

RUDD FAMILY FOUNDATION

BIG IDEAS
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2015-2016
PRE-PROPOSAL
JUDGING
HANDBOOK

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2015-2016 Big Ideas Judging Handbook

One of the greatest contributing factors to the success of Big Ideas is the network of multi-talented 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 meet and gain exposure to other industry leaders in social innovation.

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 reality. We hope that you enjoy reviewing proposals in your assigned category.

This handbook will provide you with information about the Big Ideas contest, judging criteria, key dates, and FAQs.

In addition to this handbook, judging resources are available at <http://bigideas.berkeley.edu/judges/>

Lastly, the Big Ideas team is always happy to answer any questions you may have. You can email us at: bigideas@berkeley.edu or reach us by phone at: (510) 666-9120

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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” aimed at addressing pressing social challenges. Since its founding, it 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 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 to these contest categories:

	Art & 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 preview and provide feedback on students’ ideas. By serving as a judge, you’ll have an opportunity 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 will have the opportunity to build their own professional networks by attending Big Ideas events and mixers where they can meet other judges, professional mentors, faculty and students.

Contest Structure

The Big Ideas contest is split into two rounds: 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-proposal on Thursday, November 12, 2015 by 12:00pm PST. Depending on the number of applicants per category, between 3 and 8 teams will be selected as finalists to participate in the full proposal round in each contest category, 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 December 2015 about their final round status.

Round 2: Full Proposal

Finalist teams will have the opportunity to develop and refine their pre-proposals into 10-15 page full proposals by 12:00 pm (PST) on March 9, 2016. 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 finalist team based on the mentor's content knowledge and areas of strength). From the finalist pool, between two and six award winners will be selected in each category.

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

2014-2015 Big Ideas Contest Statistics

- 203 Pre-Proposals submitted
- 750+ Student Participants
- 85 Majors Represented
- 48 Teams won Big Ideas awards
- \$5,500 Average Big Ideas award

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 would demonstrate 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.

Pre-Proposal Criteria

Students are instructed to submit pre-proposals no longer than 3 pages, single-spaced with 12-point Times New Roman font. Team bios must also be included in this limit. References and citations are permitted in the pre-proposal round and are not included in the 3-page limit, but appendices are not allowed.

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 as long as they are included in the 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, which communicates the teams' understanding of relevant research/statistics on the problem.

(Recommended length: ½ – 1 page in length)

2. Existing Solutions

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 and the gaps that still exist.

(Recommended length: ½ – 1 page in length)

3. Proposed Innovation

A summary of the innovative idea (e.g., project, service, or product), how it works, and its intended 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 approaches. If implementation challenges are expected, applicants should briefly explain how they will address these in their approach.

(Recommended length: 1 page in length)

***Note:** judges are instructed to consider, above all else, how innovative and creative the project idea is.*

4. Team Bios

A list of key project team members with brief biographies that explain the capability of the team to pursue their idea. If the team has not yet found team members for specific skillsets required by the project, they should identify those gaps, outline those roles, and note in this section strategies for how they intend to fill those positions.

(Recommended length: ½ page in length)

Relevant Rules

Judges should be mindful of the following contest rules and eligibility criteria which students are required to adhere to. Failure to meet these conditions may result in a team's disqualification.

1. At least one member of each team must be a matriculated student at an eligible campus to enter the contest. Contest category descriptions and eligibility guidelines are available on the Big Ideas website at: <http://bigideas.berkeley.edu/categories-eligibility/>
2. The Team Lead (primary applicant) will be the main contact person for all Big Ideas communications and must be a matriculated student at an eligible campus at the time of the pre-proposal deadline.
3. Big Ideas projects must be student initiated and student led. Faculty, staff, and external partners may only play an advisory role for student teams.
4. Teams may not submit the same application to more than one category. If the same application is submitted to more than one category, *only the first submission received* will be reviewed. One student may participate in more than one project team as long as each team submits a unique pre-proposal application.
5. Student teams cannot seek funding from Big Ideas for projects that have previously won a Big Ideas award, unless they are submitting a proposal in the "Scaling Up Big Ideas" category. Teams that have won a Scaling Up award in the past are not eligible to reapply.

Judging Criteria

The emphasis in the Pre-Proposal Round of the contest is ideation. 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. Thus, the pre-proposal strongly weights creativity (as seen below):

1. **Innovation (40%):** The idea presented is a novel, innovative, or creative solution to the proposed problem. Big Ideas defines "novel, innovative, or creative projects" as those that either a) propose a *new* idea, method, invention, or product, or b) create a *better* or more effective product, process, service, technology, or idea.
2. **Potential for Impact (20%):** The proposed project addresses an important and pressing 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. **Viability (15%):** The proposal is viable and the team has credibility and qualifications to implement it. The proposal includes sufficient evidence of team members' expertise, training, and skills. The team has thought through the partnerships and resources necessary to achieve their expressed goals and objectives. (**Note:** Teams are only required to consider implementation for the first year of their project.)
4. **Category challenge (15%):** For each contest category (except Scaling Up), judges will also consider a category-specific question. For this section, Scaling Up will be judged on progress made towards previous project thus far.
5. **Quality (10%):** The overall quality of proposal is high and the idea itself is of high merit. The team has clearly put thought and effort into creating a professional, persuasive, well written and well organized proposal that is compelling and convinces readers that the idea is worth funding.

Note: As stated above, students are required to limit their proposals to 3 pages. Judges should not review or consider any information presented past the 3rd page (although citations can exceed this limit).

Contest Timeline

Students submitted their 3-page pre-proposals on November 12, 2015. The official review period for judges begins Monday, November 16, 2015 and **all reviews need to be completed no later than Monday, December 7, 2015**. The entire review process should take approximately 4 to 6 hours over the 3-week time frame. ***It is critical that judges complete their reviews within this timeframe.*** Finalists must be notified by early December to allow them sufficient time to complete their mentor matching worksheets prior to leaving for the winter break. The final round will begin in mid-January, when finalist teams are paired with a mentor and begin working toward their final proposals.

Emphasis on Qualitative Feedback

A critical goal of the Big Ideas contest is to provide encouragement and support to all applicants, both finalists and non-finalists. Thus, it is important for judges to give substantive and constructive feedback to every proposal that is reviewed. Please provide qualitative feedback to applicants on the strengths and weaknesses of their project idea and implementation plans. We know from past experience that this feedback is one of the most valuable aspects of the competition, for both finalists and non-finalists – as it helps students to improve their proposals and reapply to Big Ideas or other student innovation competitions.

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 be kept anonymous.

Privacy Policy

Many of our applicants hope to launch ventures following the contest. It is required 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 must be initiated through staff representatives of the Big Ideas contest.

Accessing Proposals and Submitting Feedback

1. Portal URL:

The judging portal can be accessed at: <http://review.wizehive.com/voting/bigideas1516-pp/>

2. Username and Password:

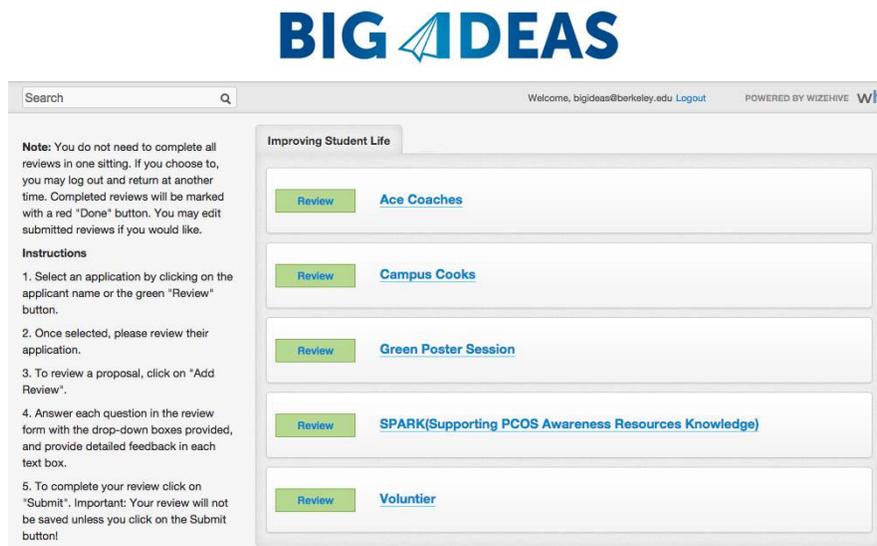
You will be sent your username and password on November 16 by bigideas@berkeley.edu. Your username will be the email address we have on file for you. You will need this to log in to the Big Ideas judging page. If you have not received an email with this information by November 17, 2015, please notify us (bigideas@berkeley.edu) and we will issue you a new login.

Note: Each judge will be assigned to review a subset of pre-proposals (approximately 8-10) in their assigned category. However, to give judges a more complete picture of all the proposals in their assigned category, attached to your login email will be a (PDF) document that contains 150 word summaries for all of the proposals in that category. (For instance, there may be 40 proposals in the Global Health category. Judges will be asked to review between 8-10 proposals, but they will receive the 150-word summaries for all 40 proposals.)

In the event that there are less than 10 proposals in a given category, judges will be asked to review all proposals

3. Landing Page:

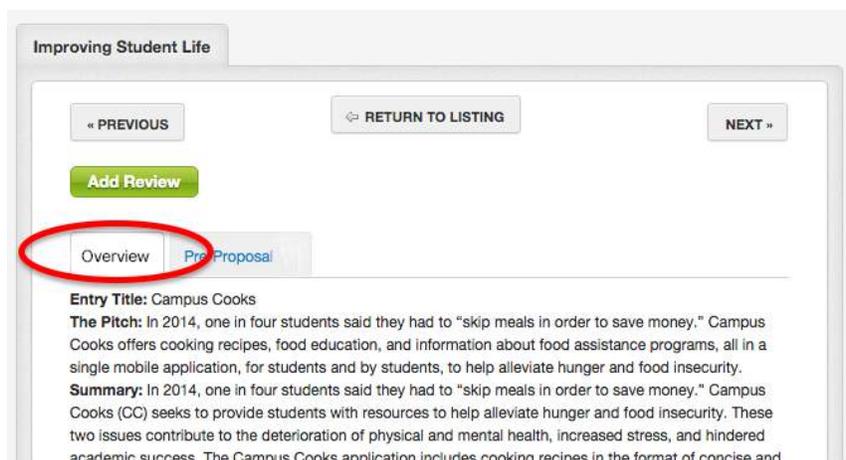
Once you log in, you will be taken to a landing page. This page will have instructions on the left side and your assigned proposals to review on the right side. To begin reviewing pre-proposals, click the green "Review" button next to a proposal to open that submission.



4. Viewing Your Assigned Submissions:



Once you have clicked "Review" to view a submission, you will see the title of the project, a 50-word pitch, and a 150-word summary under the "Overview" tab.

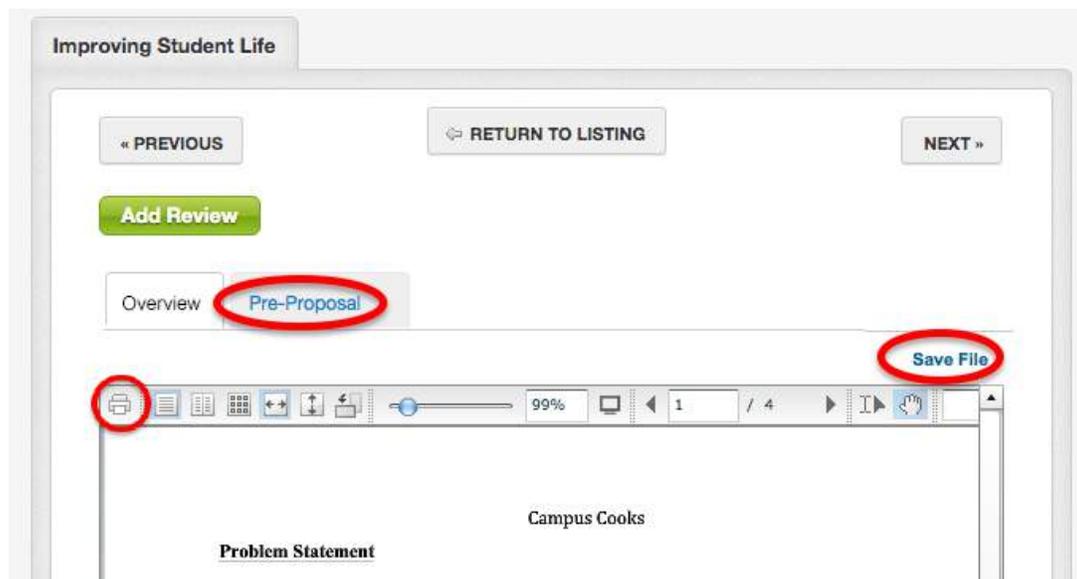


Judges **must** read the 50- and 150-word summaries for each proposal, as the content in these summaries may not be repeated in the submission’s 3-page proposal. Submissions in the **Scaling Up** category will also include a **500-word past progress statement** which judges in this category **must read** in addition to the 3-page proposal.

5. Viewing 3-Page Proposals

To view the pre-proposal, click the “Pre-Proposal” tab. From there, you can 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 green “Add Review” button near the top of your screen.

You can use the “Print” and “Save” features to download or print the proposal. Note that the proposal will be viewable at the bottom of your review screen for reference.

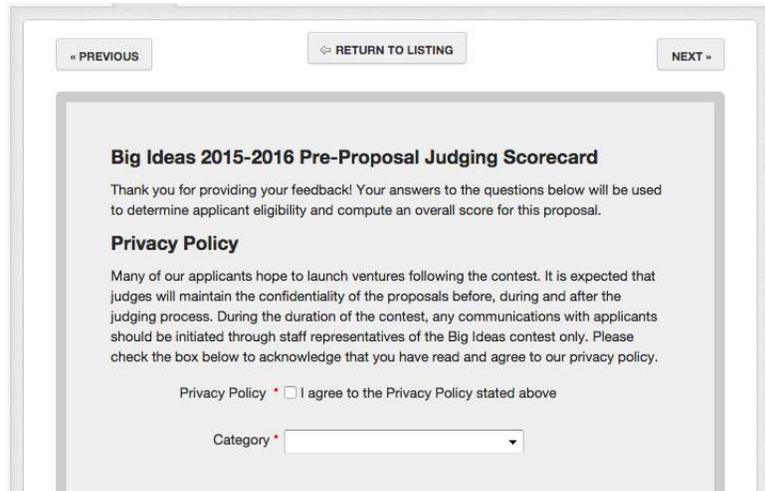


Once you have fully read the proposal and are ready to give your detailed review, click the “Add Review” button.

6. Adding your Review:

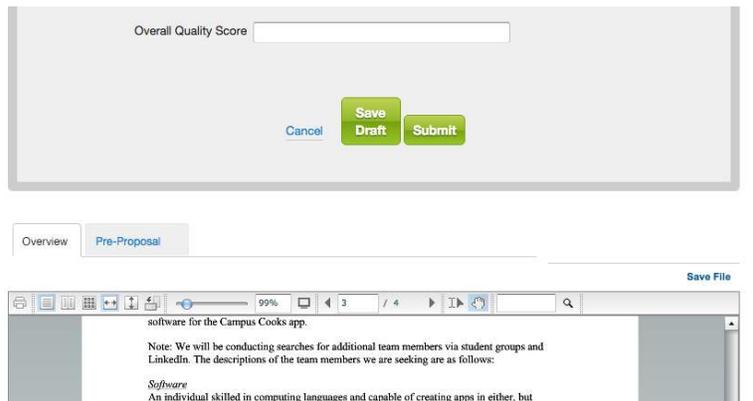
After clicking the “Add Review” button you will see the judging scorecard for that pre-proposal. It will contain a mix of multiple choice questions and comment boxes, where you will provide your feedback on each section. Before you begin reviewing the submission, you must agree to the Privacy Policy at the top of the page and choose the appropriate category you are judging in. **Please make sure that the category you choose from the drop-down menu matches the category name on the tab label 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.”



The screenshot shows a web form titled "Big Ideas 2015-2016 Pre-Proposal Judging Scorecard". At the top, there are three buttons: "PREVIOUS", "RETURN TO LISTING", and "NEXT". Below the title, there is a paragraph of text: "Thank you for providing your feedback! Your answers to the questions below will be used to determine applicant eligibility and compute an overall score for this proposal." Underneath is a section titled "Privacy Policy" with a paragraph of text. Below the privacy policy is a checkbox labeled "Privacy Policy" and the text "I agree to the Privacy Policy stated above". At the bottom, there is a dropdown menu labeled "Category".

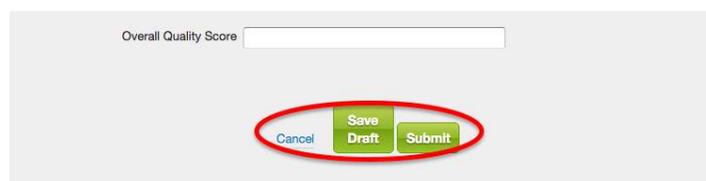
Once you have completed the scorecard, you can refer to the pre-proposal file and application information (without having to change viewing tabs) by scrolling down to the bottom of the scorecard page:



The screenshot shows the bottom of the scorecard page. At the top, there is a text input field labeled "Overall Quality Score". Below it are three buttons: "Cancel", "Save Draft", and "Submit". Below the buttons are two tabs: "Overview" and "Pre-Proposal". Below the tabs is a "Save File" button. Below the "Save File" button is a preview of a document titled "software for the Campus Cooks app." with a note: "Note: We will be conducting searches for additional team members via student groups and LinkedIn. The descriptions of the team members we are seeking are as follows:" and a definition of "Software" as "An individual skilled in computing languages and capable of creating apps in either, but".

6. Saving Drafts and Submitting Reviews:

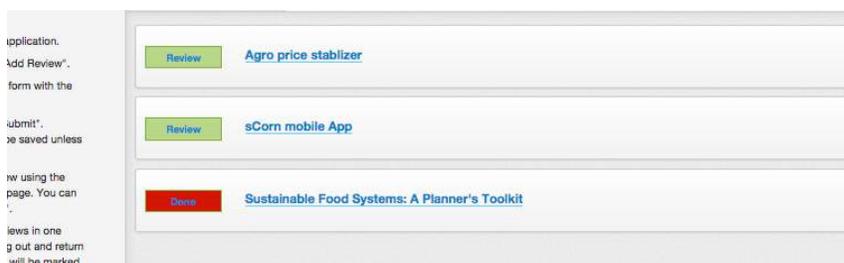
If you're in the middle of a review and would like to finish entering your feedback later, click “Save Draft” at the bottom of the scorecard (but above the application files). This will allow you to begin where you left off or make any changes the next time you log in. If you do not wish to save your 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.



The screenshot shows the bottom of the scorecard page, similar to the previous one. The "Save Draft" and "Submit" buttons are highlighted with a red circle.

7. Tracking Progress

Once you've submitted your scorecard for a pre-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 December 7, 2015. To edit the scores you've submitted, click the red “Done” button.



**Once all of your assigned proposals are marked as “DONE,”
you have officially completed your judging.**

Thank you for your commitment and support for Big Ideas!

FAQs

1. How many judges read each proposal?

Each proposal will be read by at least 6 judges. Each judge will read between 8 to 10 proposals for each category, but will be sent via email short (150 word) summaries of all projects in the contest category they are judging.

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

Each pre-proposal contains 3 pages of information. We estimate that it will take judges approximately 30 minutes to read, score and comment on each proposal.

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

Judges are expected to read up to 3 pages for each proposal they are assigned. *If a team exceeds this maximum page limit (besides additional pages for citations), judges should not read beyond the page limit.* Proposals should be scored based on the information presented in the first 3 pages only, and bios are included in this limit.

4. Once I begin entering scores on the judging rubric page on WizeHive, can I save my work and return to the page later to finish scoring?

Yes. Click “**Save Draft**” at the bottom of the judging scorecard page to save your work. You can return at any time prior to the judging deadline to complete or edit your scores and feedback by clicking “**Review**” at the top of the page. 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 Monday, December 7, 2015.

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

Depending on the number of applicants per category, between 3 and 8 finalists will be selected in each contest category, 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 \$5,500 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?

If you have any questions, 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



MICHIGAN STATE UNIVERSITY

International Studies and Programs
Global Center for Food Systems Innovation

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