



HSBC Life Insurance Innovation Competition

Unleashing the Future of Insurance



Judging Criteria

1. Innovation (20)

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. Commercialisation Potential (20)

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.

3. Customer Centricity (20)

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

4. ESG and Sustainability (20)

Ability to help HSBC Life achieving short-term and long-term ESG goals among any of the ESG components with related data prediction and action plan, while promoting business growth at the same time.

5. Booth Presentation (20)

Creative and effective utilisation of visual materials and physical demonstration that can enhance your idea presentation, engage the audience, and create interest and enthusiasm towards your proposed idea.