RUDD FAMILY FOUNDATION

BIG ✈ IDEAS

2017-2018 PRE-PROPOSAL JUDGING HANDBOOK

2017-2018 Big Ideas Judging Handbook

One of the greatest contributing factors to the success of Big Ideas is the fantastic 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.

2017-2018 Big Ideas Contest Statistics

- >300 Pre-Proposals Submitted
- ~1000 Student Participants
- 11 Eligible Universities
- Up to $300k in Prizes

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://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: 510-664-7424.

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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 8 categories and is open to innovative student teams from 11 leading universities, including:
- Makarere University (Uganda)
- University of California Berkeley
- University of California Davis
- University of California Irvine
- University of California Los Angeles
- University of California Merced
- University of California Riverside
- University of California San Diego
- University of California San Francisco
- University of California Santa Barbara
- University of California Santa Cruz

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-proposal on November 15, 2017. Depending on the number of applicants per category, between 6 and 9 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 mid-December 2017 about whether they will be moving on in the Contest.

Round 2: Full Proposal

Finalist teams will have the opportunity to develop and refine their pre-proposals into 10-15 page full proposals by March 7, 2018. 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, between 4 and 8 award winners will be selected in each category.

2017-2018 Big Ideas Categories

| Art & Social Change | Create an innovative arts project that meaningfully engages with issues of advocacy, justice, and community-building. |

| Connected Communities | Propose a novel solution that leverages the capacity of technology to engage and enhance the capacity of campuses, communities and cities. |

| Energy & Resource Alternatives | Encourage the adoption of clean energy and resource alternatives that are sustainable and have the potential for broad impact. |

| Food Systems | Address challenges in food systems and develop solutions around food security, sustainability, access, waste and nutrition. |

| Global Health | Develop an action-oriented, interdisciplinary project that will help alleviate a global health concern among low-resource communities. |

| Hardware for Good | Describe plans to develop an innovative hardware technology, or design a technology-led solution that uses an existing hardware/product in a novel way. |

| Workforce Education & Development | Develop workforce solutions that provide individuals with the technical knowledge, practical skills, and readiness necessary to secure employment. |

| 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. |

Contest Rules

The Big Ideas team has vetted the pre-proposals to ensure they meet the following contest rules and eligibility criteria.

1. At least one member of each team must be a matriculated student at an eligible campus to enter the contest at the time of the pre-proposal deadline. Contest category descriptions and eligibility guidelines are available here: http://bigideas.berkeley.edu/categories-eligibility/

2. Big Ideas projects must be student-initiated and student-led. Faculty, staff, and external partners may only play an advisory role for student teams.

3. Teams may not submit the same application to more than one category. A student may participate in more than one project team as long as each team submits a unique pre-proposal application.

4. 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.

Note: If you have questions about whether a team is in violation of any of these rules please contact the Big Ideas team.

Pre-Proposal Criteria

Note: Please read this section and the judging criteria section that follows if you have been assigned to review proposals in any of the 7 categories other than Scaling Up.

Students are instructed to submit pre-proposals no longer than 3 pages or 1600 words, single-spaced. The Big Ideas team has vetted the proposals to ensure they meet this criteria. References and citations are permitted in the pre-proposal round and do not count towards the page limit or word count.

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. 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. The team should discuss the strengths and limitations of these approaches, as well as 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 the existing solutions. If implementation challenges are expected, applicants should briefly explain how they will address these in their approach. (Recommended length: 1 page in length)

Note: For this section, 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 with specific skillsets required by the project, they should identify those gaps, outline those roles, and note strategies for how they intend to fill those positions. Non-student advisors may also be listed in this section. (Recommended length: ½ page in length)

Judging Timeline

Students submitted pre-proposals on November 15, 2017. The official review period for judges begins on Monday, November 20, 2017 and **all reviews need to be completed no later than Friday December 8, 2017.** The entire review process should take approximately 6 hours over the 3-week timeframe.

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.

Judging Criteria

Note: If you are reviewing proposals in the Scaling Up category please skip to the next section.

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 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, <u>or</u> 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. **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.

5. **Category challenge (15%):** For each contest category, judges will also consider a category-specific question to determine the extent to which the pre-proposal addresses the challenge.

Pre-Proposal Criteria for Scaling Up Category

Applicants to the Scaling Up category are in a different stage of their project lifecycle and thus have a different set of pre-proposal requirements. The teams have been asked to submit a pre-proposal that covers the following elements:

- List the name of the original project, the year it received a Big Ideas award, and a quick description of the original project idea.

- Report on project progress since the time of the original award, and detail any milestones and accomplishments (e.g. number of people reached, products delivered, partnerships developed, additional funding secured, registering as a formal entity, employees hired, or social impact).

- Key lessons learned and best practices, and if applicable, pivots or strategy revisions.

- Primary goals and priorities for the 2018-2019 implementation year, and anticipated social impact.

- Core team bios.

Note: Scaling Up category proposals are limited to 4 pages (as opposed to 3 pages for entries in other categories).

Judging Criteria for Scaling Up Category

The Scaling Up applicants also have a different set of judging criteria, with **a strong emphasis on progress to date.**

1. **Progress to Date (40%):** The extent to which the team made considerable and impressive progress or achievements since winning their initial Big Ideas Award.

2. **Adaptability (20%):** The extent to which the team addressed barriers, learned from mistakes, and adjusted their original model to be more effective.

3. **Viability (20%):** The extent to which the scaling goals and priorities appear realistic, given the description, the team's qualifications, and the team's understanding of the market or community needs.

4. **Potential for Impact (20%):** The extent to which the scaling goals and priorities are likely to achieve large-scale social impact.

Emphasis on Qualitative Feedback

A critical goal of the Big Ideas contest is to provide encouragement and support to <u>all applicants</u>. Thus, **we ask that judges provide substantive and constructive 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 big idea. 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.

Reviews should be written as though you are communicating directly with the applicants. Applicants will receive only the qualitative feedback. <u>Scores/ratings will not be shared with applicants and qualitative feedback will be kept anonymous.</u> Please maintain a respectful and constructive tone.

Privacy Policy

It is required that judges will maintain the confidentiality of the proposals before, during and after the judging process. For the duration of the contest any communication 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: https://review.wizehive.com/voting/login/bigideas1718pp

2. Username and Password:

You will be sent your username and password for the WizeHive judging platform on Monday, November 20. 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 22, please notify us and we will issue you a new login. If you have previously participated as a judge via WizeHive in either Big Ideas or other contests, you may need to reset your password.

Note: Each judge will be assigned to review a subset of pre-proposals (approximately 8) in their assigned category. However, to give judges a more complete picture of all the proposals in their assigned category, you will be sent a (PDF) document that contains 150 word summaries of all of the proposals in that category. (For instance, if there are 50+ proposals in the Global Health category. Judges will be asked to review approximately 8 proposals, but they will receive the summaries for all 50+ proposals.)

3. Landing Page:

Once you log in, you will be taken to a landing page. This page will have instructions on the left sidebar 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.
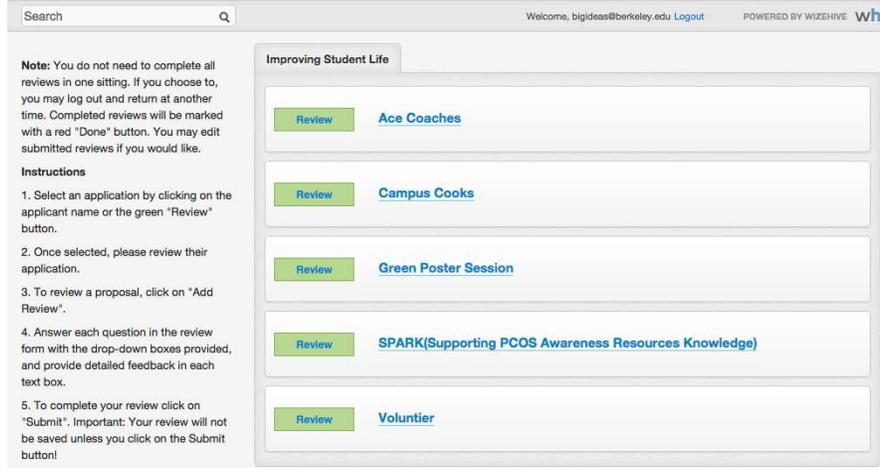
4. Viewing Your Assigned Submissions:

Once you have clicked "Review" to view a submission, you will see the title of the project and a 150-word project summary under the "Overview" tab.
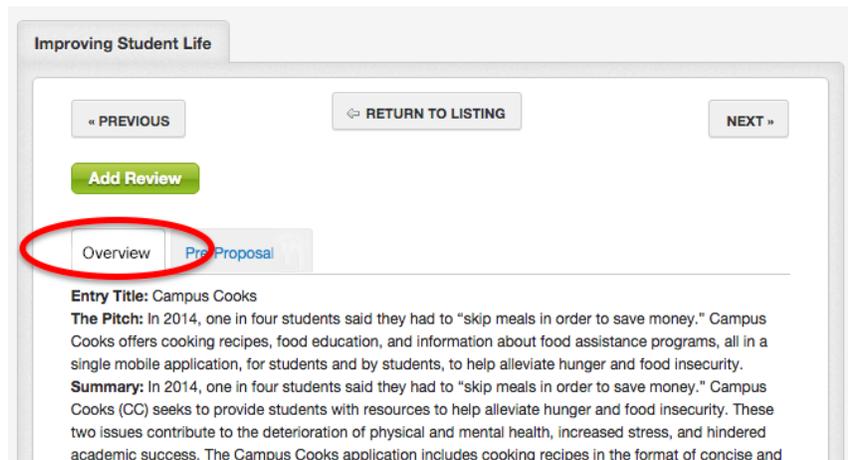
5. Viewing Pre-Proposals:

To view the pre-proposal, click the "pre-proposal" tab. 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 green "Add Review" button near the top of your screen.

You can use the "Print" and "Save" features to download or print the proposal.
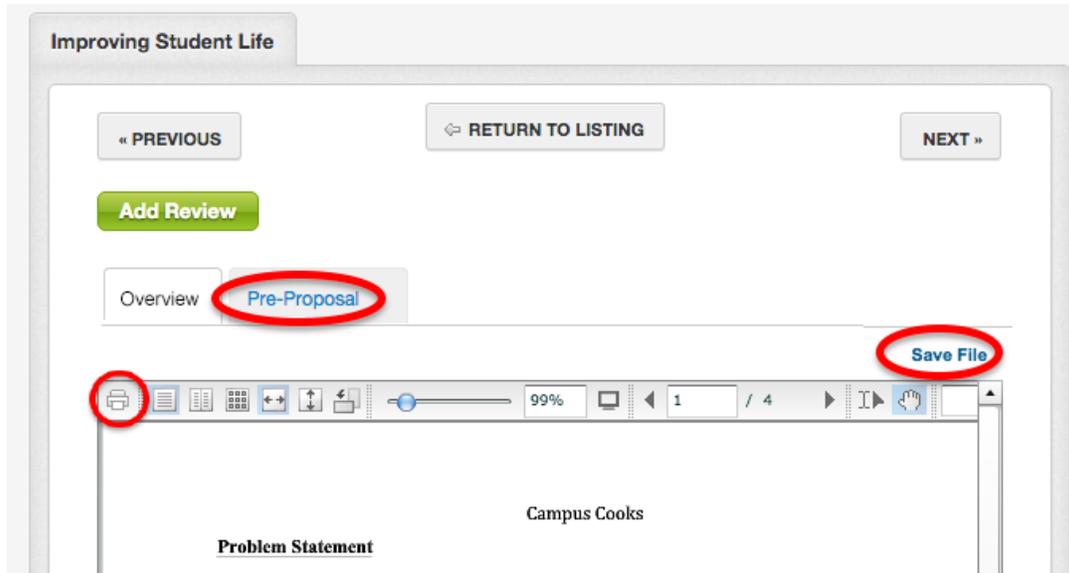
Once you have fully read the proposal and are ready to give your detailed review, click the "Add Review" button.

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 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 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.**

Be sure to select the category from the drop-down menu before proceeding to the review questions. This is especially critical for Scaling Up category judges because a different set of questions will appear when you select Scaling Up.

Note that the proposal will be viewable at the bottom of your screen for reference while you complete your review.

To return to your list of assigned proposals, you can click on the "Return to Listing" button at the top of the scorecard.

7. 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.

8. 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 reviews, including those that have been submitted, through to the judging deadline of December 8, 2017. 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.

FAQs

1. When are my scores and feedback due?
   Judges' scores and feedback are due on Friday, December 8, 2017.

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

3. About how long should it take to read, score, and comment on one proposal?
   We estimate that it will take judges approximately 30 minutes to read, score and comment on each proposal.

4. Once I begin entering scores on the judging scorecard 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.

5. How many finalists will be selected in each category?
   Depending on the number of applicants per category, between 6 and 9 finalists will be selected in each contest category, based on judges' feedback.

6. 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 2018.

7. What if I suspect issues related to plagiarism?
   Please contact the Big Ideas team immediately. We will look into the matter.

8. 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 interested in connecting.

9. Who can I contact if I have questions during the judging phase?
   If you have any questions, please feel free to contact the Big Ideas team by email ([bigideas@berkeley.edu)](bigideas@berkeley.edu) or by phone at 510-664-7424