

# StudentHack 2021

## Rules & Regulations

### 1. The Event Coordinators

The Hackathon is being organized by the Insurance Institute of Canada, Career Connections, and Cookhouse Labs (“Event Coordinators”).

#### 1.1 About the Insurance Institute of Canada

The Insurance Institute of Canada is a non-profit educational body offering professional and career development for the country’s property and casualty insurance industry. The Institute sets professional standards for the industry through education programs that lead to a range of designations and certificates.

#### 1.2 About Career Connections, a division of the Insurance Institute of Canada

Career Connections is a national career education program aimed at encouraging young adults and career seekers to pursue one of the many skilled professions available in the insurance industry. To help promote insurance as a stable and vital industry, Career Connections works to enhance the understanding of insurance and explain its role in society.

#### 1.3 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 is an InsurTech co-innovation program of msg global solutions Canada Inc.

### 2. Goal of the Hackathon

- 2.1. The goal of the Hackathon is to develop an innovative Minimum Viable Product (“MVP”) to the teams’ 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 Hackathon kickoff event, the Event Coordinators will release the exact problem statements for the Hackathon.
- 2.4. Definitions of the MVP and MVP content
  - 2.4.1. The MVP: This is the final product of the Hackathon that will be assessed by the judging panel together 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.

### **Participation in the Hackathon**

- 2.5. The Hackathon is open to all participants (“Participants”) who are 18 years of age or older.
- 2.6. All the event times will be posted in Eastern Daylight Time (EDT).
- 2.7. Each team must have at least 2 members to compete in this Hackathon.
- 2.8. Team members must be current students or have graduated within the last 2 years (2019).
- 2.9. One Team Member should register on behalf of their Team and act as the key point of contact throughout the duration of the event.
- 2.10. All work on a project will be done solely by the Team Members during the Hackathon timings announced.
- 2.11. The Event Coordinators must be informed of any changes made to Teams and their respective members. Failure to do so may result in disqualification from the Hackathon.

### **3. Registration to the Hackathon**

- 3.1. Registration to the event is free of charge.
- 3.2. Participating Teams wishing to sign up for the Hackathon must complete the online Registration Form. When submitting their registration all participating Team Members accept the event regulations and grant consent for the handling of their personal information by the Event Coordinators.
- 3.3. Participating Teams guarantee that the personal information provided upon registration to the Event Coordinators is true and accurate. Furthermore, inaccurate and/or falsified information can result in disqualification of the team from the event.
- 3.4. Each participating Team Member 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.

### **4. Judging Criteria**

- 4.1. All submitted solutions will be assessed based on a rubric rooted in the following criteria:
  1. LEVEL OF INNOVATION (20%): Does the concept of the solution offer something new and unique that hasn't existed before?
  2. BUSINESS VALUE (20%): Does the solution have a significant impact on the business?
  3. COOLNESS (20%): Does the solution make the end-user feel delighted, excited, empowered, or relieved?
  4. FEASIBILITY (10%): How easily can the solution be implemented?
  5. METHODOLOGY APPLIED (10%): How strong is the supporting material from the Design Thinking exercises?
  6. THE PITCH PRESENTATION (10%): How well did the Team present their solution in terms of clarity, persuasiveness and relevance of the material?

One additional criterion will apply for top Teams selected to present their solutions at the live wrap up event:

7. Q&A PERFORMANCE (10%): How well did the Team address and answer questions in terms of composure and knowledge of topic?

## **5. Winners & Prizes**

- 5.1. Winning Teams shall be chosen according to the rubric submitted by the panel of judges and based on the criteria which are communicated to the participating Teams on the event website.
- 5.2. The prizes for each of the winning Teams will be announced and published closer to the event on the event website.
- 5.3. 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.
- 5.4. Participating Teams acknowledge and agree that the Event Coordinators shall have no liability whatsoever on how the prizes will be divided between Team Members.

## **6. Intellectual Property Rights**

- 6.1. Intellectual property rights, guarantees, release of responsibility and assignment of intellectual and moral rights, by participating in the Hackathon and accepting the Terms and Conditions, each participating Team Member 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 the Event Coordinators from any and all responsibility, liability, or request for compensation for damages that should be made by any third party.
- 6.2. 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 participating Team Members pursuant to participation in the Hackathon.
- 6.3. 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.

## **7. Miscellaneous**

- 7.1. By participating in this event, all participating Team Members consent to the capture of photographs or video footage (incl. final pitches) and the use of their name and the name of the institution they represent in relation to this event on the Event Coordinators' social media and websites including those of the partners of this event.
- 7.2. Participants must treat all Team Members, competitors, judges, coaches, organizers, etc. with respect and courtesy.
- 7.3. At any time, at the sole and absolute discretion of the Event Coordinators, the Event Coordinators 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.
- 7.4. The participating Team Members understand and agree that the Event Coordinators (including their licensees, successors, and legal representatives, and assigns), or any of their associated or

affiliated companies, agents, and any third-party media agencies will process his/her personal information in connection with the Hackathon.

- 7.5. These terms cannot be modified or changed except with the written agreement of the Event Coordinators.
- 7.6. All terms and rules are subject to change at the Event Coordinators' discretion. Participating Team Members will be informed of such changes if deemed necessary.