**5. HSG Innovation Trophy**

**Exposé Template**

|  |  |
| --- | --- |
| Names of all team members |  |
| Name and contact details of team spokesperson |  |
| Selected case |  |

***Please attach this cover page to your exposé!***

**What should the exposé include?**

**Content**

The exposé should outline the key questions you aim to address and explain how you plan to answer them. You should describe your approach and methodology (e.g., statistical analyses, conceptual frameworks, case studies, etc.). The choice of method is entirely up to you. Additionally, please outline what type of results or insights you expect to gain.

**Format**

There are no formal restrictions on structure or layout. However, the exposé must not exceed three pages (regardless of layout). It should be written for the executive management of the company – meaning it must be concise, well-founded, and convincing.

**What are the evaluation criteria?**

**Creativity & Innovation**

Originality, bold perspectives, and innovative ideas will be rewarded. The work should clearly reflect the team’s own contributions and thinking.

**Practical Relevance & Applicability**

Your arguments should reflect the specific challenges of integrating AI into CHG-MERIDIAN’s business model and operations (e.g., implementation hurdles, data compatibility, stakeholder adoption). The exposé should be geared toward practical feasibility, ensuring that the solutions developed later can be realistically applied and translated into actionable recommendations for CHG-MERIDIAN’s management. This focus on applicability is especially relevant in the next stage, when the full case solutions are elaborated.