# BIGADEAS

## 2022-2023 Pre-Proposal Judging Handbook

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





Berkeley Changemaker...

Andrew and Virginia Rudd Family Foundation



COMMITTEE ON STUDENT FEES AND BUDGET REVIEW











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/

### 2022-2023 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.

#### 2022-2023 Big Ideas Contest Statistics

- ~200 Pre-Proposals Submitted
- ~650 Student Participants
- Min. Award \$5,000; Max. Award \$20,000

#### 2022-2023 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 Contest Director, Phillip Denny (<u>pdenny@berkeley.edu</u>) at any point before, during or after the review process.

Review Period Deadlines: \*Please note, this year judges have been assigned to 1 of 2 judging periods. Group 1 Deadline: December 19, 2022 Group 2 Deadline: January 13, 2023

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#### 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 9 social impact tracks (aka "categories") and is open to innovative student teams from UC Berkeley.

#### **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 December 7th, 2022. We estimate that 20-30 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 2023 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 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.

Workforce Development	Identify a workforce solution that prepares individuals with the knowledge and skills required to secure employment and advance their careers.
<u>Global Health</u>	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.
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 broad impact.
Education & Literacy	Develop a technology, program or policy to promote inclusive and equitable education, improve literacy, or enhance lifelong learning opportunities
<u>Cities &amp; Communities</u>	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:  $\frac{1}{2} - 1$  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:  $\frac{1}{2} - 1$  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.) New: team bios are now permitted on the 4th page (but not beyond).

#### **Judging Timeline**

Students submitted pre-proposals on December 7th, 2022. Judges will be assigned to 1 of 2 review periods. The review periods are:

- 1. GROUP 1: Friday, December 9th Monday, December 19th 2022
- 2. GROUP 2: Tuesday, January 3rd Friday, January 13th 2023

All reviews need to be completed no later than the designated end date. 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 mid-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):

 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.
- 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 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.

#### 1. Portal URL:

The Submittable judging portal can be accessed at: <u>https://bigideascontest.submittable.com/login</u>

#### 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.

By December 9th, 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.

#### Submittable 🗅

Hi Phillip,

You have one or more assignments in Big Ideas Contest.

VIEW SUBMISSIONS

New assignments:

- Mental Health Self-Help Groups in Rural India
- Students for Regulatory Reform: A Student-Led Nonpartisan Think Tank for Reforming Health Systems Policy in the Face of Crisis

#### 3. Landing Page:

Once you log in, you will be taken to a landing page that shows the title of the submission.

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

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

Submittable <sup>[</sup>	Submissions More -						Explore Submi
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SCORE	STAGE	SUBMISSION		SUBMITTER	PROJECT	DATE	STATUS
	Pre-proposal review	Jivo Health		(blind)	Big Ideas Contest	11/20/2020	In-Progress
	Pre-proposal review	Mental Health Self-Help Groups in ( Rural India		(blind)	Big Ideas Contest	11/20/2020	In-Progress
0	Pre-proposal review	Students for Regulatory Re Student-Led Nonpartisan T Tank for Reforming Health Policy in the Face of Crisis	nink		Big Ideas Contest	11/20/2020	In-Progress
0	Pre-proposal review	The ICHI Telehealth Clinic		(blind)	Big Ideas Contest	11/20/2020	In-Progress
0	Pre-proposal review	Signum (Test Submission)		(blind)	Big Ideas Contest	9/7/2020	In-Progress

#### 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.

← Back to list く 3 of 5 > Signum (Test Submission)		In-Progress	Pre-proposal review	i Info	🥏 Labels 🛛 More 🗸
	Activity		Review	1	Messages
Project: Big Ideas Contest	Back to Review List				
Submitted on 09/07/2020				<b>CI</b> 1	
Pre-proposal Project Name	Review of Big Idea	s Contes	t	Click	Review
Signum (Test Submission)					
Please provide a 150 word (or less) executive summary of your project idea that expands on the elevator pitch you provided above. This should be a synopsis of your pre-proposal, and MUST be written from a third-person point of view.	Thank you for providing you	ur feedback	! Your answers to the	e questions be	low will be used
Unemployment and underemployment are problems which affect roughly 70% of all ASL speakers. Signum is a video chat platform created to solve this problem. Designed as a workforce development tool, Signum utilizes a machine learning model to translate video of ASL gestures to text, easing communication for people who can only communicate in ASL. Although several other stantaps are currently developing animite technologies, Signum distinguishes a gap in fict he marked due to the emphasis on providing an indepensive and non-instances means of communication targeted duravies removing harries present area there are the emphasis of the workfalse.	to determine which teams r questions, please contact th				
is 'functionally deaf' ASL users in the workforce between 18-35-years old. In the long-term, Signum will be used in conjunction with popular workforce video chat platforms such as Zoom, Google Hangouts, and Cisco WebEx to expand to a broader audience and impact millions of lives.	Privacy Policy				
Written Pre-Proposal Upload	By serving as a Big Ideas judge you judging process. For the duration or				
	representatives of the Big Ideas con agree to our privacy policy.				
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	Judging Criteria				
	Please rate and provide detailed an though you are communicating dis (not scores). Reviews will be kept as	ectly with the			
	Important Note: Big Ideas applican the most valuable resource provide are truly critical to the success of th	d by the conte	st. Your detailed and const		
	Innovation (40%) *				
	Excellent				× •
	The project presents a truly novel, i innovative, or creative" as those sol abetter or more effective product, p innovation to anew context.	utions that a) p	ropose a new idea, methor	d, invention, or pro	oduct, b) create

#### 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.)

← Beck to list く 3 of 5 > Signum (Test Submission)			In-Progress	Pre-proposal review	🚯 Info	🦪 Labels	More ~
(Blind submission) File_id #87b02799-1779-45e7-909d-7c091346768c.pdf	Metadata ~	×	Activity	Review		Messages	
			Back to Review List				
Problem Statement and Product Overview On average, people speak about 16.000 words per day - our education, employment, and socialization necessitate constant verbal communication [5]. For the approximately 1 million Americans who use American Sign Language (ASL) as their primary medium of communication in the U.S., this is tragically not an option [7]. When considering labor force statistics, unemployment and underemployment rates amongst deal people are as high as 70% in the U.S. [5]. Furthermore, 1 in 4 deal people decide to up ut their jobs due to discrimination [1]. Due to a lack of accommodations and opportunities outide of tow-income jobs, many people with hearing and speech impairments are discouraged to pursue employment and orto at the labor force. Thus, approximately 43% of deal people are not in the labor force, compared to 22% of the general population [3]. These people are restricted from equal opportunities to learn and rise in the workplace. Despite improvements in technology and accommodations that make it easier for deal people to work, deal population [3]. These people are to blice the yshould be hired due to the difficulty in communication between employers and dh on the blicer they should be hired due to the difficult of the ranket viceo of American Sign. Language (ASL) and hage durus to tox. In the short-term, our video call platform for people with hearing and speech impairments, using a machine learning model to translate video of American Sign. Language (ASL) and hage thus to tox. In the short-term, workplace. Rule colleagues, and give them the chance to build their skills and succed in the workplace. The olleagues, and give them the chance on build their skills and succed in the workplace. The ong-term, we will implement Signum in conjunction with popular video chat platform to seamlessly communicate with ASL, which is twice as fast as typing on average, enabling a natural, confortable communication with popular video chat platforms use on alforiety or identing the skills and			Book of New York     Review of Big Ideas 4     Thank you for providing your 1     be used to determine which to     have any questions, please co     bigIdeas@berkeley.edu.      Privacy Policy     By serving as a Big Ideas judge you ag     and after the judging process. For the     be initiated through staff representative     acknowledge that you have read and a     I Agree to the Privacy Policy     Judging Criteria     Please rate and provide detailed and c     written as though you are communic     qualitative feedback (not corres). Revie     Inequalitative feedback (not corres). Revie	eedback! Your answer sams moveforward in ti ntact the Big Ideas tea ree to maintain the confidenti Juration of the contest, any co gree to our privacy policy or of the Big Ideas contest on gree to our privacy policy cy stated above • onstructive comments in the ding directly with the applica- tion will be kept anonymous.	ne Big Idea m at 510.60 ality of the pro mmunications by. Please chei	s Contest. If 56.9120, or posals before, with applicant ck the box belo Reviews shoul s will receive o the judges' with <u>constructive</u> of <u>constructive</u>	f you , during ts should ow to ald be only the itten
translate ASL to text [6]. Researchers at Michigan State University are building Deep ASL, a wearable camera that translates ASL gestures to text [4]. These products have the potential to improve the lives of			Excellent				× •

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 19th deadline or January 13th deadline. To do so, just click on the submission and click the editing button under the "Review" tab.

Submi	ttable <sup>D</sup>	Submissions More ~					E	xplore Submittable's plans for org	anizations 🕐	PD~
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	SCORE	STAGE	SUBMISSION ↑	SUBMITTER	PROJECT	DATE	STATUS	ASSIGNED	٥	
		Pre-proposal review	Jivo Health	(blind)	Big Ideas Contest	11/20/2020	In-Progress	Phillip Denny		
		Pre-proposal review	Mental Health Self-Help Groups in Rural India	(blind)	Big Ideas Contest	11/20/2020	In-Progress	Multiple Team Members		
	85.0	Pre-proposal review	Signum (Test Submission)	(blind)	Big Ideas Contest	9/7/2020	In-Progress	Phillip Denny		<b>_</b> 2

#### FAQs

1. When are my scores and feedback due?

Group 1 judges' scores and feedback are due on December 19, 2022 Group 2 judges' scores and feedback are due on January 13th, 2023.

- 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 6-7 judges. Each judge will read up to 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.

- How many finalists will be selected?
   We expect that this year, between 20-30 finalists will be selected.
- 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 2022.

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 <u>LinkedIn Group</u>. 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 Contest Director, Phillip Denny (<u>pdenny@berkeley.edu</u>) at any point before, during or after the review process.