

# **Hack Cambridge Atlas 2022: BlackRock Sponsor Challenge**

## ***Challenge Description:***

At BlackRock, our goal is to use technology to create better financial futures for our clients. As part of this goal, an increasing focus is on sustainability, with the belief that sustainable investing delivers better outcomes for investors. Moreover, many individuals wish to have the power to integrate sustainability more effectively into their investing with the desire to make a personal impact.

**We challenge you to come up with a solution to make the integration of sustainability into investment decisions easier for individuals and retail investors.**

The solution may take the form of a website, application or algorithm.

## ***Target audience:***

The target audience for this challenge is individuals and Retail Investors. It should be suitable for those with a limited knowledge of financial markets, and for casual investors with a limited amount of time to devote to their investing.

## ***Example Projects:***

- A tool for helping individual investors and financial advisors construct a portfolio with sustainability in mind, allowing them to make better-informed investment decisions.
- An app for reporting on and visualizing an investment portfolio's sustainability metrics in a simple, easy-to-understand way, empowering people to better understand the impact of their investments.
- A tool to convert the data contained in the sustainability reports provided by companies into a machine-readable dataset.

## ***Judging Criteria:***

There are many ideas for harnessing technology in order to improve sustainability, in a multitude of different areas. However, we are looking for innovation specifically around sustainable investing, and how your idea will make this more accessible for your users. It should have some clear impact on this theme; be it direct (e.g. suggesting investment decisions to the user), or indirect (e.g. educating the user). The solution should be user-centred, and suitable for the target audience.

We are looking for an app/website/algorithm that addresses the above. Your submission should be an up & running system which people can test themselves. It does not have to be a finished product, but it should already have some working features. Try to think of solutions that could be easily adopted and have the potential to be released to the market.

Judging will be based on five main criteria:

- Alignment with theme
- Originality
- Technical complexity
- UI design & UX
- Presentation skill

## ***Resources:***

- Educational resource on sustainable investing:  
<https://www.investopedia.com/terms/s/sustainability.asp>
- Sample dataset (2013 CDP Global 500 Emissions and Response Status):  
<https://data.cdp.net/Companies/2013-Global-500-Emissions-and-Response-Status/marp-zazk>
- Data Set Repository: <https://www.kaggle.com/>