



**HSBC Life  
Insurance Innovation Competition**

 **Inspire . Innovate . Influence**



**Competition Details**

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<b>Phase 1: Proposal</b>	
Proposal	<p>Recommend an innovative plan to illustrate your concept, strategy and expected outcome of your concept.</p> <p>Proposal requirements:</p> <ol style="list-style-type: none"> <li>1. Executive Summary (max. 1 page)</li> <li>2. Problem statement</li> <li>3. Innovative plan</li> <li>4. Conclusion</li> <li>5. Appendixes</li> </ol>
Font size	12
Words	1,500 – 2,000
Pages	No restriction
Language	English
Format	PDF
Remarks	<ol style="list-style-type: none"> <li>1. Tables, charts, images and references can be inserted as a part of the proposal, no need to separate out as appendix;</li> </ol>

	<ol style="list-style-type: none"> <li>2. File name should be named after your team name (i.e. whizkid proposal);</li> <li>3. The PDF file should be sent to <a href="mailto:hsbclife.innovation@hsbc.com.hk">hsbclife.innovation@hsbc.com.hk</a>; <b>for file size over 10MB, please save at a cloud storage and submit via a shared link.</b></li> </ol>
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Note: Only submissions that meet the above minimum requirements will be accepted.

## Phase 2: Presentation and Prototype

Only shortlisted teams are required to submit a poster and a presentation for the final pitch.

Presentation Requirement	1 page A4 size poster in JPEG – Illustration of your prototype; Output of your innovation and implementation plan with a prototype (demo).
Format	Microsoft Power-Point
Slides	No restriction
Duration	10-minute presentation per team + 10-minute Q&A by panel of judges
Language	English

Note: Use or reproduction of the HSBC Life brand name and company logo in the project title, proposal, poster and presentation are prohibited in compliance with HSBC Life's branding policies.

## Event and Training Timeline

Click [here](#) to register for any of the below information sessions you are interested in joining.

<b>Information Session 1:</b>	22 Nov 2022
<b>Macro view of insurance industry and product &amp; proposition landscape</b>	17:00–18:00HKT
<b>Information Session 2:</b>	30 Nov 2022
<b>Product &amp; proposition, customer centricity and innovation</b>	17:00–18:00HKT
<b>Sharing Session:</b>	13 Dec 2022
<b>Tips for proposal preparation</b>	17:00-18:00HKT

<b>Team registration and proposal submission</b>	3 Jan 2023 23:59 HKT
<b>Announcement of Top 8</b>	Week of 7 Feb
<b>Sharing session: Tips for presentation</b>	13 Feb 2023 17:00–18:00HKT
<b>Pitch and award ceremony</b>	3 Mar 2023 (TBC)

## TERMS AND CONDITIONS

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1. The personal data collected from you will be used for the competition purposes; the data collected will be kept confidential for up to 3 years; and they may be transferred to relevant parties for the purposes of the HSBC Life Insurance Innovation Competition only.
2. By entering the competition, you agree that all the information submitted is true and accurate, and the submitted whitepaper and presentation do not infringe any third party intellectual property rights.
3. All information, materials and concept submitted are wholly comprised of original work, created and owned by the student team, and has not previously been communicated to the public or submitted to other competitions in the past.
4. By entering the competition, you agree to grant HSBC Life a non-exclusive, irrevocable, perpetual, royalty-free and worldwide license to use, edit, translate, copy, publish or display all or part of your submission without the prior consent of the entrants. Students are prohibited to disclose, publish or submit the same project materials and concept to another competition during and after the competition without the prior written consent of HSBC Life.
5. Students of the three winning teams are required to sign a confirmation note to grant HSBC Life the Intellectual Property Rights (IPR) of their proposals.
6. HSBC Life will be taking photos and videos at the training workshops, pitch and award ceremony for publicity and reporting purposes. By attending these events, you agree to grant permission to HSBC Life and its authorized representatives to use your team details, photograph, voice, and/or other likeness for publicity and reporting purposes in all media without notice or approval.
7. If any disputes occur, the decision of HSBC Life shall be final.
8. All the expenses incurred in this Competition will be the responsibility of the student teams.
9. All the shortlisted teams will be required to attend the pitch presentation. If any team member is unable to attend the pitch and/or the award ceremony due to extenuating circumstances, the team should report it to the event organiser immediately and seek approval from the event organiser to continue the competition. Approval will be subject to the supporting documents provided. At least 90% of your team members need to be present in order to continue with the competition. All participants must attend the presentations by other teams and the award ceremony.