



## HSBC Life Insurance Innovation Competition

 Inspire . Innovate . Influence



### Judging Criteria

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#### 1. Innovation (10)

A unique idea, solution or product that exemplifies the capacity to think in untested and innovative directions, and willingness to take intellectual risks.

#### 2. Customer-centricity (10)

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

#### 3. Social impact/ Sustainability (10)

Ability to create a significant impact on society and the life insurance industry that could lead to a potential change in risk management, customer protection, regulations and/or social influence in the long run.

#### 4. Commercialisation potential (10)

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. Use of technology (10)

Demonstrated unique and innovative use of technology that can enhance the processes and products to a new level of user experience with fresh perspectives.

#### 6. Demo/ Presentation (50) (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 50 from pre-screening (i.e. item 1-5) and 50 from the final pitch (item 6), making a total score of 100.