

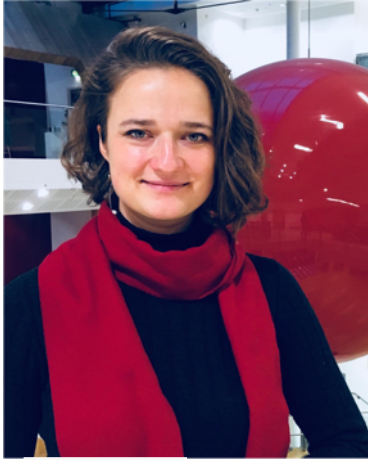


Happy Insurance

The first digital, peer-to-peer insurance platform for India

LSE Entrepreneurship - Generate
Liakatbir Singh Veghal & Franziska Golenhofen

Our team



Our Amazing Advisors:

InsurTech experts

Samuel, Biyi 'laolu, Forbes 30 under 30 Blockchain expert

Prof. Lakhbir Singh, Founder PAHAL Organization

Dr. Christoph Fuchs, Senior Principal Siemens & Prof. for Technology Management

Paul F. Levy, Negotiation Advisor (former head of Harvard Medical School)

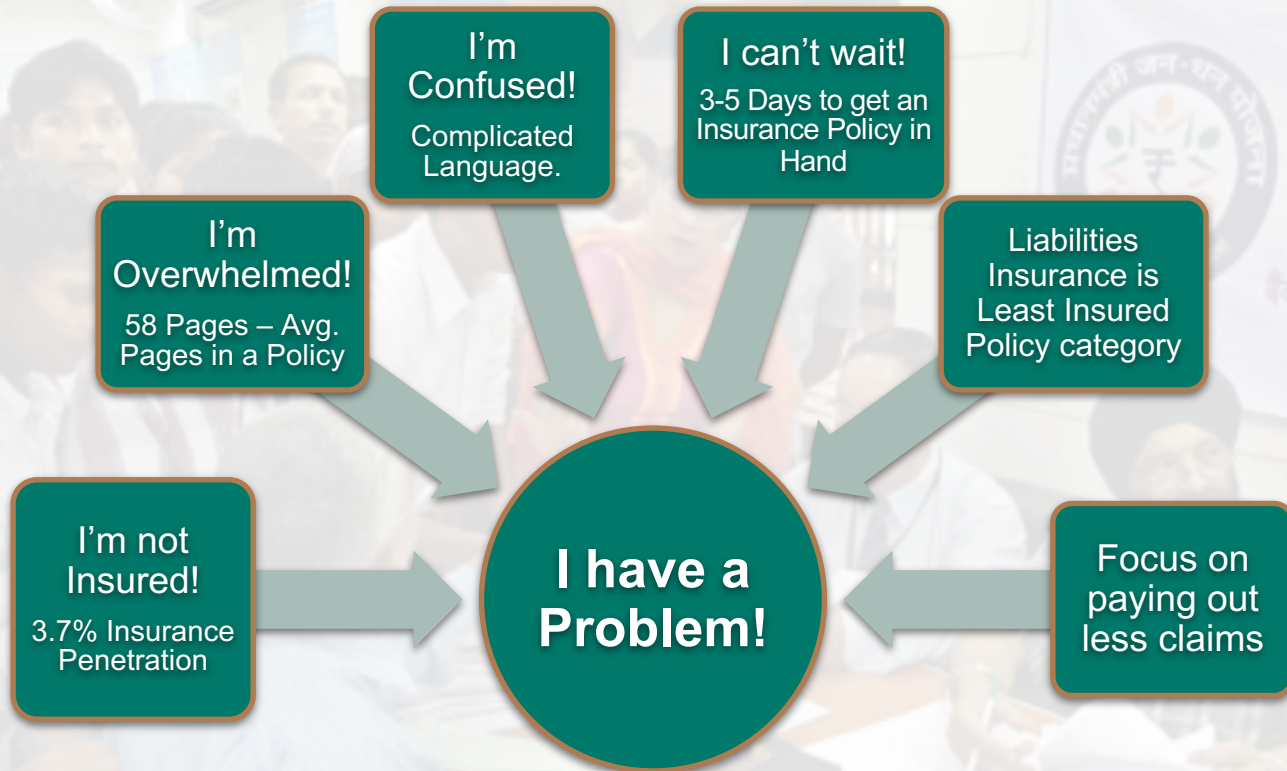


Our Video

<https://vimeo.com/375272700>

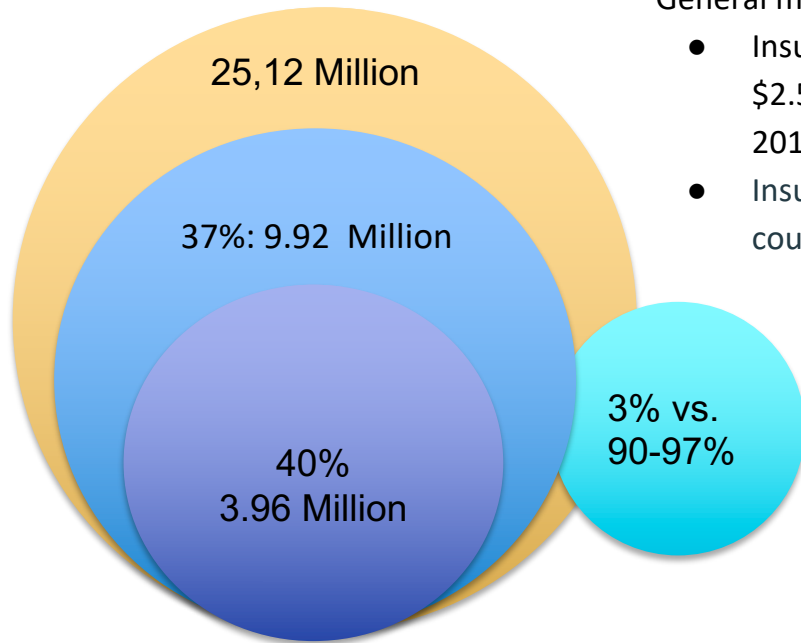






Source. PWC, 2019

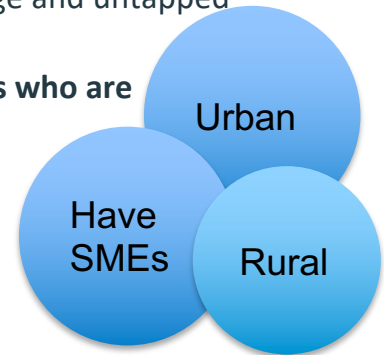
Indian market for (P2P) InsurTech is large and unaddressed



General market environment

- Insurtech global market growing rapidly: startups raised just shy of \$2.5 billion in 2018, more than double 2017 levels - Peer Insight, 2019
- Insurance market is in need of disruption, especially in developing countries: the addressable market is large and untapped

Three major segments: Individuals who are



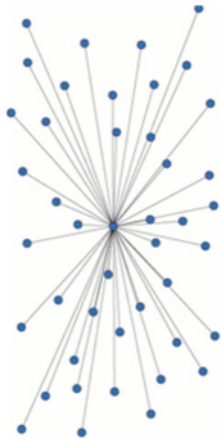


What does Peer-2-Peer mean?

Traditional Insurance Model

Insurance

Individual risks are all transferred to a central Node creating low density & fragility

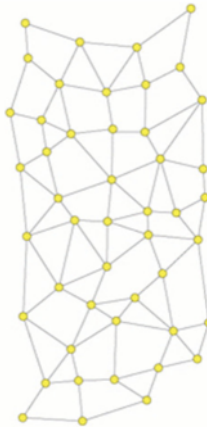


Centralized network

Happy Insurance Model

P2P

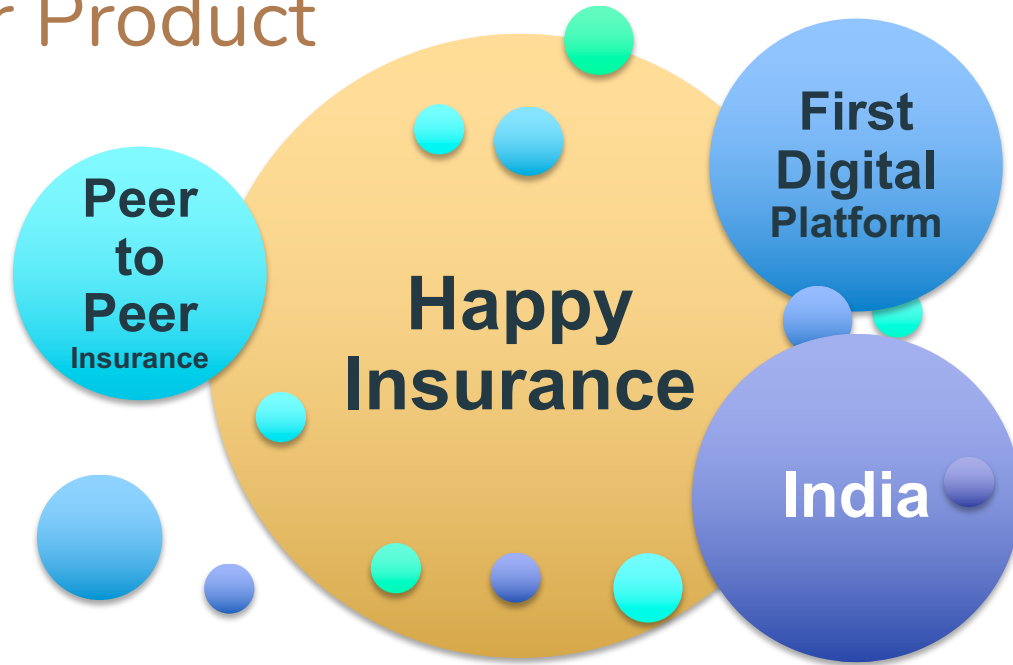
Further increases network density. Enabling individual risks to spread laterally across peer connections



Distributed network

- With traditional insurance: incentivized to fight you, because if it doesn't pay that claim, it will pocket that insurance money as profit.
- With Happy Insurance: interested in helping pay out claims fast to keep peer groups happy.

Our Product



We aim to revolutionize the insurance industry to help a new segment gain access to insurances, reduce their exposure to risks, feel heard, and support their NGO's and social impact organizations in the process.

Happy Insurance combines cutting-edge approaches

We are like:



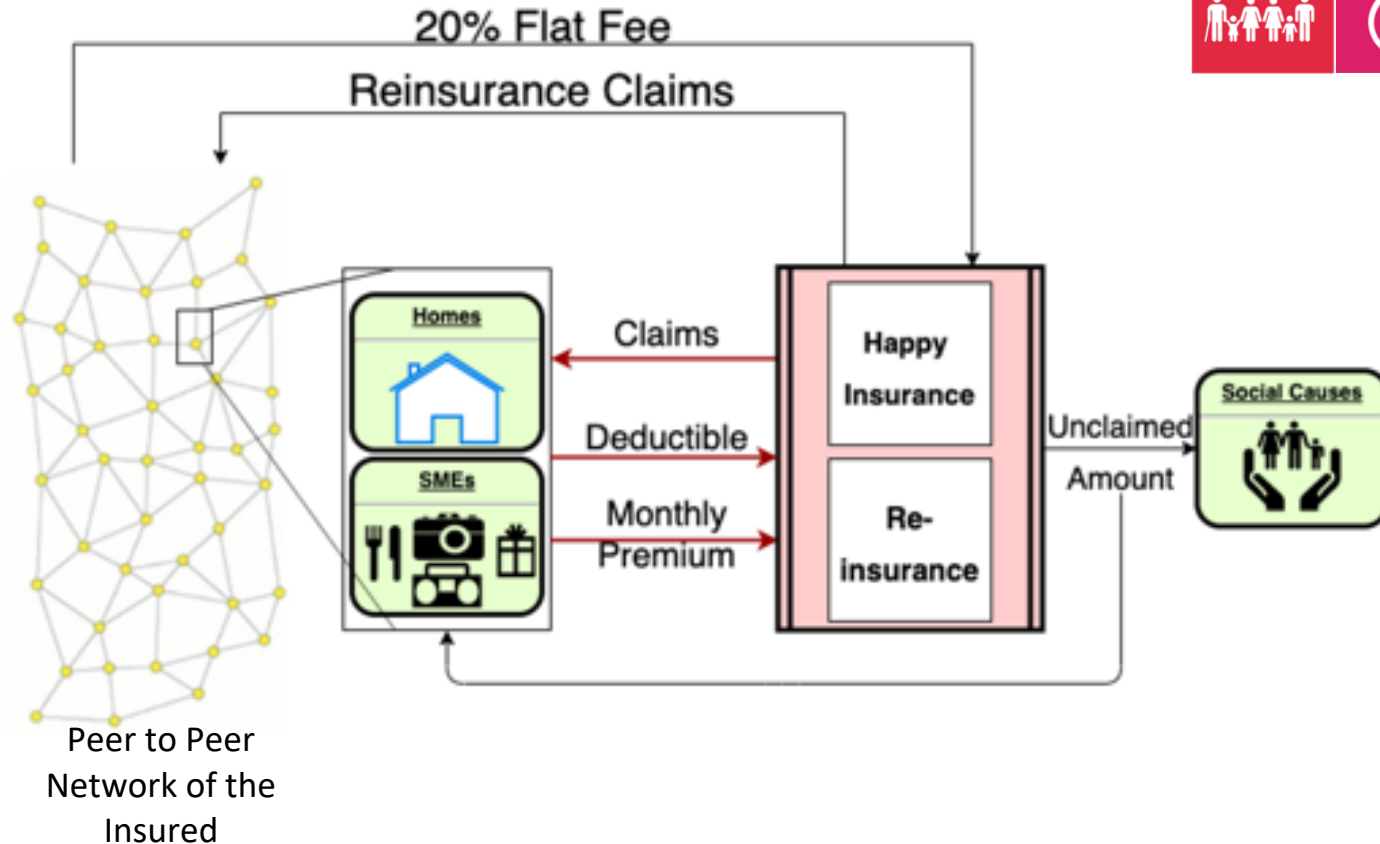
Value drivers:

Be accessible
and cheaper

Be digital and
disruptively
easy to use

Use business to
solve the social
problems and
do good

Business Model



Competitors. Why can we win?



Happy Insurance
A different market
A different approach



"We don't see InsurTechs as a threat to the business, though they operate in the same space and can move through the value chain at any point in time. It's more like collaborators solving a business problem" PwC Insurance Adoption Survey India, 2019

Creating a sustainable competitive advantage



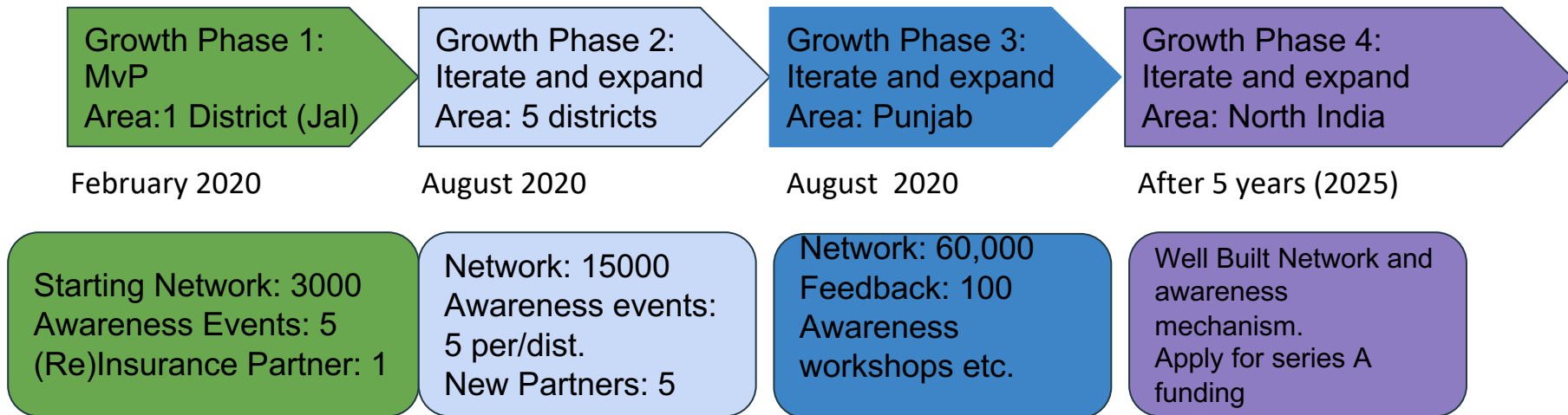
Our understanding of the local context & India

Our partnerships and access to different customer segments

Our well-managed processes and tech edge

Our offering that undercuts current offerings in terms of price and cost

Our growth story





Survey for Rural Households

This survey is designed for Rural Households (renters and owners) around Jalandhar, Punjab. We are aiming to understand, among others, what the current pain points are around buying and having a household insurance, to design an alternative that is cheaper and more simple to use for its customers. The survey will take around X minutes, and we are beyond thankful for your insights and accurate answers. Should you have any questions about this research, you can also contact at us happyinsurance@gmail.com.

First and last name:

Short answer text

Age:

Short answer text

Your address:

Short answer text

Willingness to Pay and Reaching Customers

Description (optional)

If you do not, why do you not have a business insurance?

Long answer text

Who makes monetary decisions, such as getting a loan or buying an insurance in your house?

Short answer text

What are you worried about/scared of losing in your house?

Long answer text

What type of insurance would be most useful to you? Please rank the following

For individuals with an Insurance

If you do not have any type of insurance, please skip this section.

If you have an insurance, how long do you have your insurance?

Short answer text

Have you filed a claim in the past 3 years?

- ☐ No
- ☐ 1
- ☐ More than 2

If yes, on a scale of 1 to 10, how easy was it for you to make the claim?

1 2 3 4 5 6 7 8 9 10

Understanding the Problem & Risk Profiles

Description (optional)

Have you had anything stolen/damaged in your house/apartment before?

- ☐ No, never
- ☐ Yes, rarely
- ☐ Yes, often

...

Do you have any of the following in your house/apartment?

- ☐ Burglary alarm
- ☐ Security camera

How long have you lived in your current house/apartment?

- ☐ Less than a year
- ☐ 1-3 years
- ☐ 3-5 years
- ☐ 5-10 years
- ☐ More than 10 years

If yes, how satisfied are you with your current insurance?

- | | 1 | 2 | 3 | 4 | 5 | |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| Very unsatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Its perfect |

Why did you choose the insurance you have?

Short answer text

Have you ever heard of:

- ☐ Household Insurance
- ☐ Business Insurance
- ☐ Credit Insurance
- ☐ Product Insurance
- ☐ None of the above

Do you have any of these insurances? If yes, please list them here:

Long answer text

...

How much do you currently pay for your insurance (per year)?

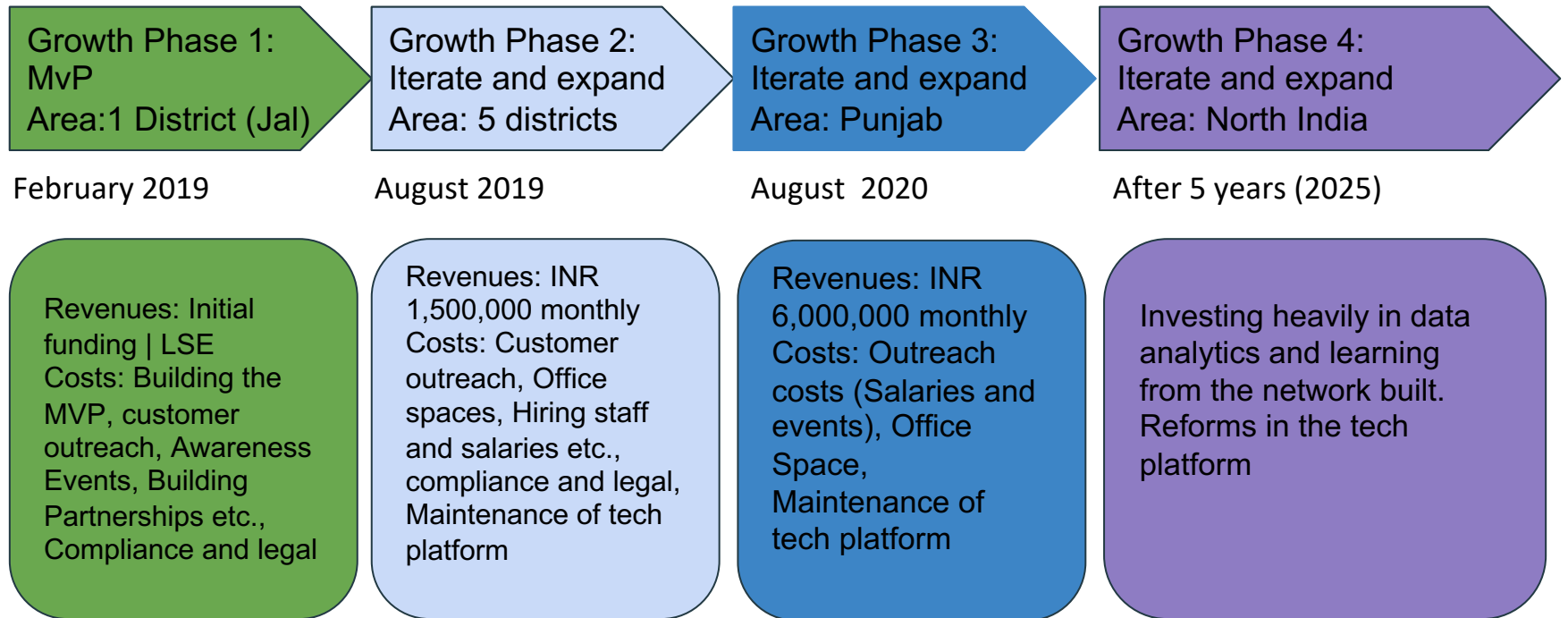
Short answer text

Our Progress



Backup

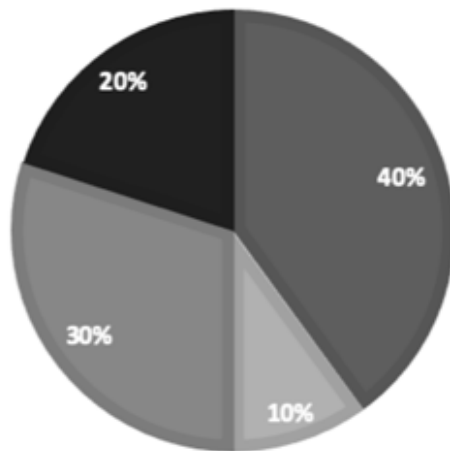
Financials



Startup Finances for the MVP

PROPORTIONAL USE OF OUR CAPITAL

■ Tech/Platform ■ Admin/Operational costs ■ Marketing ■ Legal/Compliance



Price: Our price for both contents & liability insurance (based on international peer to peer competition comparison): **INR 100/month.**

Risks and their Mitigation

Understanding the insurance market and its difficult regulatory environment.

Having a strong advisory team with experience in the P2P InsurTech industry.

Need for high initial investment and partnership with re-assurance company.

In beginning stages, partner with existing insurance company and offer to create the platform to digitize and improve their current offering.

Non acceptance of insurance among those who have never been insured.

More awareness about the need of insurance and successful use cases.

User Journey

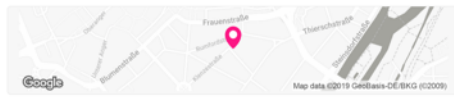
Hey! I'm Maya. I'll get you an awesome price in seconds. Ready to go?

FIRST NAME
Franziska

LAST NAME
Golenhofen

LET'S DO THIS

Great to meet you Franziska! What's your home address?



Map data ©2018 GeoBasis-DE/BKG (©2009)

STREET AND CITY
Klenzestraße, Munich, Germany

HOUSE
7

ZIP
80469

NEXT

How big is your home?

If you don't remember the exact size, an approximation is ok

SQUARE METERS
20

NEXT

Do you have any of the following in your home?

BURGLAR ALARM
☐

SECURITY CAMERA
☐

NEXT

Who else lives in your home?

IT'S JUST ME
☐

MY PARTNER
☐

PARTNER AND KIDS
☐

MY KIDS
☐

OTHER
☐

Got it. Have you filed any insurance claims in the past 3 years?

Select ▼

NEXT

Do you own any single item worth more than 5.000 €?

Things like bikes, cameras, jewelry, electronics and fashion items.

☐ YES

☐ NO

Alright! Let's get you a quote

DD MM YYYY

- ☐ I agree to receive updates and discount offers
- ☐ I agree to the [privacy policy](#) & [terms of service](#)

NEXT

Awesome. Let's verify your mobile phone number

We'll need this number to identify you if there's anything urgent with your policy

SEND

Your price is ready!

Personalizing Coverages

Evaluating Risk

Calculating Price

Preparing Your Quote

To finish setting up your account, download and login to the app

You'll need the Lemonade app to file claims, make policy changes, and get assistance from our team

TEXT ME A DOWNLOAD LINK

We'll text the link to 0170 1484220



Awesome. Let's verify your mobile phone number

We'll need this number to identify you if there's anything urgent with your policy

SEND

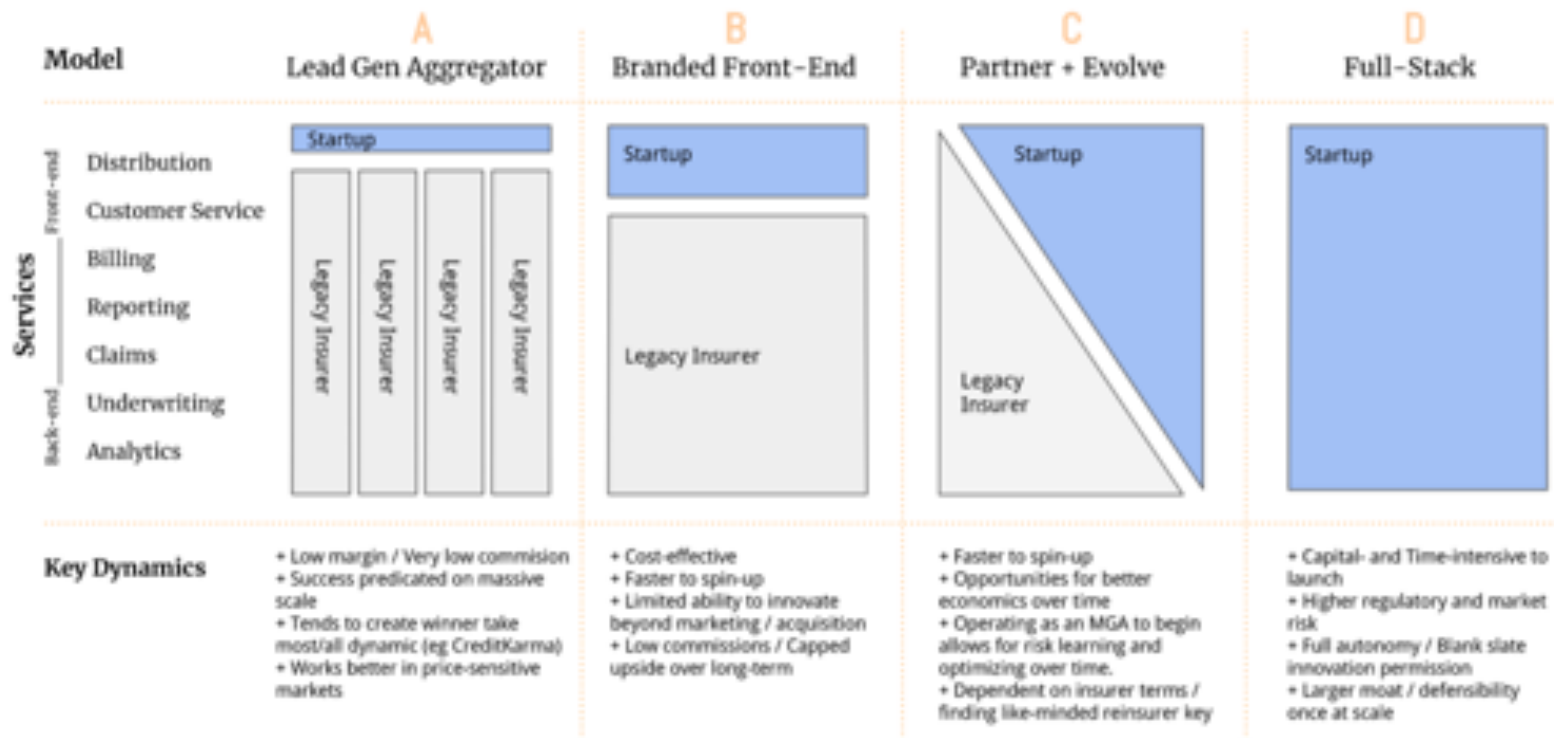
Franziska, here's your insurance quote

Klenzestraße 7, 80469 München



Start date: Today ▼

The legal/BM part



Source: Risk, 2017, Direct to consumer InsureTech

The two faces



BUSINESS MODEL



MGA vs. Full-stack insured:

“we’re gonna build on someone else’s”
(Managing General Agent / MGA) or

“we’re gonna get our own license”
(Full-Stack Insurer)

Control

None  Full

- + Products built in collaboration with risk carrier (involved in pricing & underwriting rules)
- + Focus on core activities - regulatory matters primarily handled by risk carrier
- + Short time to market with broader product portfolio
- Innovation and speed depending on commitment and capability of risk carrier



Product

Control

None  Full

- + Usually full control over customer facing activities
- + More or less visible role of risk carrier (as trust signal for customers)



Customer Relationship

Profit Share

None  Full

- + Capital efficiency - limited setup costs, quick monetization, lean team (leveraging risk carrier's resources)
- + Deeper penetration of customers' insurance wallet (through ability to offer broader range of products)
- Profit pool shared with risk carrier



Economics

Control

None  Full

- + Full control of insurance terms, pricing and underwriting
- Full responsibility for regulatory compliance
- Constrained by reinsurer's requirements

Control

None  Full

- + Full control over customer facing activities

Profit Share

None  Full

- + Access to full profit pool
- High setup costs and significant amount of trapped (regulatory) capital

What is covered and what not (tentative)

Reconstruction Costs

If damage is done to your home, insurance covers the cost to repair those covered damages.

Personal Property Damage

Lemonade also covers damage or destruction of any personal items.

Personal Property Theft

You'll be reimbursed if your personal property is stolen, and what's even more impressive is that items are covered regardless of where the item is.

Other Person Liability

Lemonade covers medical expenses and legal fees when another person is injured and you are held responsible. This also refers to injuries sustained on your property for which you are held liable.

Loss of Use

Finally, Lemonade will cover any living expenses you incur if forced to leave your home for covered reasons.