

### Judging Criteria

Entries will be judged according to the criteria below.

**Viability (30%):** Given the project description and the team members' expertise, skills, 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 "Big Idea" 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.)

**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.