

# 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.