

HSBC Life Insurance Innovation Competition

🔞 Shaping the Future of Life and Health Insurance



Judging Criteria

1. Innovation (15)

A unique idea, solution or product that exemplifies the capacity to think in untested and innovative directions, as well as demonstrating fresh perspectives to enhance the processes and products to a new level of user experience (e.g. innovative use of technology).

2. Customer-centricity (15)

Fulfilling current and future customer needs and assuring the best customer experience, before and after sales.

3. ESG and Sustainability (15)

Ability to help HSBC Life achieving short-term and long-term sustainability goals among any of the environmental, social, and governance (ESG) components with related data prediction and/or action plan, while promoting business growth and creating long-term stakeholder value at the same time.

4. Commercialisation potential (15)

Demonstrated compatibility, scale, value, feasibility of a solution with the use of innovative, unique or customised ideas that can lead to significant and long-term growth in efficiency, productivity, customers and profit.

5. Demo and Presentation (40) (applicable to final pitch only)

Creative utilisation of visual materials and demonstration that can enhance your presentation, engage the audience, explain key points, and create enthusiasm.

Remarks:

The score is comprised of 60 from pre-screening (i.e. item 1-4) and 40 from the final pitch (item 5), making a total score of 100.