



 **JaSure**

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What is a platform



1. *Technology-enabled business model*

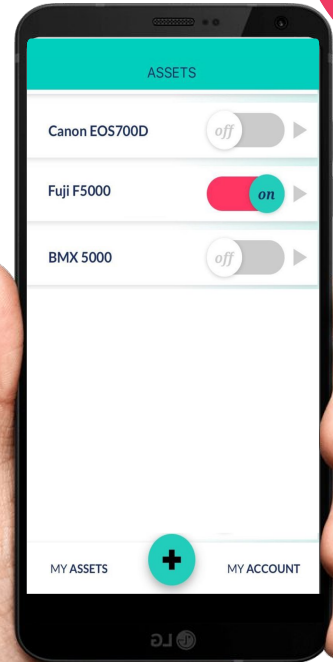
- Creates value by facilitating exchanges between 2 or more interdependent groups.

2. *Information sharing for collaboration*

- Often enable companies to share information to enhance collaboration or the innovation of new products & services.

3. *Network effects*

- Usually creating powerful network effects whereby the value increases as more members participate.



Properties of platforms

- ✓ Network effects
- ✓ Usually powered by a combo of cloud, automation, big data analytics & AI
- ✓ Usually served as SaaS via web, mobile & API
- ✓ Mass personalisation
- ✓ Market efficiencies driven by data & analytics (eg: dynamic pricing to match supply & demand)
- ✓ Trust brokerage
- ✓ Data monetisation via new services



Platform types

Marketplaces for a variety of goods and services.

Insurance monetisation through:

- *Add-on*
- *Embedded insurance*



Platform types

- Insurance marketplaces or aggregators
- Insurance 'management apps' (e.g. Coverhound)

The logo for Coverhound, featuring the word "COVERHOUND" in a blue, sans-serif, uppercase font, followed by a registered trademark symbol (®).

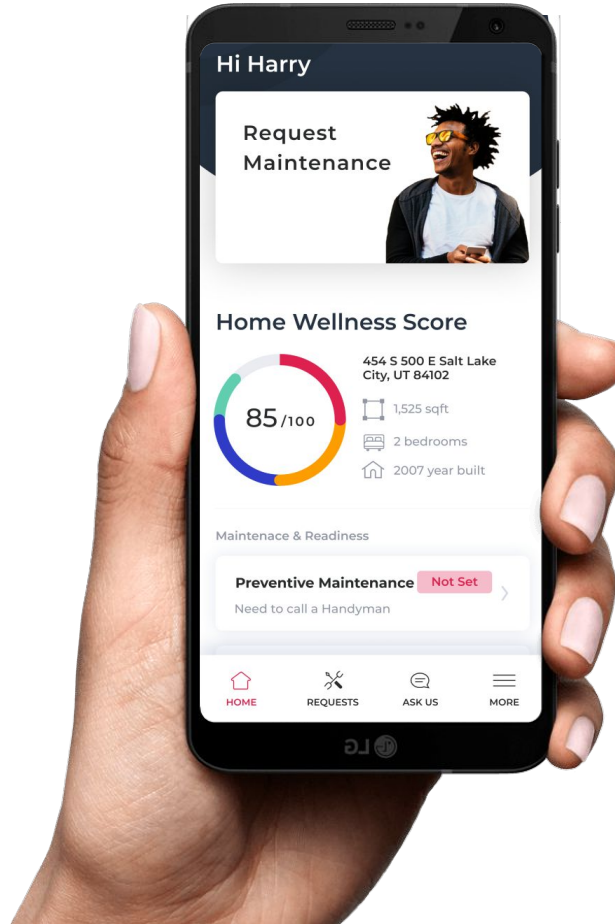
COVERHOUND®

The logo for The Zebra, featuring the word "THE" in a small, white, sans-serif, uppercase font, positioned above the word "zebra" in a large, white, serif font, with the 'z' being lowercase and the 'ebra' being lowercase.

THE
zebra

Platform types

- Primary digital service is sometimes offered to consumers at no or little cost with monetisation through insurers, examples include:
 - *Aerobotics*
 - *Dobby*



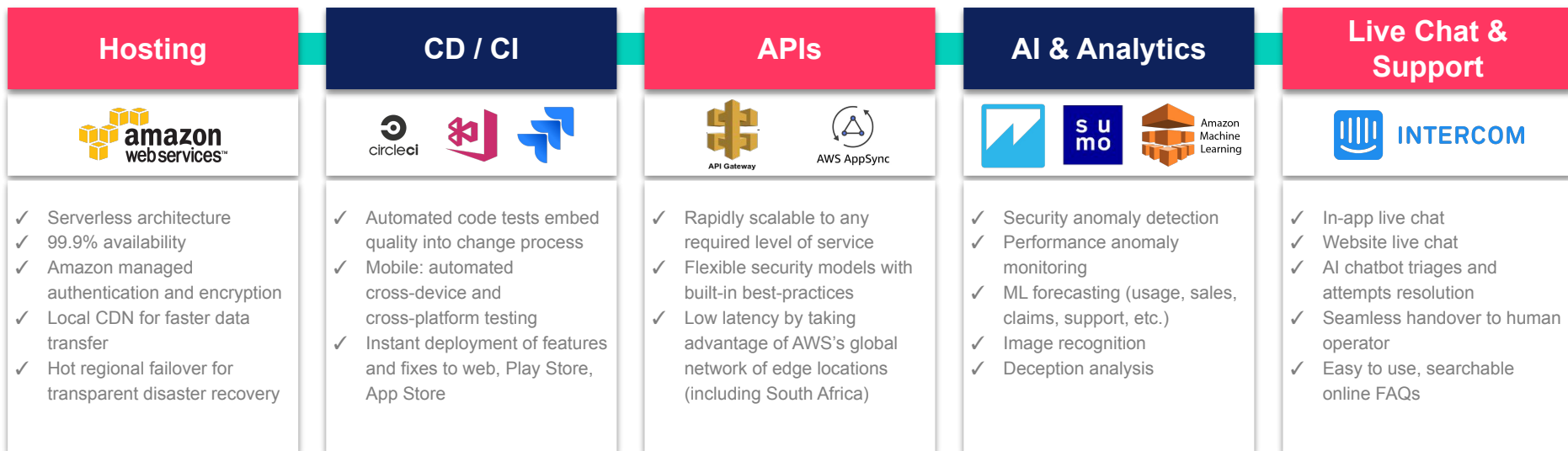
Platform types

- Direct connection of consumer to carrier, often automating large parts of traditional insurance lifecycle
 - e.g. JaSure



Platform types

- Also used to refer to how modern digital insurance solutions are assembled through the use of a collection of web-based solutions (JaSure slide)



Product Development

Episodic Rating

Quote, Bind & Issue

Episodic Collections

Claims

GL & Legacy PAS API

Reporting & Bordereaux

Credit Bureau Integrations

Opportunities



Provides scale for insurance companies



Extends reach of insurance to customers at the point where they are thinking about cover and where it provides a more natural context to have the insurance conversation



Personalisation using rich data drives adoption



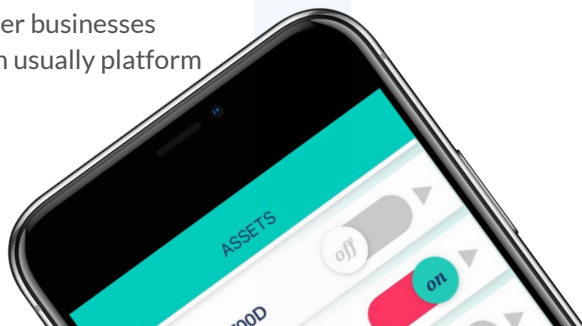
Embedding insurance in digital environment with quality customer experience improves uptake



Provides revenue opportunities for smaller businesses hooking into digital ecosystems (although usually platform takes lion's share)

& risks...

- Partnership required, which comes with challenges:
 - alignment of incentives
 - often creates unsavoury concentration risk for important functions like distribution
- Disintermediation
- Multi-homing





Thank You

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