2019 - 2020

BIG IDEAS

Full Proposal
Judging Handbook

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With Special Thanks to our Sponsors

This handbook will provide you with key information about the Big Ideas Contest, full proposal components and judging criteria, an overview of the judging platform, and FAQs.

After reviewing this handbook, you can get started by going to: https://review.wizehive.com/voting/bi-fpreview-1920

Finally, the Big Ideas team is always happy to answer any questions you may have. You can email us at pdenny@berkeley.edu or reach us by phone at: 510-666-9120.
Thank you for agreeing to serve as a full proposal judge for the 2019-2020 Big Ideas Contest!

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.

The deadline for completing all reviews is:

Friday, April 3rd!
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“If you ever get depressed about the future of the world, go spend some time with the Big Ideas students.”

- Tony Stayner, Big Ideas Contest Judge
About the Contest

Big Ideas is an annual, multi-campus innovation contest aimed at providing funding, support, and validation 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 12 leading universities, including:

- 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
- Hebrew University of Jerusalem (Israel)
- Makerere University (Uganda)
### Workforce Development
Identify a workforce solution that prepares individuals with the knowledge and skills required to secure employment and advance their careers.

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

### Food & Agriculture
Envision a solution to improve our agricultural and food systems by enhancing food security, agricultural sustainability, food access and nutrition.

### Financial Inclusion
Create novel products, services, tools or mechanisms that address unmet needs of the financially underserved.

### Energy & Resources
Propose a solution to spur the adoption of energy and resource alternatives that are sustainable and have potential for broad impact.

### Education & Literacy
Develop a technology, program or policy to promote inclusive and equitable education, improve literacy, or enhance lifelong learning opportunities.

### Cities & Communities
Design a novel solution that leverages technology to engage and enhance the well-being of campuses, communities, and cities.

### Art & Social Change
Create an innovative arts project that meaningfully engages with issues of advocacy, justice, and empowerment.
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 students submitted their three-page pre-proposals on November 20, 2019. The contest received 437 proposals representing more than 1200 students across 12 campuses. From this pool, 43 teams were advanced to the final round. All pre-proposal teams, both finalists and non-finalists, received detailed feedback from the judges. All pre-proposal applicants were notified in mid-December 2019 regarding their status for the final round.

**Round 2: Full Proposal**

Finalist teams have had the opportunity to develop and refine their pre-proposals into up to eight-page full proposals, which they submitted on March 13, 2020. In the full proposal round, finalists will expand on the ideas presented in their pre-proposals, edit their proposals based on judges’ feedback from the pre-proposal round, and refine their project ideas through collaboration with a Big Ideas mentor (matched with the team based on the mentor’s subject expertise and areas of strength). From the finalist pool, 30 teams will be selected as Big Ideas Award Winners and receive awards ranging from $5,000 to $10,000. The top 6-8 Big Ideas Award Winners will be chosen to compete in the Grand Prize Pitch Event on May 6 where they will vie for top honors and the $20,000 grand prize.
Full Proposal Components

Finalists are instructed to submit full proposals no more than 8 pages in length, single-spaced (including the required budget and implementation timeline, but not references or appendices). Big Ideas recommends the format below to ensure applicants include the required proposal elements, however, students are allowed to modify the order and presentation of the information as needed to tell their story.

The basic components we ask students to include are:

1. Problem Statement

This section includes a clear description 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

This section includes a summary of the innovative project (e.g. program, service, product, 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 1st 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 1st year only. Big Ideas awards will be disbursed in June/July 2020. Therefore, for the purposes of this Contest, the 1st year is defined as June 2020–June 2021. Teams may mention work conducted prior to or following this 1-year timeframe in order to convey the broader context or vision for the project—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 1st year of implementation (June 2020–June 2021). 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 1st year of the project (June 2020 - June 2021).

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 (secured or unsecured) 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.

8. Application Video

Teams will submit a short application video between 60 and 90 seconds. The video is an opportunity for teams to introduce themselves, explain what they are doing and why, and detail anything else they want judges to know about the team or the project. It is intended to provide the judges with some context about their project, prior to the judges beginning their review of the 8-page written proposal.

Teams have been instructed to use a direct “elevator-pitch” format, whereby they should speak directly to the camera, leaving out all production aspects (such as music, effects, images, slides, “post-production wizardry,” etc.) This is not a video making contest and no fancy editing is necessary (or desirable).
Full Proposal Judging Criteria

Entries will be judged according to the criteria below.

**Viability (30%)**: 
Given the project description and the team members' expertise, skills, and 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 1st 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.

**Potential for Impact (30%)**: 
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 this need.

**Community or Market Familiarity (10%)**: 
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.

**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.) **Note:** Anticipated revenues do not have to be secured at this stage, but should be realistic opportunities and goals.
**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.

**Quality and Creativity (10%):**

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

**Judging Timeline and Commitment**

The official review period for judges begins Tuesday, March 17th, 2020. **All reviews must be submitted no later than Friday, April 3, 2020.**

Each judge will be assigned approximately 5 proposals to review in their assigned category. This represents a subset of the full number of proposals in each category. To give judges a more complete picture of all the proposals in the final round, you will receive a document with 150 word summaries of each application.

The entire review process should take 60-90 minutes per proposal on average. We limit the number of proposals each judge reads in order to allow them sufficient time to carefully review each proposal and provide comprehensive qualitative feedback to each student team.

Winners will be notified at the end of April and judges will receive a list of the winners shortly thereafter.

**Emphasis on Qualitative Feedback**

A critical goal of the Big Ideas Contest is to provide encouragement and support to all applicants. 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 win an award this year will use the judges’ feedback to re-apply to Big Ideas next year or enter other student innovation competitions.

“The feedback from the judges was incredibly helpful because it gave me insight into things that I honestly had not thought about.”

Diana Pascual Alonzo, Youth Leadership Now. Grand Prize Winner, Big Ideas 2012
When completing your reviews, please be mindful of the following:

1. Reviews should be written as though you are communicating directly with the applicants.
2. Applicants will receive only the qualitative feedback. Scores/ratings will not be shared with applicants and qualitative feedback will remain anonymous.
3. This is a learning experience for students. Please maintain a respectful and constructive tone.

**Privacy Policy**

It is required that judges 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/bi-fpreview-1920

2. Username and Password:

You will be sent your username and password for the WizeHive judging platform on Tuesday, March 17th. 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 within 24 hours, 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, and do not recall your password, you will need to follow the password reset instructions.

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 full 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 “Summary” tab. In addition, you will see a short application video between 60 and 90 seconds.

5. Viewing Full Proposals:

To view the full proposal, click the “full proposal” tab. From there, you can download/save the full 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.

6. Adding your Review:

After clicking the “Add Review” button you will see the judging scorecard for that full 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 and select the Contest category at the top of the page. The Contest category will be listed above the queue of proposals.

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

8. Tracking Progress

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 reviews, including those that have been submitted, through to the judging deadline of April 3, 2020. 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, April 3, 2020

2. How do I access the judging portal?
   The judging portal can be accessed at: https://review.wizehive.com/voting/.bigidea-fpreview-1920

3. What should I do if my password doesn’t work?
   If you’ve judged with Big Ideas in the past it is possible that the password provided will not work. Simply click “Forgot My Password” to generate a new password. If that does not work, please reach out to Phillip Denny by email (pdenny@berkeley.edu).

4. How many proposals will I be assigned?
   Each judge will read 4 or 5 proposals in their assigned category, but will be sent via email short (150 word) summaries for all projects.

5. About how long should it take to read, score, and comment on one proposal?
   We estimate that it will take judges approximately 60-90 minutes to read, score and comment on each proposal.

6. 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. (Refer to “Accessing Proposals and Providing Feedback” Section 7 above.)

7. How many winners will be selected in each category?
   30 teams will be selected to receive Big Ideas Awards. From those, 6-8 will be selected to compete in the Grand Prize Pitch event where they will have the opportunity to win up to $20,000.

8. How much financial support do winning teams receive and when will it be distributed?
   Award amounts will range between $5,000 (minimum) to $20,000 (Grand Prize.)

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

10. What if I want to get in touch with 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 interest in connecting.

11. Who can I contact if I have questions during the judging phase?
    If you have any questions, please feel free to contact Phillip Denny by email (pdenny@berkeley.edu) or by phone at 510-666-9120.