

How HIP Is It?

Steps to Enter the HIP Product of the Month Contest

- 1) **Pick a Product:** Choose any product on the market – this can be something very HIP (think electric convertibles!) or a new product (think iPhones) or even something seen as negative for society (think cigarettes). What would you love to have OR do you love to hate?
- 2) **Do the Digging:** You've selected your product – now it's time to determine its HIP quotient. Using HIP's analysis categories of Health, Wealth, Earth and Equality, analyze your chosen product (see the sample entry). Pay particular attention to the numbers – look beyond the marketing of products to really MEASURE the impact with quantitative data. You can be as creative as you would like about uncovering the details (internet research; in-person or phone interviews; feedback from customers, employees or suppliers; YouTube videos and more) but all information must be reliably sourced, and ethically and legally obtained.
- 3) **Submit your Prize-Winning Entry:** Now that you have the goodies, write it up (maximum one-page!) with an overview at the top and your analysis for each category, including metrics. Send your submission(s) to HowHip@hipinvestor.com by 11:59 PST on the last day of each month (maximum two entries per person each month!) along with a graphic that supports your product.
- 4) **Winners!:** On the 5th of each month, HIP Investor will announce the HIP Product of the month – and the winning author! The winning analyst will win \$100 and the winning analysis will be entered into the HIP database, posted on our websites and published on the HIP blog.
- 5) **Annual Contest:** If you are selected as a monthly winner, you will have the opportunity to create a digital presentation (think YouTube!) of your analysis. At the end of the year, these presentations (along with your analysis!) will be posted online for a period of popular voting. The top vote getter will receive \$1000, be announced in a national press release, and earn a place in HIP's presentation, delivered at conferences and universities worldwide.

Questions? Need clarification? Contact Jessica Skylar at Jessica@HIPInvestor.com at any time. We look forward to seeing your HIP entries!