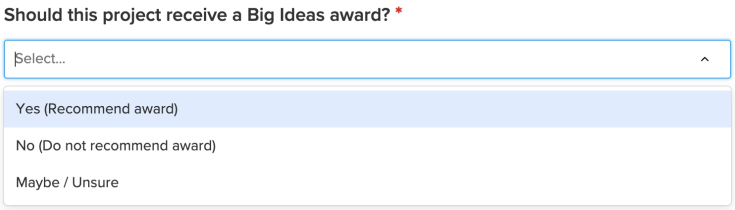
Note, once you click on a file, the written proposal or video will be viewable on the left side of your screen for reference while you complete your review. (You can scale the size of the windows to make the review box larger or smaller by clicking/dragging on the column divider line, depending on your view preference.)

To return to your list of assigned proposals, you can click on: 1. The “Back to List” button on the top left side of your window. Alternatively, you can: 2. Move to the next submission by clicking on the arrows next to “Back to list.” If you would like to download and/or print the files so that you can read them offline: 3. Click the “File Options” button and select your choice.



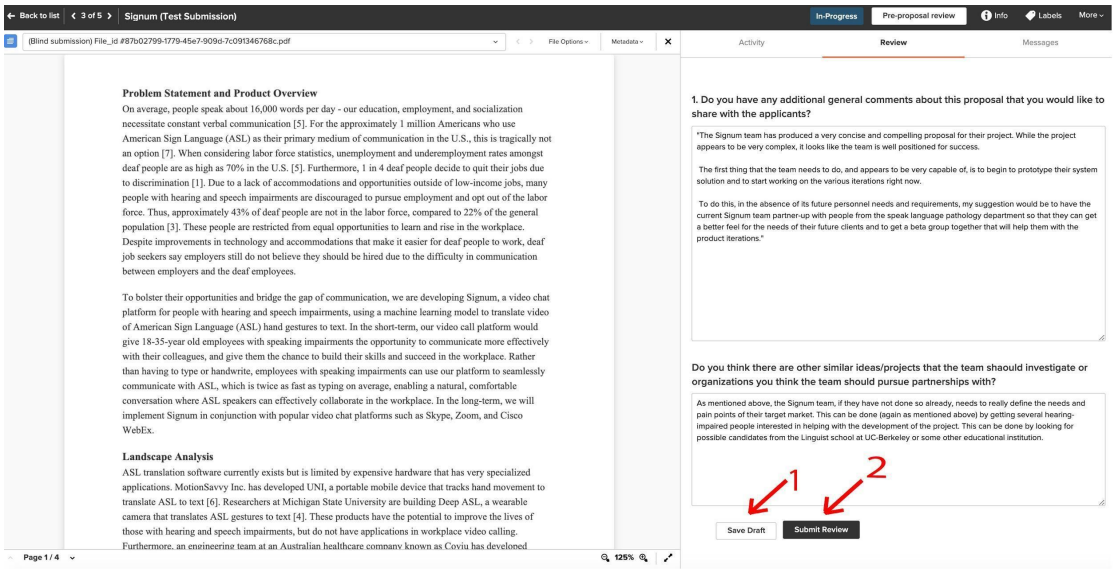
6. Award Recommendation:

New to the contest this round, we are asking judges to evaluate whether or not they feel the application is deserving of a Big Ideas award. The three dropdown options are “yes”, “no” and “maybe/unsure” and judges are asked to select one of these. For the four applications you have been assigned to review, we ask you to limit your “yes” response to no more than 2 applications.



7. Saving Drafts and Submitting Reviews:

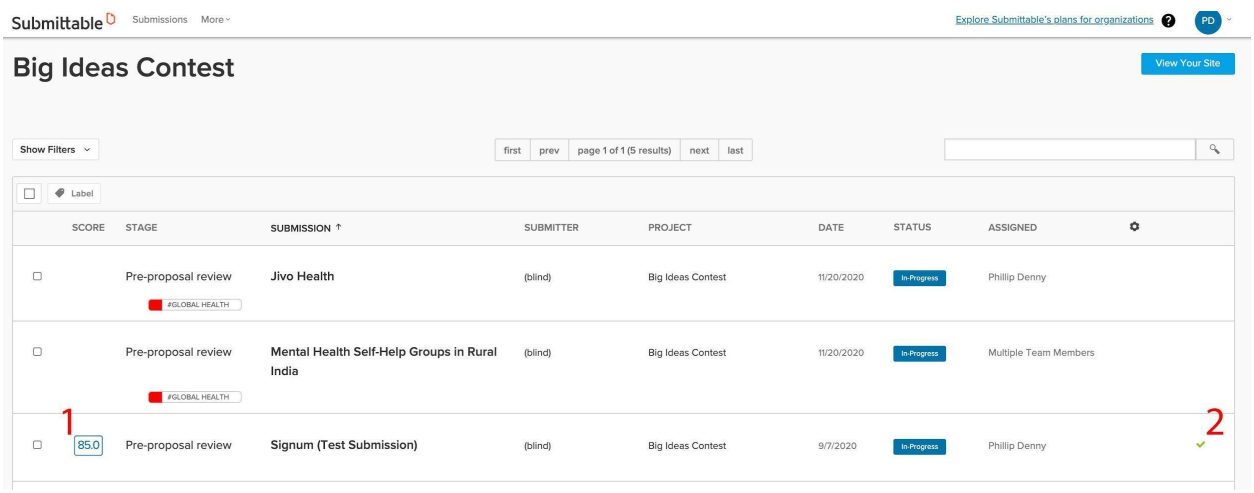
If you’re in the middle of a review and would like to finish entering your feedback later, click “Save Draft” at the bottom of the review scorecard. This will allow you to begin where you left off or make any changes the next time you log in. If you do not wish to save your progress, you can simply click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



8. 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 April 23rd review 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 April 21st, 2023.

2. How do I access the judging portal?
The judging portal can be accessed at: https://bigideascontest.submittable.com/login

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 Phillip Denny by email (pdenny@berkeley.edu).

4. How many proposals will I be assigned?
Each judge will read 4 applications in the final round. If you wish to review more applications 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 60-90 minutes to read, score and comment on their 4 proposals. The entire review process should take 4-6 hours.

6. 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 "Review" at the top of the page. (Refer to "Saving Drafts and Submitting Reviews" in Section 7 above.)

7. How many winners will be selected to receive Big Ideas awards?
Up to 10 total teams will be selected to receive awards.

8. How much financial support do winning teams receive and when will it be distributed?
Award amounts this year are either $5,000 or $10,000. In addition, 4-6 teams will be invited to participate in the Big Ideas Grand Prize Pitch Day event on May 3 where they will have the opportunity to win an additional $10,000.

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. Please do not reach out to teams directly without first contacting the Big Ideas team.

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

If you have any questions, please feel free to contact Phillip Denny by email (pdenny@berkeley.edu).