GRAND PRIZE PITCH DAY
Judges Briefing – April 27, 2016
Contest Overview

Big Ideas@Berkeley provides funding, support and encouragement to interdisciplinary teams of undergraduate and graduate students who have creative solutions to address pressing social problems.
Big Ideas at a Glance

Focuses on social impact

Harnesses creativity, passion and innovation

Encourages ideas at the very early stage

Enables students to take risks

Supports students to develop/deepen skills

Provides funding, validation and networks

Demonstrates successful model
Testimonials from Students

“What we gained from Big Ideas was not just the prize money but also the validation that our idea for financial literacy can have the impact we want” – Leanne Fan, Ca$h Flow

“The power of Big ideas comes from its own innovation in creating an ecosystem that allows pieces of small, fragile ideas to grow: knocking, combining, evolving, and creating new possibilities” – Moon Parks, UC Vision from Below

“The entire Big Ideas process, from start to finish, led us to ask tough questions early on and hold ourselves accountable beyond the world of academia” - Anne Wootton, Pop-Up Radio Archive
Sample Projects

- The Somo Project
- Mak
- Alternative Iron
Exposure & Prizes

Since inception, winning teams have gone on to win over $80m in additional funding for their Big Ideas

**Partnerships**
*Acopio’s* data management platform acquired by FairTrade USA and potentially expanded to over 1 million farmers.

**Funding**
*ReMaterials* received $200,000 from USAID to develop its roofing panels.

**Recognition**
*Nuestra Agua* has received funding to scale up from 8 to 200 water kiosks in Mexico, and its founder has been appointed as an Ashoka Fellow.
10 Years of Big Ideas

Over...

1,300 submissions
3,500 students competing
$1.6 million distributed
340 projects awarded
1,000 judges recruited
200 mentors recruited

The number of submissions has increased steadily over time
# 2015-2016 Contest Information

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<tr>
<th>UNIVERSITY OF CALIFORNIA SYSTEM</th>
<th>UC Berkeley</th>
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Timeline

- Info Sessions
- Pre-Proposal Due
- Pre-Proposal Judging
- Finalist Announcements
- Mentorship Periods
- Final Round Judging
- Pitch Day / Big Vote
- People's Choice Video (May 4)
- Awards Celebration (May 4)

- 266 submissions
- 57 finalists selected
- 41 winning teams
- 6 final teams
- 22 entries
## Agenda for Today

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<tr>
<th>Time</th>
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<tr>
<td>4:30-5:15pm</td>
<td>Judges’ Briefing</td>
<td>200G Blum Hall</td>
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<td>5:30-6:15pm</td>
<td>Campus &amp; Community Impact Pitches (3 teams)</td>
<td>B100 Blum Hall</td>
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<td>6:15-6:45pm</td>
<td>Campus &amp; Community Impact: Judge deliberation</td>
<td>200G Blum Hall</td>
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<td>6:15-7:00pm</td>
<td>Global Impact Pitches (3 teams)</td>
<td>B100 Blum Hall</td>
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<td>7:00-7:30pm</td>
<td>Global Impact: Judge deliberation</td>
<td>200G Blum Hall</td>
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<td>7:00-7:30pm</td>
<td>Networking Reception</td>
<td>B100 Blum Hall</td>
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<tr>
<td>7:30pm</td>
<td>Awards Announcement</td>
<td>B100 Blum Hall</td>
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## Prize Money

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<tr>
<th>Place</th>
<th>Campus &amp; Community Impact</th>
<th>Global Impact</th>
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<td>1st</td>
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Pitch Guidelines

Pitch timing: Teams are given 3-4 minutes to pitch (hard stop at 4 min)

Q&A: Judges have 7-10 minutes to ask the teams questions (hard stop at 15 min total)

Requirements:
1. Description of the Big Idea
2. Overview of the problem it seeks to address
3. Proposed impact of project
4. Qualifications and experience of team members
5. Description of how team would use additional funds

Style: Teams were given complete freedom in terms of props, presentation style, etc.
Judging Criteria

Quality of pitch
- How compelling was their presentation of the idea?
- How professional and prepared were they while presenting?
- Did the team inspire confidence?

Creativity and innovation
- Does the idea pose an innovation solution to the expressed problem?
- Is the team presenting a unique opportunity?
- How does it compare to other solutions?

Likelihood of success
- Does the idea pose a viable solution?
- Does the team have the necessary skills and experience?
- Do they have a clear vision for the first year of implementation?

Social impact potential
- Does the project address a clearly defined need?
- Does the team demonstrate deep knowledge of the audience/need?
- Are they clear about how they will define/track its progress?
Questions?
2015-2016 Contest Information

Submissions by Category

- Art & Social Change: 25%
- Energy & Resource Alternatives: 13%
- Financial Inclusion: 11%
- Food Systems: 8%
- Global Health: 6%
- Improving Student Life: 13%
- IT for Society: 20%
- Mobiles for Reading: 17%
- Scaling Up: 3%
- Rest of UC System: 20%
- Rest of HESN: 13%
- UC Berkeley: 60%

Distribution of Submissions by School Network