

SummerHack 2021:

Global Insurance Design Thinking Ideathon

Rules & Regulations

1. About Cookhouse Labs

Cookhouse Labs is a space that fosters and encourages open collaboration and idea generation within the global life and property and casualty insurance industry with the goal of generating successful and proven new business models, products and services. Cookhouse Labs hosts the SummerHack 2021 Ideathon event in partnership with msg and InsurLab Germany.

2. Goal of the Ideathon

- 2.1. The goal of the Ideathon is for each team to develop an innovative Minimum Viable Product (“MVP”) on the chosen challenge. Judges will assess the MVPs created by each team. A team can choose their preferred presentation method including, but not limited to a concept, design, blueprint, prototype, product, application, software, hardware, etc.
- 2.2. For the final presentation event, each team will create a video recording of their pitch and will submit this video along with the requested submission portfolio prior to the submission deadline of the event.
- 2.3. During the Ideathon Kickoff event, Cookhouse Labs will release the list of problem statements of the Ideathon to choose from. The problem statements are related to the topic ‘New Normal’.
- 2.4. Definitions of the MVP and MVP content
 - 2.4.1. The MVP: This is the deliverable of the Ideathon that will be assessed by the judging panel along with supporting material. The MVP can come in any form including but not limited to a concept, design, blueprint, prototype, product, application, software, hardware, etc.
 - 2.4.2. The Product Content: This refers to any element or part of the MVP including its idea, concept, any content used in presenting the MVP, software, source code, structure, layouts, graphical images or video, presentation, data, programs, domain name, blueprints, designs, technical documentation or any relevant content.

3. Participation in the Ideathon

- 3.1. The Ideathon is open to all participants (“Participants”) who are 18 years of age or older.
- 3.2. The event will be hosted in 3 different time zones simultaneously: Eastern Daylight Time (EDT), Central European Summer Time (CEST) and Singapore Time (SGT).
- 3.3. Each team must have at least 2 members to compete in this Ideathon.
- 3.4. Teams can **only** be registered by insurance organizations, incl. but not limited to reinsurers, insurers/carriers, Managing General Agents (MGA), and brokerages.

- 3.5. Students as well as employees of start-ups and vendors can register as individuals but **cannot** create their own teams, since teams can only be registered by insurance organizations. Registered insurance organizations can team up with students or start-ups to extend their team. The organization team of Cookhouse Labs will support creating and assigning teams.
- 3.6. All work on a project should be done during the Ideathon timings announced.
- 3.7. Cookhouse Labs must be informed of any changes made to teams and their respective members. Failure to do so may result in disqualification from the Ideathon.

4. Registration to the Ideathon

- 4.1. Registration to this special event is free of charge
- 4.2. Participants wishing to sign up for the Ideathon must complete the online Registration Form. When submitting their registration all Participants accept the event regulations and grant consent for the handling of their personal information by Cookhouse Labs.
- 4.3. Participants guarantee that the personal information provided upon registration to Cookhouse Labs is true and accurate. Furthermore, inaccurate and/or falsified information can result in disqualification of the team from the event.
- 4.4. Each Participant undertakes to their best of their ability not to present ideas/MVPs/Solutions that have been previously presented at other Hackathons, Ideathons or submitted to other initiatives.

5. Judging Criteria

- 5.1. All submitted solutions will be judged according to the following criteria:
 1. LEVEL OF INNOVATION (20%)
Does the concept of your solution offer something new and unique that hasn't been created before?
 2. BUSINESS VALUE (30%)
How significant is the impact of your solution from a business perspective?
 3. METHODOLOGY APPLIED (10%)
How much of Cookhouse Labs' Design Thinking process is seen in your supporting material submitted?
 4. COOLNESS (20%)
Does the solution make the end-user feel delighted, excited, empowered, or even relieved to use?
 5. FEASIBILITY (20%)
How easily can the solution be implemented?

6. Winners & Prizes

- 6.1. Winning teams shall be chosen according to the votes casted by the panel of judges and based on the criteria which are communicated to the Participants on the event website.
- 6.2. The prizes for each of the winning teams will be announced and published closer to the event on the event website.

- 6.3. All prizes are to be shared between all team members. However, it is up to each winning team to decide how the prizes are shared.
- 6.4. Participants acknowledge and agree that Cookhouse Labs shall have no liability whatsoever on how the prizes will be divided between team members.

7. Intellectual Property Rights

- 7.1. Intellectual property rights, guarantees, release of responsibility and assignment of intellectual and moral rights, by participating in the Ideathon and accepting the Terms and Conditions, each Participant hereby declares and warrants that the Product and Product Content is an original work and in no way violates, in whole or in part, the Intellectual or Property Rights of others and releases Cookhouse Labs from any and all responsibility, liability, or request for compensation for damages that should be made by any third party.
- 7.2. Intellectual Property Rights shall include, without limitation, any ideas, concepts, know-how, data processing techniques, copyrights, patents, designs, inventions, trade secrets, software, source code and documentation, notes, memorandum and any other intellectual property rights attaching to MVP and MVP Content created, invented and/or developed by you and/or alongside other Participants pursuant to participation in Cookhouse Labs' Ideathon.
- 7.3. Moral rights mean any and all rights of authorship including accreditation and control relating to future use or dissemination of MVP and/or MVP Content.

8. Miscellaneous

- 8.1. Cookhouse Labs is an InsurTech co-innovation program of msg global solutions Canada Inc.
- 8.2. By participating in this event, all Participants and Companies or Organizations consent to the capture of photographs or video footage (incl. final pitches) and the use of the name or logo of the organization or company in relation to this event on Cookhouse Labs' social media and websites including those of the partners of this event.
- 8.3. Participants must treat all team members, competitors, judges, coaches, organizers, etc. with respect and courtesy.
- 8.4. At any time, at the sole and absolute discretion of Cookhouse Labs, Cookhouse Labs shall be entitled to disqualify a Participant and/or Team in the event of failure to meet relevant eligibility criteria or any other violation or suspected violation of these Terms and Conditions.
- 8.5. The Participant understands and agrees that Cookhouse Labs (including their licensees, successors, and legal representatives, and assigns), or any of its associated or affiliated companies, agents, and any third-party media agencies will process his/her/their personal information in connection with Cookhouse Labs' Ideathon.
- 8.6. These terms cannot be modified or changed except with the written agreement of Cookhouse Labs.
- 8.7. All terms and rules are subject to change at Cookhouse Labs' 'event coordinators' discretion. Participants will be informed of such changes if deemed necessary.