

BIG IDEAS

APPLY TO THE BIG IDEAS CONTEST!



Big Ideas is a yearlong innovation contest that provides up to \$10K in seed funding, resources, mentorship and recognition to student-led, social ventures.

The Big Ideas Contest supports innovative and high-impact student initiatives aimed at solving the world's most pressing problems. Open to all 10 University of California campuses, Big Ideas attracts an exceptionally diverse pool of undergraduate and graduate students across more than 85 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 capacity necessary to build successful start-ups.

Through workshops, advising, networks and mentorship, each year Big Ideas helps students develop sound proposals, implementation plans, and pitches for their ventures. 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 opportunities. To date, Big Ideas alumni have gone on to raise \$660+ million in additional funds, and secure places in top incubators and accelerators around the world.

Want to see if your idea is a good fit? Contact your Irvine Innovation Ambassador **Yolanda La** at lay@uci.edu to get involved!

Learn more: bigideascontest.org

UP TO **\$300K**
AWARDED ANNUALLY

SKILLS
DEVELOPMENT

ACCESS
TO EXPERTS

VALIDATION
& EXPOSURE

2018-19 CATEGORIES



ART & SOCIAL
CHANGE



CONNECTED
COMMUNITIES



ENERGY &
RESOURCE
ALTERNATIVES



FOOD
SYSTEMS



GLOBAL
HEALTH



HARDWARE
FOR GOOD



WORKFORCE
EDUCATION &
DEVELOPMENT

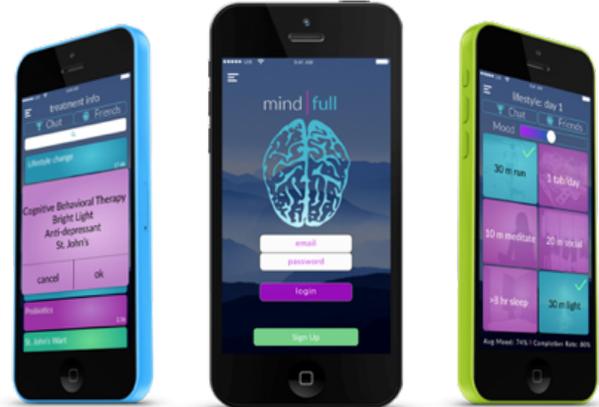


SCALING UP
BIG IDEAS

BIG IDEAS PAST WINNERS

MINDFULL TECHNOLOGIES (2015, UC IRVINE)

In the U.S, 10 million people suffer from depression each year. Globally, mental illness will cost \$16 trillion by 2020. But put simply, depression makes people miserable. Currently, the gold-standard, one-on-one therapy, is too costly and labor-intensive to keep up with growth in demand. Innovative solutions are needed to improve mental health treatment. Because 85 percent of the world's population has wireless access, mobile technologies are poised to enable personalized self-care and relieve workforce shortages. To this effect, we have created MindFull™, a mobile application backed by medical professionals, for the management of depression and for boosting mood. It presents more than 30 evidence-based therapies - such as tai chi, omega-3 fatty acids, bright light exposure - as daily tasks for users. These are portrayed as interactive, "flippable tiles" that display more information, provide scientific evidence, and suggest local resources.



SPOTLIGHT ON HOPE (2017, UC RIVERSIDE)

According to the American Cancer Society, 14,000 American children are diagnosed with cancer each year in the United States. Spotlight on Hope Film Camp (SOH) is a free filmmaking program that serves as a creative and therapeutic artistic outlet for pediatric and young adult cancer patients and their families. Through SOH, patients write, direct, and produce their own short films, which helps enhance their mental well-being, promote sense of self-worth and build skills during a particularly stressful and traumatic time in their lives. SOH serves as an intervention to alleviate emotional stress and tension experienced by an underserved community. SOH is founded by Cassie Nguyen, a brain cancer survivor who launched this initiative to help other patients combat social isolation.

Status: SOH chapters are currently available at UC Riverside, University of Southern California, UC Los Angeles, and the Children's Hospital Los Angeles. The program and has won additional awards that have funded 12 film camps serving more than 100 people.



THE SOMO PROJECT (2015, UC BERKELEY)

The Somo Project invests in social entrepreneurs committed to changing their own under-resourced communities by providing the necessary training and tools they need to succeed. In Swahili, "somo" means "to learn lessons." The Somo Project believes that talented and visionary entrepreneurs exist in the poorest settlements around the world — but their contributions are often overlooked in development initiatives. Somo identifies people with intimate knowledge of their communities and the relevant social context to address problems such as sanitation, children's nutrition, job training, and educational opportunity. Somo enables people to find their own solutions rather than dictating what their communities need.

Status: To date, Somo's start-ups have reached over 12,000 clients, selling over 31,500 products and providing over 4,000 hours of services in Nairobi. In 2018, Somo Project plans to expand its programming to India and Latin America.



thesomoproject.org