

RUDD FAMILY FOUNDATION

BIG IDEAS

2019-2020 PRE-PROPOSAL JUDGING HANDBOOK

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With Special Thanks to our Sponsors



Andrew and Virginia
Rudd Family Foundation



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://bigideascontest.org/judges/>

2019-2020 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.

2019-2020 Big Ideas Contest Statistics

- >400 Pre-Proposals Submitted
- ~1000 Student Participants
- 12 Eligible Universities
- Up to \$300k in Prizes

After reviewing this handbook you can get started with judging by going to <https://review.wizehive.com/voting/login/bi-ppreview-1920>

The Big Ideas team is always happy to answer any questions you may have. You can contact our Network Manager, Jessica Li at jessicasperoli@berkeley.edu.

Reviews Due: Wednesday, December 11th

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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 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 (Israel)
- Makerere University (Uganda)

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-proposals on November 20, 2019. Approximately 40 teams will be selected as finalists to participate in the full proposal round, 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 December 2019 regarding their status for the final round.

Round 2: Full Proposal

Finalist teams will have the opportunity to develop and refine their pre-proposals into eight-page full proposals due 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, 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 3 and 5 award winners will be selected in each social impact track.

2019-2020 Big Ideas Categories



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 either 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 engages and enhances 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.

Contest Rules

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

1. **Student-Led:** Projects must be initiated and led by an undergraduate or graduate student (or students) from an eligible campus. The project should not be an extension of faculty-guided research or led by a non-student established organization (i.e. non-profit or for-profit entity).
2. **Early-Stage:** Big Ideas supports early-stage projects. These can range from brand new ideas with a team just assembling, to projects that have formed recently (within 2 years).
3. **Social Impact:** Projects must have a clear social impact. The project should be centered around an innovation (technologies, services, programs) that produces a clear benefit with the potential for sustained improvement in the lives of groups or individuals.

Note: If you have questions about the eligibility of an application, please contact Jessica Li at jessicasperoli@berkeley.edu

Pre-Proposal Application Requirements

Pre-proposals must be submitted as a single PDF file. The document can be no longer than 3 pages and 1,600 words. The pre-proposal must contain the following content, but the specific structure and flow of presentations are flexible.

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 within the three-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. The description should communicate an understanding of relevant research/statistics on the problem.
(Recommended length: ½ – 1 page.)

2. Landscape Analysis

An overview of any services, programs, or products that have already been designed or implemented to address this problem (both current competitors and past attempts). The team should discuss the strengths and limitations of these approaches, as well as the gaps that still exist. (Recommended length: ½ – 1 page.)

3. Proposed Innovation

A summary of the innovation (e.g., project, service, or product), how it works, and its potential for social 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 solutions. Applicants should briefly explain how they will address challenges to implementation. (Recommended length: 1 page.) **Note: Judges are instructed to consider, above all, the degree to which the project idea is innovative and creative.**

4. Team Bios

A list of key team members with brief biographies that explain the team's capability to pursue the idea. If the team has not yet found members with the skill sets required for the project, they should identify those gaps, outline those roles, and note how they intend to fill the positions. Non-student advisors may also be listed in this section. (Recommended length: ½ page.)

Judging Timeline

Students submitted pre-proposals on November 20, 2019. The official review period for judges begins on Friday, November 22, 2019 and **all reviews need to be completed no later than Wednesday, December 11, 2019.** 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 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

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 innovation / creativity (as seen below):

1. **Innovation (40%):** The project presents a truly novel, innovative, or creative solution to the problem. Big Ideas defines "novel, innovative, or creative" as those solutions that a) propose a new idea, method, invention, or product, b) create a better or more effective product, process, service, technology, or idea, or c) improve upon or tailor an existing innovation to a new context.
2. **Social Impact (30%):** The proposed project addresses an important 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. **Long Term Viability (20%):** The proposal includes team members' expertise and skillsets and compelling evidence of the ability to implement the proposal. The team has identified implementation challenges and provided an initial strategy for addressing barriers. The team has thought through the partnerships and resources necessary to achieve its goals and objectives. (**Note:** Teams are required to consider implementation for only the first year of their projects.)
4. **Proposal Quality (10%):** The team has put thought and effort into creating a professional, persuasive, and well-organized proposal that effectively communicates an innovative and potentially transformative "big idea." The overall quality of the proposal is high and convinces readers that the project is worth funding.

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 detailed 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 innovations. 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.

When completing your reviews, please be mindful of the following:

- 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 remain anonymous.
- This is a learning experience for students. Please maintain a respectful and constructive tone.

Privacy Policy

By serving as a Big Ideas judge you agree to maintain the confidentiality of the proposals before, during and after the judging process. For the duration of the contest, any communications with applicants should be initiated through staff representatives of the Big Ideas contest only.

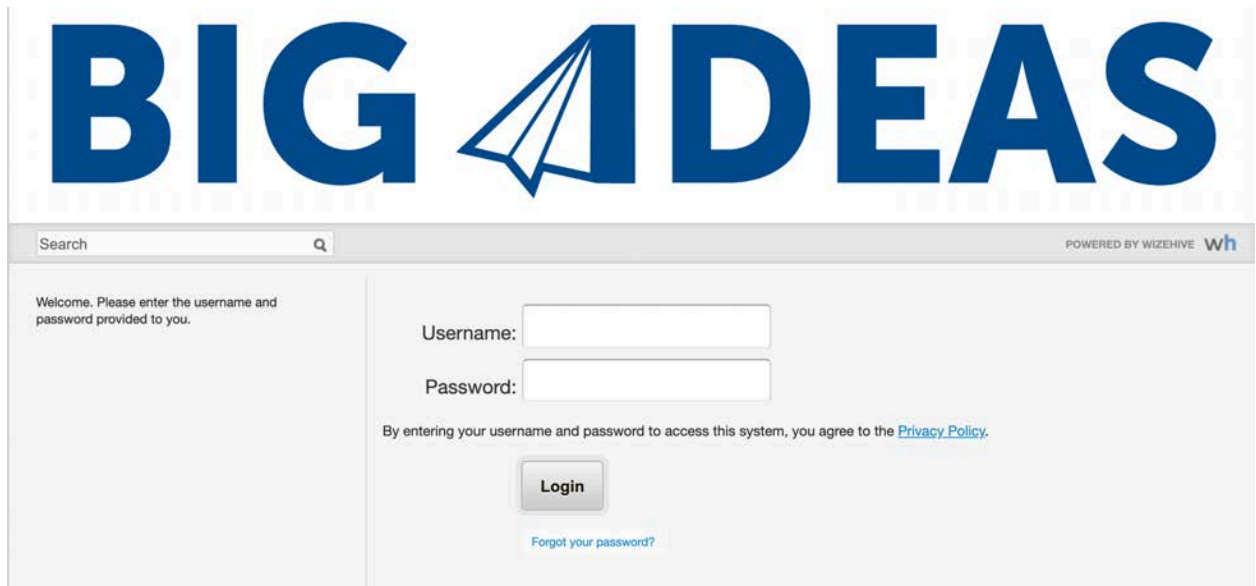
Accessing Proposals and Submitting Feedback

1. Portal URL:

The judging portal can be accessed at: <https://review.wizehive.com/voting/login/bi-ppreview-1920>

2. Username and Password:

You will be sent your username and password for the WizeHive judging platform on Friday, November 22. Your username will be the email address we have on file for you. You will need this to log in to the Big Ideas review platform. If you have not received an email with this information by the end of the day on Monday, November 25, 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 can use a prior password or you can reset your password by clicking "Forgot your password?".



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.

BIG IDEAS

Search

Welcome, pidenny@gmail.com [Logout](#) POWERED BY WIZEHIVE [wh](#)

WELCOME TO THE PRE-PROPOSAL ROUND JUDGING PORTAL.

Remember: Deadline to complete reviews is December 11th. You do not need to complete all reviews in one sitting (use the Save Draft button). For additional information, see the Judges Handbook: <http://bigideas.berkeley.edu/judges/>

Instructions

1. Select an application by clicking on the applicant name or the green "Review" button.

[Review](#) [Stabilize The Mind](#)

[Review](#) [The Pika Pen](#)

[Review](#) [Theater to Heighten Community Voices: Dharavi Slum](#)

4. Viewing Your Assigned Submissions:

Note: Each judge will be assigned to review a subset of pre-proposals (approximately 8) in their assigned social impact track.

Once you have clicked "Review" to view a submission, you will see the "Application" information which contains: 1. The **primary social impact track** to which the team applied, 2. The **entry title**, and, 3. The 150-word **project summary**.

BIG IDEAS

Search

Welcome, pidenny@gmail.com [Logout](#) POWERED BY WIZEHIVE [wh](#)

WELCOME TO THE PRE-PROPOSAL ROUND JUDGING PORTAL.

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Instructions

1. Select an application by clicking on the applicant name or the green "Review" button.
2. Once selected, please click on the "pre-proposal" tab to read through their application.
3. To review a proposal, click on "Add Review".
4. Answer each question in the review form with the

[- PREVIOUS](#) [RETURN TO LISTING](#) [NEXT -](#)

[Add Review](#)

[Application](#) [Pre-proposal](#)

Primary Social Impact Track: Art & Social Change

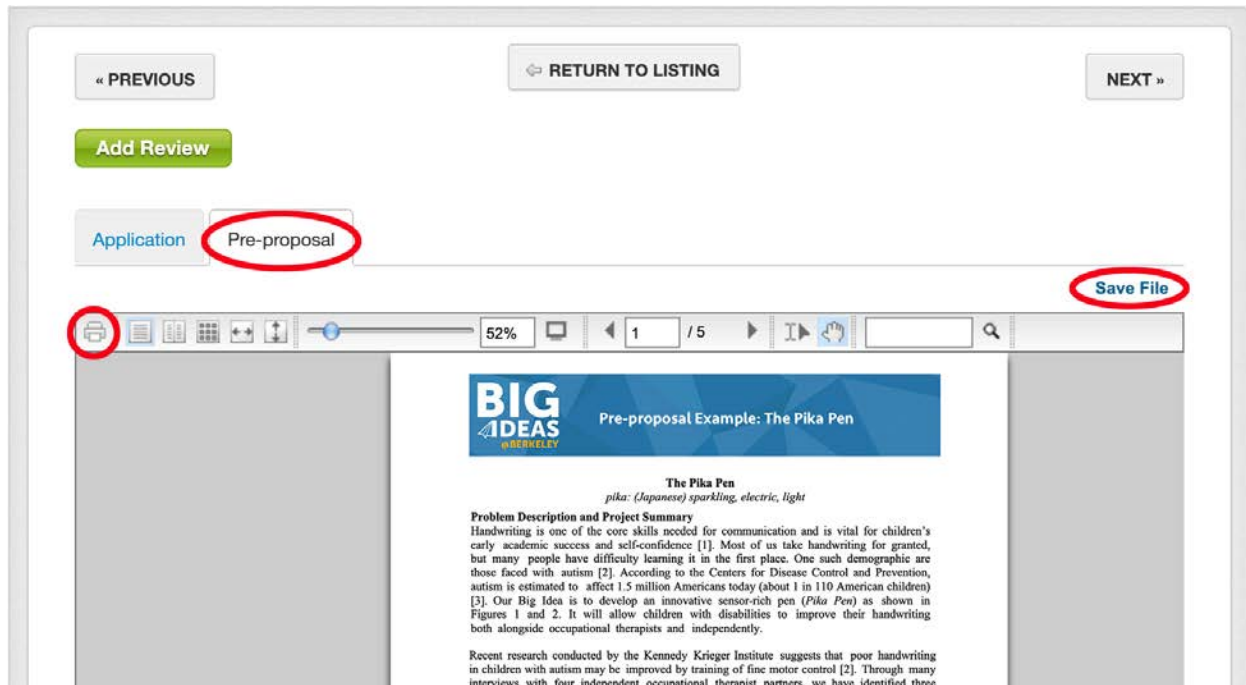
Entry title: The Pika Pen

Project Summary: Handwriting is one of the core skills needed for communication and is vital for children's early academic success and self-confidence [1]. Most of us take handwriting for granted, but many people have difficulty learning it in the first place. One such demographic are those faced with autism [2]. According to the Centers for Disease Control and Prevention, autism is estimated to affect 1.5 million Americans today (about 1 in 110 American children)[3]. Our Big Idea is to develop an innovative sensor-rich pen (Pika Pen). It will allow children with disabilities to improve their handwriting both alongside occupational therapists and independently.

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.



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.

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.

« PREVIOUS

RETURN TO LISTING

NEXT »

Big Ideas 2019-2020 Pre-Proposal Judging Scorecard

Thank you for providing your feedback! Your answers to the questions below will be used to determine which teams move forward in the Big Ideas Contest.

If you have any questions, please contact the Big Ideas team at 510.666.9120, or bigideas@berkeley.edu.

Privacy Policy

By serving as a Big Ideas judge you agree to maintain the confidentiality of the proposals before, during and after the judging process. For the duration of the contest, any communications with applicants should be initiated through staff representatives of the Big Ideas contest only. Please check the box below to acknowledge that you have read and agree to our privacy policy.

Privacy Policy * I agree to the Privacy Policy stated above

7. Saving Drafts and Submitting Reviews:

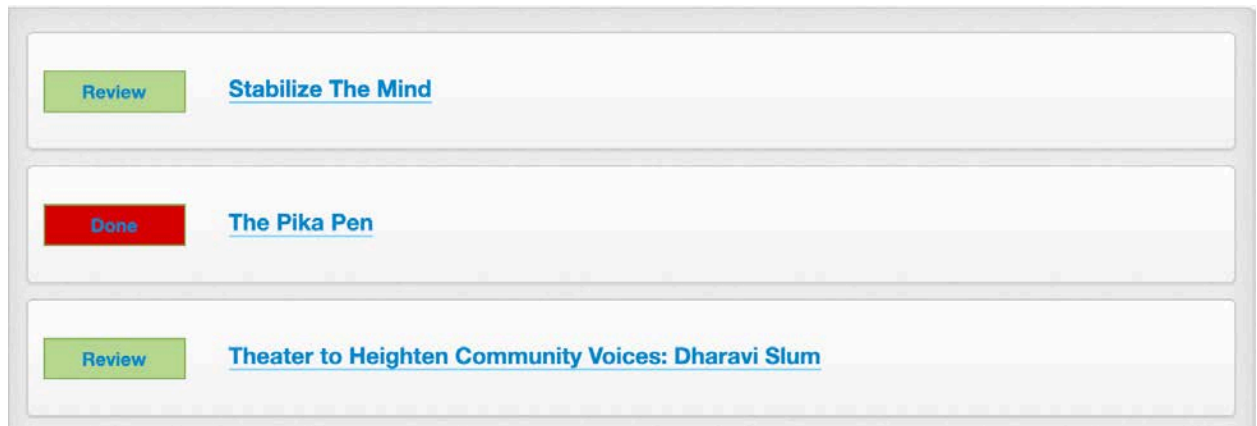
If you're in the middle of a review and would like to finish entering your feedback later, click "Save Draft" at the bottom of the scorecard. This will allow you to begin where you left off or make any changes the next time you log in. If you do not wish to save your progress, you can simply click "Cancel" to exit. Once you have finished your review, click "Submit" and you can navigate to other pre-proposals or logout.

Overall Quality Score

Cancel Save Draft Submit

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) up until the judging deadline of December 11, 2019. To go back and 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 reviews.

FAQs

1. When are my scores and feedback due?
Judges’ scores and feedback are due on Wednesday, December 11, 2019.
2. Is there an in-person judging requirement?
No. All judging is conducted using our online platform.
3. How many judges read each proposal?
Each proposal will be read by at least 6 judges. Each judge will read approximately 8 proposals, but will be sent via email short (50 word) summaries of all projects in the social impact track that they are assigned to review proposals in.
4. About how long should it take to read, score, and comment on one proposal?
We estimate that it will take judges approximately 45 minutes to read, score and comment on each proposal.
5. 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.
6. How many finalists will be selected in each social impact track?
Depending on the number of applicants per track, between 3 and 5 finalists will be selected in each track, based on judges’ feedback.
7. 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 track. Awards will range from a minimum of \$5000 to a maximum of \$20,000. Awards will be dispersed in Summer 2020.

8. What if I suspect issues related to plagiarism?

Please contact the Big Ideas team immediately. We will look into the matter.

9. 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.

10. How can I connect with other judges and mentors in the Big Ideas network?

You can connect with the Big Ideas network online by joining the [LinkedIn Group](#). If you are based in the Bay Area, we would encourage you to attend our Grand Prize Pitch Day and Awards Celebration in the spring to meet other judges and mentors, as well as students, in person.

11. 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) or by phone at 510-666-9120