



HSBC Life Insurance Innovation Competition

 **Inspire . Innovate . Influence**



Dear students,

HSBC Life is running the 4th HSBC Life Insurance Innovation Competition to encourage Hong Kong university students to develop innovative ideas for insurance industry. In 2022 competition, there are 47 proposals received involving 200 students from seven universities, with the winners got the opportunity to join HSBC Life as student trainees.

With this year's theme being '**Inspire · Innovate · Influence**', you are invited to **form teams and submit your innovative ideas** that will help HSBC Life enhance product and proposition innovation, improve the product/process development cycle, and ultimately increase customer satisfaction.

Why you should take part



A 6-month career & mentoring opportunity at HSBC Life for qualified winners



A total of HKD 160,000 in cash prizes



Winning ideas will have the opportunity to be developed and implemented by HSBC Life



Access to a macro view of life insurance industry, product & proposition landscape, customer-centricity and more

Eligibility

- A current full-time, non-final year undergraduate student registered at a UGC-funded university;
- 3 - 5 students per team, each student can only be registered to one team;
- Teams can be formed with students from different universities and disciplines.

Important dates

Information Session 1:	22 Nov 2022 (Tue)
Macro view of insurance industry and product & proposition landscape	17:00 – 18:00 HKT
Information Session 2:	30 Nov 2022 (Wed)
Product & Proposition, customer centricity and innovation	17:00 – 18:00 HKT
Sharing Session:	13 Dec 2022 (Tue)
Tips for proposal preparation	17:00 – 18:00 HKT
Team registration and proposal submission	3 Jan 2023 (Tue)
Announcement of Top 8	Week of 7 Feb 2023
Pitch and award ceremony	3 Mar 2023 (TBC)

(Click [here](#) to register for information sessions)

For more details of the competition including judging criteria and awards, please visit the [competition webpage](#) or send your enquiry to hsbclife.innovation@hsbc.com.hk.

Form a team now and join the competition to inspire, innovate and influence the insurance industry!

Regards,
HSBC Life Insurance Innovation Competition

Supporting Universities:

