



AM Best's Student Challenge Handbook 2021-2022



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Please direct all questions to Alexandra.Newman@ambest.com



CALL FOR SUBMISSIONS

AM Best's 2022 Student Challenge (the "Challenge") is an insurance solution-based competition sponsored by the AM Best Foundation. The Challenge empowers undergraduate and graduate students by taking them beyond the classroom—promoting thought leadership in the field of insurance and risk management, and providing exposure to insurance professionals.

The Challenge is part of AM Best's ongoing efforts to support the development of new talent in the insurance industry. The goal is to promote thought leadership and career development for students through competition. AM Best supports a strong insurance sector and the development of individuals and future leaders. The AM Best Foundation helps us accomplish this through financially supporting charitable organizations that encourage education and thought leadership in insurance and risk management.

TOP THREE SUBMISSIONS RECEIVE:



Interview
with
AM Best TV



Feature article in
Best's Review®
magazine



Recognition on
select AM Best social
media channels



Access to an
AM Best mentor



Academic
medal & trophy

CHALLENGE STATEMENT

AM Best is accepting student submissions that provide solutions for managing insurance risks, including: new products, distribution methods, creative ways to increase insurance penetration, incentive programs, digitization models, implementation of private/public partnerships, or alternative risk transfer.

TIMELINE

- First round submissions due via email – **Monday, October 4, 2021**
- First round submissions reviewed by AM Best Rating Services staff and selected student teams notified via email of advancement to second round – **Monday, October 18, 2021**
- Second round submissions due via email – **Wednesday, January 5, 2022**
- Top three AM Best's 2022 Student Challenge – Finalists ("Finalists") selected for final round notified and assigned mentor via email – **Monday, January 17, 2022**
- Final round submissions due via email – **Monday, March 7, 2022**
- Voting period – **Monday, March 14, 2022**, through **Thursday, March 31, 2022**
- Top three Finalists notified of winner via email – **Friday, April 1, 2022**
- AM Best's 2022 Student Challenge – Winner ("Winner") announced – **Monday, April 4, 2022**

Please direct all questions to Alexandra.Newman@ambest.com

FIRST ROUND SUBMISSION PROCESS

- Student teams are to submit an abstract of 500 words or less. The abstract must specifically address the Challenge Statement (see page 3) and outline the solution to the Challenge.
- Abstracts and remaining application materials are to be submitted via email by **Monday, October 4, 2021**. Submission of all completed forms is required in order to advance to the second round.
- Student teams that are selected for advancement to the second round will be notified via email by **Monday, October 18, 2021**. The selection will be done by the AM Best Rating Services staff, based on the potential of the submission.

SECOND ROUND SUBMISSION PROCESS

- Student teams are to submit a 10- to 20-minute recorded presentation (video or slides with voiceover) that details their solution to the Challenge Statement (see page 3).
- Second round submissions are to be submitted via email by **Wednesday, January 5, 2022**.
- The top three Finalists selected for the final round based on the Scoring Rubric (see pp. 8-9) will be notified via email and assigned a mentor by **Monday, January 17, 2022**.

FINAL ROUND SUBMISSION PROCESS

- Finalists are to submit a 5- to 10-minute recorded presentation (video or slides with voiceover) that will further develop and refine their solution. These presentations will be posted on the Challenge website for viewing and electronic voting by insurance industry executives.
- Finalists will be assigned an AM Best mentor to provide feedback and guidance through the final round. Frequency and method of communication will be determined directly with the mentor. Access to the mentor is limited to a total of 10 hours.
- Final videos are to be submitted via email by **Monday, March 7, 2022**.
- Finalists will collaborate with the AM Best TV video production team for a pre-recorded interview in **mid- to late February 2022**.
- Final videos and interviews will be posted on the Challenge website for viewing and electronic voting by insurance industry executives.

REVIEW AND VOTING PROCESS

- Student team submissions for the first round will be reviewed and selected for advancement to the next round by an internal panel of AM Best Rating Services staff. Advancement will be based on the quality and potential of the submission.
- Second round student team submissions will be reviewed for selection as Finalists using the Scoring Rubric (see pp. 8-9).
- Voting on final submissions will be open to insurance industry executives **Monday, March 14, 2022**, through **Thursday, March 31, 2022**.
- Finalists will be notified of the results via email on **Friday, April 1, 2022**.
- The winning submission will be publicly announced on **Monday, April 4, 2022**.

Please direct all questions to Alexandra.Newman@ambest.com

GENERAL REQUIREMENTS

1. Student team members must be currently attending the same college/university.
2. All student team members must be at least 18 years of age.
3. Each student team must have a faculty advisor from the team's college/university.

FIRST ROUND REQUIREMENTS

1. Participating colleges/universities are allowed multiple entries by individuals or teams of two. All entrants must be undergraduate or graduate students currently enrolled in a program specific to risk management, insurance, economics, actuarial science, finance, mathematics, accounting, marketing, business or commerce.
2. Materials for submission include:
 - Abstract: maximum of 500 words outlining a solution related to the Challenge topics in Word or PowerPoint format
 - Completed and signed copies of:
 - Application Form
 - Media Release and Assignment Form
 - Skype Information Form
 - Submission Eligibility Form
 - Participant Support Form
 - Resume or curriculum vitae (CV) for each team member
 - Description of college/university program
3. Submissions that do not include the above-mentioned materials will not be considered.
4. Two-student teams must submit individual copies of the Media Release and Assignment Form, Skype Information Form, Submission Eligibility Form, Participant Support Form, and resume or curriculum vitae (CV). Only one copy of the abstract, Application Form and description of college/university program needs to be submitted per team.
5. Abstracts and completed applications are due by **Monday, October 4, 2021**. All materials must be submitted via email to Alexandra.Newman@ambest.com
6. All entrants will be notified of their advancement status via email by **Monday, October 18, 2021**.

SECOND ROUND REQUIREMENTS

1. A 10- to 20-minute recorded presentation (video or slides with voiceover) detailing the Challenge solution.
2. The presentation should include the following:
 - Brief personal introduction (name(s), major, college/university, interest/experience in the risk management/insurance industry, etc.)
 - Description of the Challenge solution:
 - What need the solution is addressing
 - What the solution is and how it solves the existing problem
 - How the solution works
 - Who would most benefit from this solution
 - Size of the addressable market
 - Implementation strategies (raising capital, marketing, partnerships, etc.)
 - Feasibility/practicality of the solution
 - Implications for the industry/markets/economy
 - Comparison to existing solutions
 - Degree of innovation (has this been tried before?)
 - Ease of use (for customer)
 - Index of works cited
3. Student teams are encouraged, but not required, to use AM Best data.
4. Submissions must be emailed to Alexandra.Newman@ambest.com by **Wednesday, January 5, 2022**.
4. Submissions will be reviewed by an internal panel of AM Best Rating Services staff with representation from analytics, research and strategy.
5. All entrants will be notified of their advancement status via email by **Monday, January 17, 2022**.

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FINAL ROUND REQUIREMENTS

1. Final recorded presentation that includes the following:
 - Brief personal introduction (name(s), college/university)
 - Overview of solution and how it works
 - Implementation strategies
 - What sets this solution apart from existing solutions
 - Incorporated feedback from mentor
 - A 5- to 10-minute recorded presentation (video or slides with voiceover)
2. Written overview of solution, maximum of 500 words. The summary should include the following:
 - What the solution is and how it addresses the existing problem
 - What are the greatest benefits/impacts of the solution
3. Interview with AM Best TV
 - Interview with AM Best TV will be scheduled for mid- to late February 2022
 - Further details to be provided by Kate Smith, Public Relations, via email from Kate.Smith@ambest.com
4. The content of the videos or slides with voiceover, written overview and interviews with AM Best TV will be used in AM Best materials, including videos, press releases and social media posts.
5. Videos and written overviews must be submitted via email to Alexandra.Newman@ambest.com by **Monday, March 7, 2022**.

Second round submissions will be scored on a scale from 1 to 5 in the following categories, for a total possible score of 35:

- **Degree of innovation:** Is it a transformative idea that leads to a new or significantly improved product, process, service or business model?
- **Feasibility/practicality:** Can the Challenge solution be easily implemented in a real-life scenario?
- **Comparison to existing products:** What are the differences and similarities between the Challenge solution and existing solutions?
- **Degree of impact:** Does the Challenge solution create value (e.g., improve customer engagement and experience, lead to a superior business model, or significantly enhance growth opportunities)?
- **Implementation plan:** Are there strategies in place for raising capital, development, marketing, distribution, etc.?
- **Overall presentation:** Was the presentation organized, easily understandable, and engaging?
- **Challenge rules and requirements:** Were all deadlines met on time, with submissions that met the Challenge requirements?

The Scoring Rubric applies to second round submissions only.

Scoring Rubric



	1	2	3	4	5
Degree of innovation	Solution is not an innovative idea and is the same as a current product, process, service or business model	Solution is a minimally innovative idea that relies too heavily on a current product, process, service or business model	Solution is a moderately innovative idea that expands upon a current product, process, service or business model	Solution is a sufficiently innovative idea that expands upon a current product, process, service or business model	Solution is a transformative idea that leads to a new or significantly improved product, process, service or business model
Feasibility/practicality	The solution cannot be realistically implemented due to a complete lack of resources, support and/or feasibility	The solution is unlikely to be implemented and may be difficult to secure resources or support but may possibly be feasible	The solution could be implemented, but may be difficult to secure resources and support but is likely feasible	The solution is feasible and can realistically be implemented if proper resources and support are secured	The solution is feasible and can realistically be implemented with easily accessible resources and support
Comparison to existing products	Does not address the differences and similarities with existing solutions and competitors	Inadequately explains the differences and similarities with existing solutions and competitors	Satisfactorily explains the differences and similarities with existing solutions and competitors	Sufficiently explains the differences and similarities with existing solutions and competitors	Clearly explains the differences and similarities with existing solutions and competitors
Degree of impact	The solution provides no value to the targeted market; the solution does not address what value is created and for whom	The solution provides minimal value to the targeted market; it is vague as to what value is created and for whom	The solution provides moderate value to the targeted market; it is somewhat clear as to what value is created and for whom	The solution provides sufficient value to the targeted market; it is mostly clear as to what value is created and for whom	The solution provides strong value to the targeted market; it is exceptionally clear as to what value is created and for whom
Implementation plan	No implementation plan in place for taking the solution to market	Minimally clear or unrealistic implementation plan in place for taking the solution to market	Satisfactory implementation plan in place for taking the solution to market	Sufficient implementation plan is in place for taking the solution to market	Clear and realistic implementation plan is in place for taking the solution to market
Overall presentation	Presenter/presentation is not understood or is ineffective in presenting the solution	Presenter demonstrates minimal presentation and related skills and has minimal/poor visuals	Presenter demonstrates satisfactory presentation and related skills and has satisfactory visuals	Presenter demonstrates good presentation and related skills and has sufficient visuals	Outstanding presentation with comprehensive and engaging visuals
Challenge rules and requirements	Meets none of the Challenge requirements	Meets few of the Challenge requirements	Meets some of the Challenge requirements	Meets most of the Challenge requirements	Meets all of the Challenge requirements

Please direct all questions to Alexandra.Newman@ambest.com

Finalist Information



- Final round videos or slides with voiceovers and written overviews must be submitted via email to Alexandra.Newman@ambest.com by **Monday, March 7, 2022**.
- Finalist videos or slides with voiceover will be posted on the Challenge website for viewing and voting, along with Finalists' name(s), college/university, submission title and contact information.
- The voting period will be open to insurance company executives on **Monday, March 14, 2022**, at 9:00 a.m. ET.
- Voting will close at 5:00 p.m. ET on **Thursday, March 31, 2022**.
- The solution earning the most votes will be declared the Winner.
- All Finalists will be notified of the results via email on **Friday, April 1, 2022**.
- The Winner will be publicly announced on AM Best social media channels and in a press release on **Monday, April 4, 2022**.
- Videos will be accessible on AM Best's YouTube TV channel and ambest.com after the Challenge closes.
- The solution will be featured in press releases as well as an upcoming *Best's Review* article. Digital copies will be shared when available.
- The solution will be featured on various AM Best social media platforms, including LinkedIn, Twitter and YouTube TV. If applicable, Finalists will be asked to provide their social media handles to be tagged.
- All Finalists will receive an academic medal to commemorate their success. The faculty advisor will receive a trophy to be given to the college/university to commemorate the success of the team. If applicable, Finalists will be asked to provide a mailing address where the medals and trophy can be sent.

Please direct all questions to Alexandra.Newman@ambest.com

AM Best's 2021 Student Challenge – Finalists' Submissions



AM Best's 2021 Student Challenge – Winner **Emergency Evacuation Assistance – University of Wisconsin**

Madison Wescott and Andrew Shaw proposed a parametric insurance product that helps families pay expenses related to emergency evacuation. The product assists individuals facing those hardships in all locales by creating a parametric solution that triggers an insurance payout when an emergency evacuation is declared by county or state government, automatically distributing funds to policyholders and allowing them to quickly leave their homes.

<http://www.ambest.com/v.asp?v=uofwwescottshaw221>

AM Best's 2021 Student Challenge – Finalist **Contingent Pandemic-Response Investment Instrument – St. John's University**

Mohammad Soltaninejad proposed a solution that addresses the funding of pandemic exposure and the importance of response time to limit economic loss. This is a capital markets solution for pandemic risk that uses tradable securities and contingent capital to fund the development of pandemic vaccines and therapies.

<http://www.ambest.com/v.asp?v=sjusoltaninejad221>

AM Best's 2021 Student Challenge – Finalist **Localized Parametric Insurance Technology – University of Wisconsin**

Colin Lane and Kohta Kumazaki proposed using highly localized weather data readers to accurately assess basis risk for parametric crop insurance. The use of a technological device, such as an insurer-provided pole placed in a farmer's field to measure wind and rainfall at field level, is used to collect data to trigger the insurance policies and payouts.

<http://www.ambest.com/v.asp?v=uowlanekumazaki221>

APPLICATION FORM

Deadline: **Friday, October 4, 2021**. Please email completed forms to: Alexandra.Newman@ambest.com

TEAM MEMBER 1

Student Name (Please Print): _____

Major: _____

Type of Degree: _____ Graduation Year: _____

Email Address: _____

Phone Number: _____

College/University Name: _____

Program Name: _____

Faculty Advisor Name: _____

Faculty Advisor Email: _____

Challenge Submission Title: _____

Signature: _____ Date: _____

TEAM MEMBER 2 (IF APPLICABLE)

Student Name (Please Print): _____

Major: _____

Type of Degree: _____ Graduation Year: _____

Email Address: _____

Phone Number: _____

College/University Name: _____

Program Name: _____

Faculty Advisor Name: _____

Faculty Advisor Email: _____

Challenge Submission Title: _____

Signature: _____ Date: _____

Incomplete applications will not be considered. Application materials are listed under First Round Requirements (see page 5).

Please direct all questions to Alexandra.Newman@ambest.com

MEDIA RELEASE AND ASSIGNMENT FORM

By signing this form, I hereby grant A.M. Best Company, Inc. ("AM Best"), its affiliates, and such parties designated by them, the rights to display, publicly perform, exhibit, transmit, broadcast, reproduce, reprint, record, photograph, digitize, modify, alter, edit, adapt, create derivative works, exploit, sell, rent, license, otherwise use, and permit others to use my name, image, likeness, appearance, voice, professional and personal biographical information, and other personal characteristics and private information, and all materials and works, in whole or in part, created by or on behalf of myself or my team in connection with AM Best's 2022 Student Challenge (such materials and works, the "Materials") in perpetuity throughout the universe in any medium or format whatsoever now existing or hereafter created, including but not limited to, in and on magazines, newspapers, brochures and other print publications, electronic, magnetic, and optical media, motion pictures, television broadcast, cablecast, and satellite, home video and video on demand, radio broadcasts, display, point-of-sale, and other advertising and promotional materials, press releases, the internet and other digital transmission or delivery methods, mobile applications, websites, social media platforms and on any other platform, and for any purpose, including but not limited to advertising, public relations, publicity, packaging, and promotion of AM Best and its affiliates and their businesses, products, and services, without further consent from or royalty, payment, or other compensation to me. AM Best shall be the exclusive owner of all rights, including copyright, in the Materials. I hereby irrevocably transfer, assign, and otherwise convey to AM Best my entire right, title, and interest, if any, in and to the Materials and all copyrights and other intellectual property rights in the Materials arising in any jurisdiction throughout the universe in perpetuity, including all registration, renewal, and reversion rights, and the right to sue to enforce such copyrights against infringers. To the fullest extent permitted by applicable law, I hereby irrevocably waive all legal and equitable rights relating to all liabilities, claims, demands, actions, suits, damages, and expenses, including but not limited to claims for copyright or trademark infringement, infringement of moral rights, libel, defamation, invasion of any rights of privacy (including intrusion, false light, public disclosure of private facts, and misappropriation of name or likeness), violation of rights of publicity, physical or emotional injury or distress, or any similar claim or cause of action in tort, contract, or any other legal theory, now known or hereafter known in any jurisdiction throughout the world, arising directly or indirectly from the exercise of the rights under this form or the production, exhibition, exploitation, advertising, promotion, or other use of the Materials. I represent and warrant to AM Best that I am at least eighteen (18) years of age, and I have full right, power, and authority to enter into this Agreement and grant the rights hereunder. If for any reason, including incapacity, AM Best is unable to secure my signature on any document needed to apply for, perfect, or otherwise acquire title to the intellectual property rights granted to it under this form, or to enforce such rights, I hereby designate AM Best as my attorney-in-fact and agent, solely and exclusively to act for and on my behalf to execute and file such documents with the same legal force and effect as if executed by me and for no other purpose.

Student Name (Please Print): _____

College/University: _____

Signature: _____ Date: _____

Please direct all questions to Alexandra.Newman@ambest.com

SKYPE INFORMATION FORM

Please note that our preferred method is Skype for the video interview with AM Best TV. This will require a Skype account. Please further note that we use the regular version of Skype and NOT Skype for Business, which is a different product built into Windows. In order to connect for this interview, you must download the stand-alone Skype application from skype.com. Our username is "ambesttv", and it will sometimes show up as "A.M. Best Video Studio" when you search for it.

Please provide us with the following information associated with your Skype account:

Student Name (Please Print): _____

College/University: _____

Username: _____

Phone Number: _____

Email Address: _____

City/State You Are Skyping from: _____

Signature: _____ Date: _____

SUBMISSION ELIGIBILITY FORM

By entering, you represent and warrant to AM Best that your entry is original, has not been previously published, has not won any award, does not contain any material that would defame or otherwise violate or infringe upon the rights of any third party, including patents, copyrights, trademarks or rights of privacy or publicity, and will not violate any federal, state or local laws or ordinances.

You further represent and warrant that you have secured the requisite consent from any third party referenced in your entry. AM Best reserves the right in its sole and unfettered discretion to disqualify any entry that it believes does not comply with these official rules or that is not consistent with the spirit or theme of the Challenge. All entries become the property of AM Best when submitted and will not be acknowledged or returned to any entrant.

I certify by signing below that I am 18 years of age or older.

Student Name (Please Print): _____

College/University: _____

Signature: _____ Date: _____

PARTICIPANT SUPPORT FORM

FACULTY ADVISOR

The faculty advisor's role is to acknowledge and approve the student team's participation on behalf of the college/university, and to confirm that all student team member(s) are currently enrolled students of the college/university. The faculty advisor may not contribute content to either the written report or presentation. The faculty advisor's primary responsibility is to provide guidance and direction to the student team throughout all levels of competition. The faculty advisor must be currently employed as a faculty/staff member by the student team's sponsoring college/university.

AM BEST MENTOR

An AM Best mentor will be assigned to each Finalist. Mentors may offer advice, references, and constructive feedback on the presentations. Mentors should not spend more than 10 hours with any student team they are mentoring before the final case submission. Mentors may not contribute any research or content to either the written report or the presentation other than by providing guidance, direction, suggestions, and feedback to the report and presentation structure. Mentors may not provide any strategic advantage to one student team over another. Student teams are allowed to work with mentors for feedback regarding logistics and presentation skills. Student teams are not allowed to ask mentors for answers to the case analysis questions.

Please sign below to indicate that you have read and understand the role of the faculty advisor and AM Best mentor.

Student Name (Please Print): _____

College/University: _____

Signature: _____ Date: _____