

RUDD FAMILY FOUNDATION

BIG IDEAS

@BERKELEY

2015-2016 FULL PROPOSAL JUDGING HANDBOOK

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2015-2016 Big Ideas Judging Handbook

Thank you for serving as a full proposal judge for the 2015-2016 Big Ideas Contest!

This handbook provides information about the Big Ideas contest, judging criteria, key dates, and FAQs.

About the Contest

Big Ideas is an annual multi-campus innovation contest aimed at providing funding, support, and encouragement to interdisciplinary teams of undergraduate and graduate students who have “big ideas” for addressing pressing social challenges. Since its founding, Big Ideas has inspired hundreds of creative and high-impact student projects, many of which continue long after winning Big Ideas. By seeking out novel proposals and then providing resources and support to help them succeed, Big Ideas has assisted students in making a difference all over the world.

This year’s contest includes 18 participating universities and 9 categories of social challenges. The table below shows which campuses are eligible to apply:

	AFL & Social Change	Energy & Resource Alternatives	Financial Inclusion	Food Systems	Global Health	Improving Student Life	Information Technology for Society	Mobiles for Reading	Scaling Up Big Ideas
UC Berkeley	x	x	x	x	x	x	x	x	x
UC Davis	x	x	x	x	x		x	x	x
UC Irvine	x	x	x	x	x		x	x	x
UC Los Angeles	x	x	x	x	x		x	x	x
UC Merced	x	x	x	x	x		x	x	x
UC Riverside	x	x	x	x	x		x	x	x
UC San Diego	x	x	x	x	x		x	x	x
UC San Francisco	x	x	x	x	x		x	x	x
UC Santa Barbara	x	x	x	x	x		x	x	x
UC Santa Cruz	x	x	x	x	x		x	x	x
College of William and Mary			x	x	x			x	x
Duke University			x	x	x			x	x
Makerere University			x	x	x			x	x
MIT			x	x	x			x	x
Michigan State University			x	x	x			x	x
Texas A&M University			x	x	x			x	x
Monash University								x	x
University of South Australia								x	x

Big Ideas judges have the opportunity to review and provide feedback on students’ ideas. Judges have a chance to “give back” while also getting a first-hand look at some of the most innovative ideas being developed by graduate and undergraduate students at participating universities. In addition, judges can build their own professional networks by attending Big Ideas events and mixers where they can meet other judges, professional mentors, faculty and students.

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 student teams submitted three-page pre-proposals on Thursday, November 12, 2015. A total of 57 teams were selected as finalists to participate in the full proposal round, based on judges' evaluations. All pre-proposal teams received detailed feedback from judges, regardless of whether or not they were selected as finalists. Applicants were notified in early December 2015 regarding their status for the final round.

Round 2: Full Proposal

Teams selected for the final round had the opportunity to develop and refine their pre-proposals into 10-15 page full proposals by 12:00pm (noon PST) on March 9, 2016. In the full proposal, finalists expand on the ideas presented in their pre-proposals, edit their proposals based on judges' feedback, and refine their project ideas through collaboration with their Big Ideas mentor (an industry professional matched with the finalist team based on the mentor's content knowledge and areas of expertise).

To give you an idea of what this looked like last year, some statistics are below:

2015-2016 Big Ideas Contest Statistics

- 266 Pre-Proposals submitted
- 800+ Student Participants
- 85 Majors Represented
- 57 Finalists
- \$300,000 Available in award funding

2015-2016 Big Ideas Categories

 Art & Social Change	Create an innovative arts project that meaningfully engages with issues of advocacy, justice, and community-building.
 Mobiles for Reading	Develop novel mobile technology-based innovations to enhance reading scores for children in developing countries.
 Energy & Resource Alternatives	Encourage the adoption of clean energy and resource alternatives that are sustainable and have the potential for broad impact.
 Financial Inclusion	Propose innovations that either address unmet needs of the financially underserved, or help extend existing services to low-income populations.
 Food Systems	Address challenges in food systems, supporting: food security, sustainability and justice; health in food systems; equitable access to nutritious food.
 Global Health	Develop an action-oriented, interdisciplinary project that will help alleviate a global health concern among low-resource communities.
 Improving Student Life	Describe a new initiative that improves the UC Berkeley student experience, or encourages students to engage and improve the surrounding community.
 Information Technology for Society	Describe an innovative project that demonstrates the capacity for IT to help address a major societal challenge.
 Scaling Up Big Ideas	For previous Big Ideas award winners who have advanced their ideas, and are looking to take their projects to the next level.

What are the Full Proposal Components?

Big Ideas recommends the components below to ensure students include critical proposal elements. However, students are allowed to modify the order and presentation of the information as needed to tell their story.

1. Problem Statement

This section includes a clear description of 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 / Project Description

This section includes a summary of the innovative project (e.g. program, service, good, 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 first 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 first year only. Big Ideas awards will be disbursed in June 2016. Therefore, for the purposes of this contest, the 1st year is defined as June 2016-June 2017. Teams are allowed to mention work conducted prior to or after this 1-year timeline, 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 first year of implementation (June 2016- June 2017). 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 first year of the project (June 2016-June 2017).

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 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.

What are the Judging Criteria?

The emphasis in the Full Proposal Round of the contest is project viability. As projects have been vetted for creativity in the Pre-Proposal Round, the focus now is on whether or not they can be realistically implemented. Finalists had the opportunity to incorporate judges' feedback and work with a mentor to improve the implementation details of their Big Idea.

Thus, the full proposal strongly weights viability, as seen in the following criteria you will be judging by:

1. Viability (40%)

Given the project description and the team members' expertise, skills, 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 first 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.

2. 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.

3. 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 it.

4. 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.).

5. 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.

6. Quality and Creativity (10%)

- ✓ The project is innovative, the overall merit of this idea is high, and this is an idea worth funding.

Note on length:

As stated above, students are required to limit their proposals to 15 pages.

Judges should not review or consider any information presented past the 15th page (except for references or appendices.)

Judging Timeline and Emphasis on Qualitative Feedback

The official review period for judges begins **Monday, March 14, 2016** and **all reviews need to be submitted no later than Friday, April 1, 2016**. The entire review process should take 45 minutes per proposal on average in each assigned category. Winners will be notified at the end of April.

Judges are expected to provide qualitative feedback to applicants on the strengths and weaknesses of their project idea, implementation plans, and budget. A critical goal of the Big Ideas contest is to provide encouragement and support to all finalists, both winners and teams that do not advance. Thus, it is important to give substantive and constructive feedback to every proposal that is reviewed. Past experience has shown that this feedback is one of the most valuable aspects of the competition to all teams, as it helps students to improve their project plans for real-world application or applying to other student innovation competitions.

Note: *Reviews should be written as though judges are communicating directly with the applicants. Applicants will receive only the qualitative feedback. Reviews will be anonymous.*

End-of-Year Networking Opportunities

Some important dates are below; all judges are invited (and encouraged) to attend the following Big Ideas events:

- **April 7, 2016: Information Technology for Society Poster Session**
3:00 – 5:00pm | Sutardja Dai Hall, Atrium (UC Berkeley)
Finalists in the Information Technology for Society category will be on hand to present their ideas to a panel of judges and answer questions about their projects. This event is open to the public.
- **April 27, 2015: Grand Prize Pitch Day**
5:00 – 8:00pm | B100 Blum Hall (UC Berkeley)
Each year select finalist teams are invited to attend the Big Ideas Grand Prize Pitch Day, where teams pitch their project ideas to a panel of esteemed judges. Judges then select Pitch Day winners to receive an additional award, ranging from \$1,000 for third place, \$3,000 for second place, to \$5,000 for first place in each of the two categories: Campus and Community Impact – and – Global Impact. It continues to be one of our most exciting events!
- **May 4, 2015: Awards Celebration**
5:00 – 8:00pm | B100 Blum Hall (UC Berkeley)
The Awards Celebration brings together the entire Big Ideas community to mark the conclusion of the 2015-2016 contest. This year will also serve to mark the 10-year anniversary of Big Ideas. There will be a poster session featuring the award-winning projects and plenty of time for judges, mentors, sponsors and teams to network, engage and learn more about the innovative projects that were developed throughout the course of the Big Ideas Contest.

Privacy Policy

Many Big Ideas 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. During the duration of the contest, any communications with applicants should be initiated through staff representatives of the Big Ideas contest.

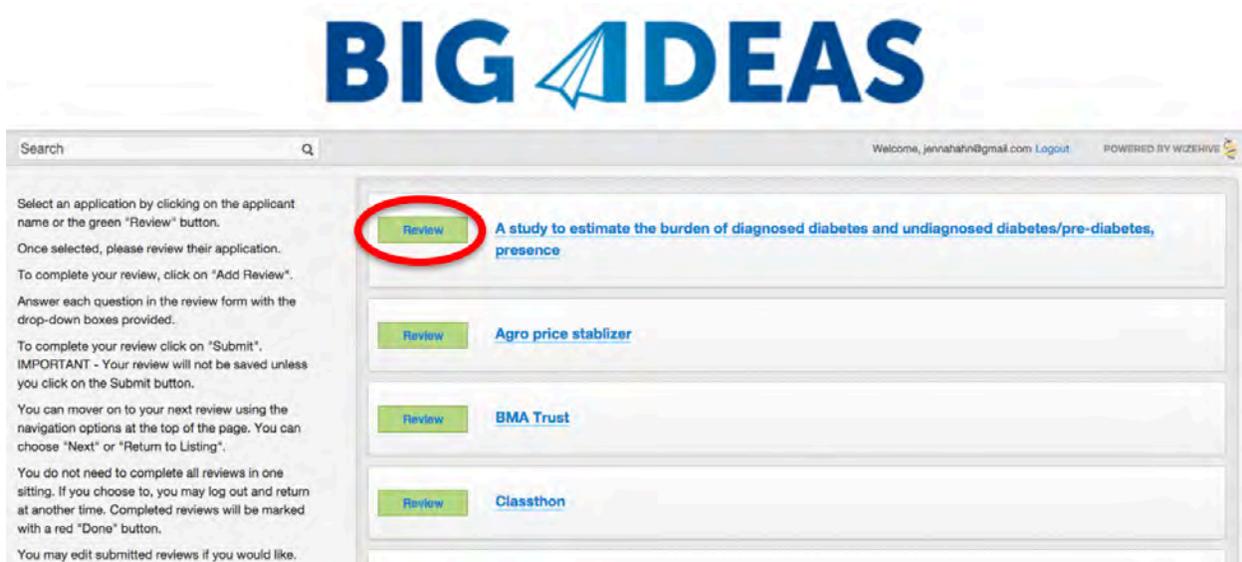
How Do I Access Proposals and Submit Feedback?

1. Visit: <https://review.wizehive.com/voting/login/bigideas1516-fp>

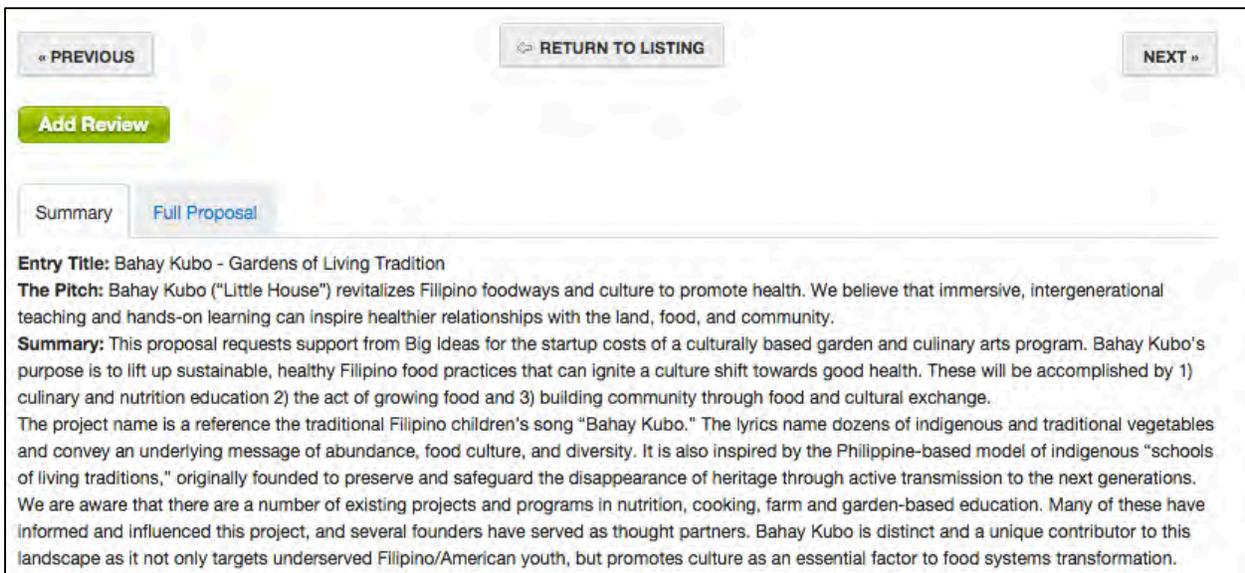
By March 14, 2016 you will receive an email with a username and password.

- 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 14, please notify us (bigideas@berkeley.edu) and we will issue you a new login.

2. Once you log in, you will be taken to a **landing page**. This page will host instructions on the left side and your assigned proposals to review on the right side. To begin reviewing proposals, click a green "Review" button next to a proposal to open that submission.

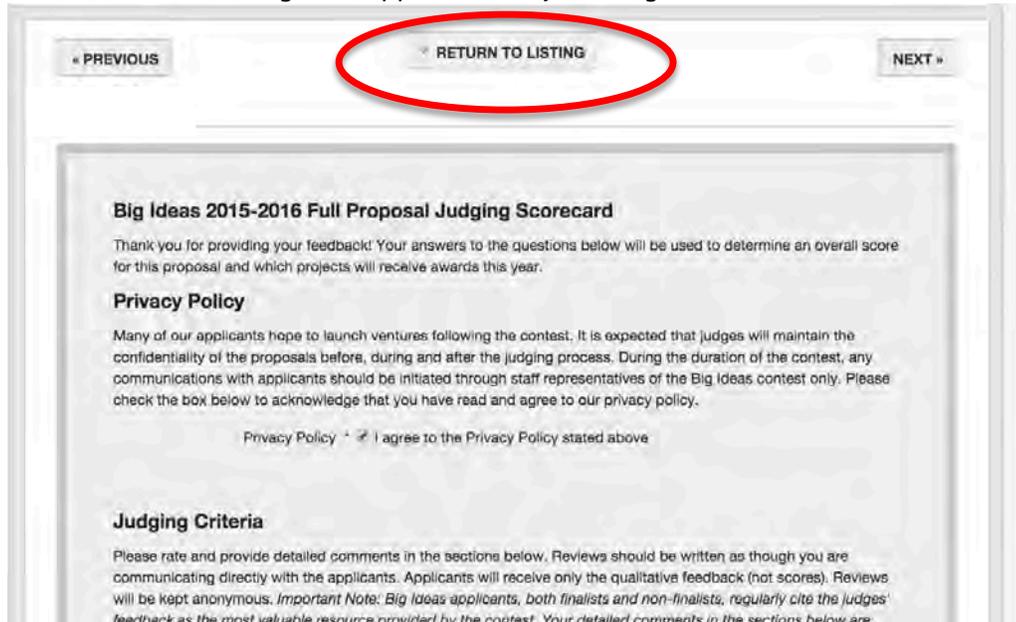


3. Once you have clicked to view a submission, you will see the title of the project and the 300-word summary of the team’s proposal. The second tab, “Full Proposal” includes the pdf of the proposal. After clicking on this tab, you will be able to download the proposal or read it off your screen. When ready to begin your review, click the “Add Review” to begin reviewing that submission.

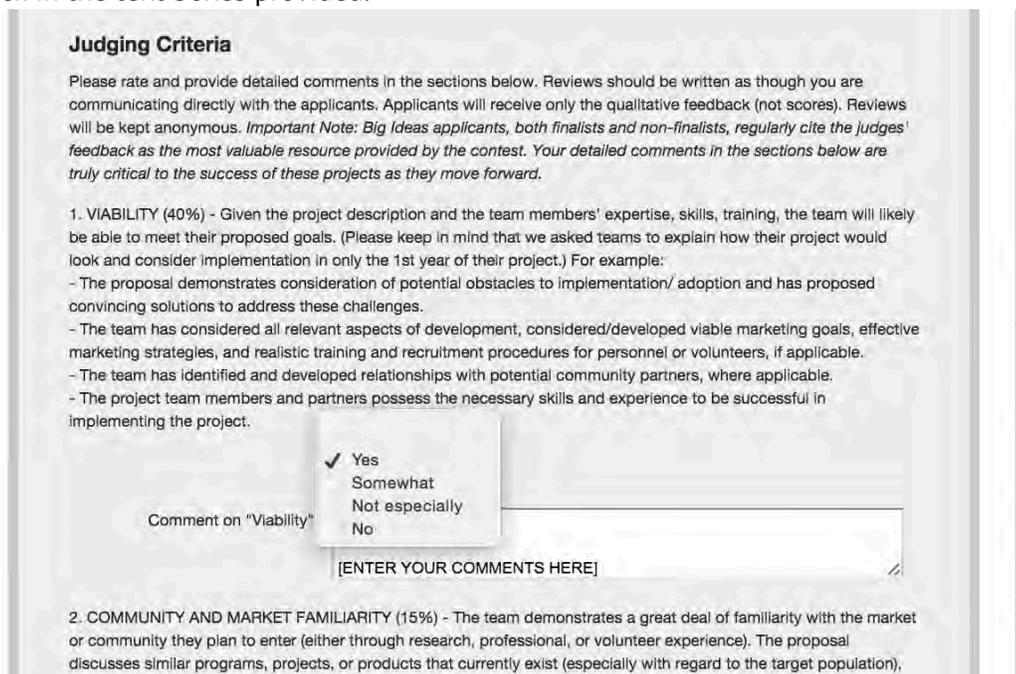


Note: For judges in the Scaling Up Big Ideas category, you will also have access to a 500-word summary of the team’s progress to date.

4. After clicking the “Add Review” button you will see the judging scorecard for that proposal. It will contain a mix of multiple choice and free response questions. Before you begin reviewing the submission, you must agree to the Privacy Policy at the top of the page. To return to your list of assigned proposals you can click on the “Return to Listing” button on the top middle of the scorecard, or move through the applications by clicking “Previous” or “Next.”



5. For each criterion, select an option from the dropdown menu, and enter your qualitative feedback in the text boxes provided.



6. 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 page. This will allow you to begin where you left off or make any changes the next time you log in. If you do not wish to save your progress, you can simply click "Cancel" to exit. Once you have finished your review, click "Submit" and you can navigate to other pre-proposals or logout.

4. Do you think there other similar ideas/projects that the team should investigate or organizations you think the team should pursue partnerships with?

Comments

Overall Quality Score

[Cancel](#) [Save Draft](#) [Submit](#)

7. 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 review all the way through the judging deadline of April 1, 2016. To edit the scores you've submitted (which you can do until the April 1st deadline), click the red "Done" button.

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

Review	Classthon
Review	data crypt
Review	sCorn mobile App
Done	Sustainable Food Systems: A Planner's Toolkit
Review	Urban Agriculture Meets Ecology: A Scientific Primer for Gardeners

1 TO 8 OF 8

FAQs

1. How many judges read each proposal?

Approximately 10 judges will read each full proposal. In most categories, judges will read all finalists' proposals (unlike in the pre-proposal round where judges read only a subset of proposals). In categories with over 8 finalists, final round judges will only read a subset of proposals.

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

Each full proposal contains 10-15 pages of information. Some proposals have additional attached appendices. The optional appendices are meant to act as supplemental proposal material. It will take judges 45 minutes (on average) to read, score and comment on each proposal.

3. What should I do if a team submitted a proposal that is longer than 15 pages?

Judges are expected to read up to 15 pages for each proposal they are assigned. *If a team exceeds this maximum page limit (besides additional pages for citations or appendix items), judges should not read beyond the page limit.* Proposals should be scored based on the information presented in the first 15 pages only.

4. Once I begin entering scores on the judging 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 work. Judges can return at any time prior to the judging deadline to complete or edit scores and feedback by clicking "Review" at the top of the page. The "Logout" button is located at the top right of the page.

5. When are my scores and feedback due?

Judges' scores and feedback are due on Friday, April 1, 2016.

7. How many winners will be selected in each category?

We anticipate that roughly two thirds of finalists per category will receive award funding, based on judges' feedback.

9. 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 2016.

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

Please feel free to contact us by email bigideas@berkeley.edu or by phone at (510) 666-9120.

BIG IDEAS

THANK YOU TO OUR 2015-2016 CONTEST SPONORS

