

BIG IDEAS

ABOUT THE BIG IDEAS CONTEST



Big Ideas is an annual innovation contest that provides funding, resources and validation to student-led social ventures.

The annual Big Ideas contest supports innovative and high-impact student innovations aimed at solving the world's most pressing problems. Based at UC Berkeley, Big Ideas attracts an exceptionally diverse pool of undergraduate and graduate students across gender, ethnicity and more than 100 academic disciplines.

Big Ideas seeks out novel ideas then offers targeted training and support to social entrepreneurs as they navigate the earliest stages of the ideation process. In doing so, the contest not only fosters a diverse pipeline of thousands of young innovators committed to social impact, but also ensures promising teams develop the skillsets necessary for successful startup ventures.

Through workshops, advising and mentorship, each year Big Ideas helps ~250 teams to develop a sound proposal, implementation plan and pitch for their venture. The contest provides the necessary connections, validation and seed funding to help kickstart winners' ideas and prepare them to become viable candidates for additional funding and competitive incubation opportunities. To date, Big Ideas winners have gone on to raise \$100+ million in additional funds, and secure places in top incubators and accelerators across the Bay Area.

Learn more: bigideas.berkeley.edu | bigideas@berkeley.edu

18
CAMPUSES

650K
STUDENTS

\$1.6M
TOTAL AWARDS

\$100M
ADD'L FUNDS

2015 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

BIG IDEAS SPONSORSHIP

The **Big Ideas Contest** gives students the opportunity to channel their education and novel thinking into creative and pragmatic solutions. Our ecosystem is a proven model for empowering student innovators with structured support.

Big Ideas sponsorship offers access to:



INNOVATIVE IDEAS from an extensive portfolio of projects sourced across multiple categories and disciplines



DIVERSE STUDENTS representing 100+ majors from UC Berkeley and other top universities across the globe



UNIQUE INSIGHTS from the next generation of millennial innovators, entrepreneurs and changemakers

OTHER BENEFITS

- » Recognition on promotional materials
- » Judge & Mentor opportunities
- » Position on high profile Grand Prize Pitch Day judging panel
- » Opportunities to meet and advise entrepreneurs
- » Opportunities to be featured at key campus-wide events
- » Networking and recruitment opportunities

