



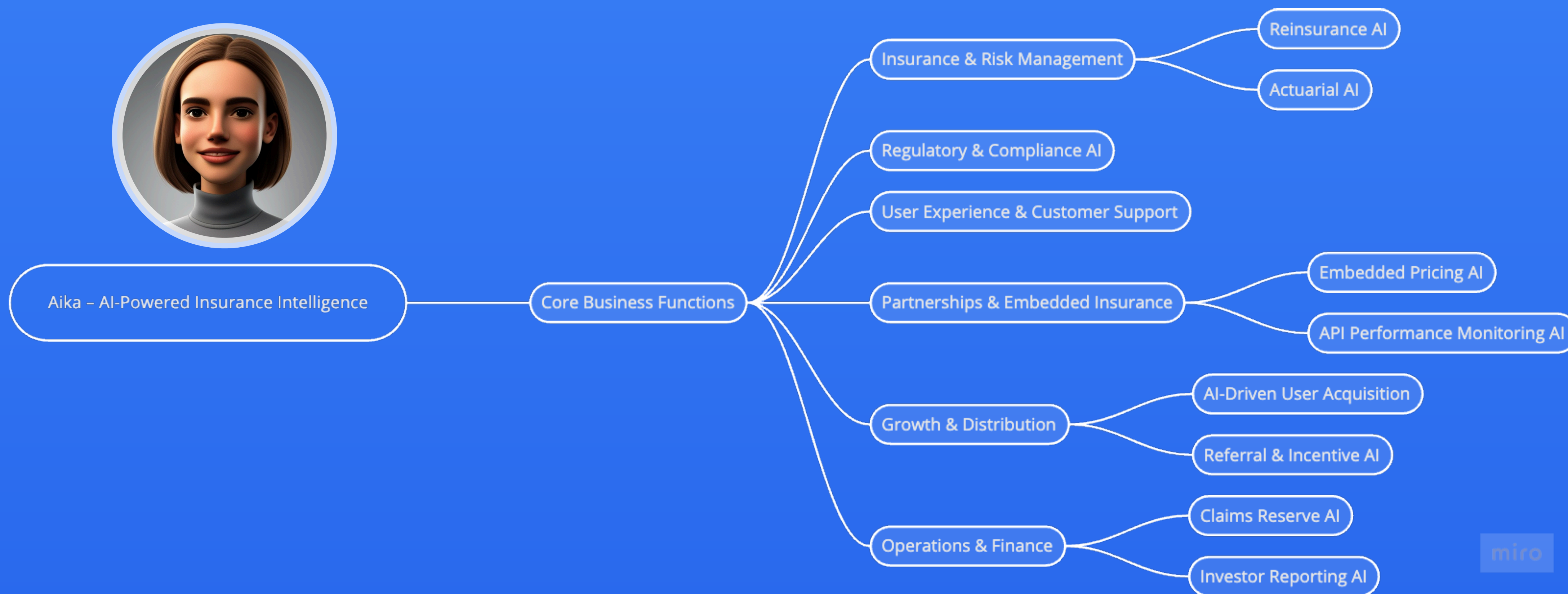
Real-time, Personalised Insurance

- Aiko provides **AI-powered, Real-time, personalised** insurance for hybrid workers.
- We blend personal and business coverage into a single, adaptive policy.
- **Example:** Meet Sarah, a freelance photographer.
 - She needs business liability coverage for client shoots.
 - Also needs home insurance for personal protection.
 - Traditional insurers force her to buy two separate policies.
 - Aiko blends both into one adaptive policy with dynamic pricing.

It's Been a Few Weeks

- Built an AI Co-Founder.
- Built AI risk engine prototype.
- Developed investor portal.
- Early exploration of gig platforms for embedded insurance partnerships.
- Refined fundraising strategy & financial model.

Meet Aika



miro



Manager AIs (Department Heads)

AI Models & Systems Manager



Core Business Functions Manager



Gig Platforms & Users Manager



Insights

- Traditional insurance is built for assets, not people.
- The biggest risk in insurance isn't accidents—it's income volatility.
- Insurance shouldn't just pay claims—it should prevent them.
- The future of insurance is embedded and invisible and automatic.

The Plan (w1 - w6)

- **Secure Aviva Data Access** – Integrate historical claims data for AI training.
- **Scale AI & ML Team** – Hire key engineers to refine risk models.
- **Develop Internal Underwriting & Claims Tools** – Build AI-powered decision-making infrastructure.
- **Prototype & User Testing** – Validate policy structure, pricing, and claims experience.
- **Deep Research & Model Benchmarking** – Compare Aiko's AI underwriting vs. traditional models.

The Plan (w7 - w12)

- **Refine Dynamic Pricing Model** – Adjust based on early user data and risk scoring.
- **Deploy AI-Driven Claims Automation** – Reduce processing time by 80%.
- **Stress-Test AI Models** – Run edge-case simulations to ensure underwriting accuracy.
- **Expand Embedded Insurance Discussions** – Secure 1+ platform partnerships.
- **Model Testing & Risk Validation** – Ensure AI-driven underwriting meets regulatory and actuarial standards.

The Plan

- **Will freelancers trust AI-driven insurance?** → Test with live policy adjustments.
- **Can embedded insurance drive adoption?** → A/B test opt-in vs. auto-enrolment.
- **Does AI underwriting reduce fraud?** → Compare AI vs. manual claims processing.
- **Can Aiko's AI outperform traditional risk models?** → Benchmark against Aviva datasets.
- **How resilient is our AI under stress?** → Simulate extreme claim scenarios.

Spin Out Conditions

Condition	Target Rationale
150+ engaged users testing policies	This ensures we have real-world validation of our AI underwriting and claims automation.
AI underwriting accuracy 20%+ better than traditional models	Benchmarked against Aviva datasets and actuarial models.
Claims processing time 80% faster than industry average	Industry average is 2-4 weeks; we aim for instant to 48-hour claims approvals, moving towards minutes and seconds.
Embedded insurance adoption rate of 30%+	Based on industry benchmarks for embedded fintech/insuretech adoption.
LTV of £500+ per policyholder	Based on average freelancer insurance spend and renewal rates.

Team

Role	Why It's Critical?	Timeline
ML/AI Lead (Potential Co-Founder)	Scaling AI underwriting, risk modeling, and automation.	ASAP
Actuarial Scientist	Ensuring regulatory compliance and AI-driven pricing accuracy.	ASAP
Marketing & Growth Lead	Driving customer acquisition, embedded partnerships, and brand awareness.	3-6 Months
Customer Support Lead	Handling claims, onboarding, and user experience.	6-12 Months

Future Fundraising

- **Target Raise: £1.75M** Pre-A
- **Timeline:** 6 months (Q3–Q1 2026)
- **Investor Focus:**
 - Strategic Insuretech & Fintech VCs (e.g., Anthemis, MTech Capital, Outward VC)
 - Corporate Insurance Partners (e.g., Aviva Ventures, AXA Venture Partners)
 - AI & Deep Tech Investors (e.g., Firstminute Capital, Entrepreneur First)

Future Fundraising

- **Target Raise:** £1.75M Pre-A
- **Timeline:** 6 months (Q3–Q1 2026)
- **Capital Deployment:**
- **AI & ML Talent Expansion** – Hiring underwriting & risk modelling engineers.
- **Regulatory & Compliance Readiness** – FCA approval & actuarial validation.
- **Product Development & User Testing** – Scaling AI underwriting & claims automation.
- **Embedded Insurance Partnerships** – Securing platform integrations.

aiko isn't just another insurer or AI platform, its:

Insurance that adapts in real-time based on user behaviour.

*aiko detects that James (Uber Eats driver) hasn't driven for 3 days
→ prompts him to pause his commercial auto coverage element.*

Seamless, automatic coverage via work platforms.

*aiko integrates with Fiverr, Upwork, Task Rabbit, Etsy
→ users get instant coverage when they start a gig.*

Proactive risk management (to lower risk).

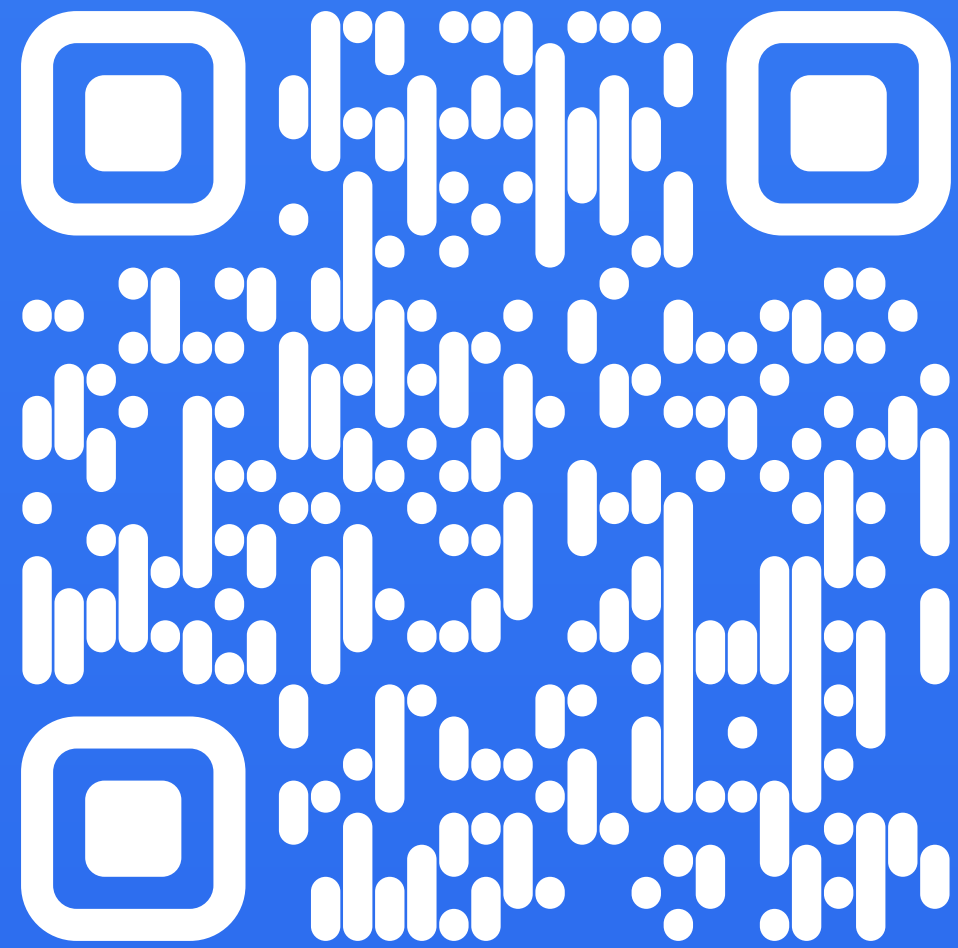
*Freelancers get AI-driven contract risk analysis
→ flags bad clauses.*

Always-on learning (to increase precision).

aiko constantly learns from its customers

→ adapts its underwriting and how claims are processed.

Chat with Aika



<https://investors.aiko.insure>

Email: tiaan@aiko.invest
Password: Aika!

Additional Information

What we learned (Musician Edition)

- **The Biggest Risk for Gig Workers Isn't What We Thought**
 - **Initial Assumption:** Gig workers primarily need coverage for accidents, liability, and asset protection.
 - **What We Learned:** Their biggest financial risk is income volatility—not knowing when their next pay check is coming.
- We're exploring income protection add-ons that dynamically adjust based on earnings patterns.
- Our AI will track income stability and could offer premium flexibility during low-income periods.
- Embedded insurance in gig platforms can auto-adjust coverage based on work activity.

What we learned (Musician Edition)

- **Trust in AI-Driven Insurance is a Barrier—But It Can Be Overcome**
 - **Initial Assumption:** Users would immediately trust AI-driven underwriting if it meant lower premiums.
 - **What We Learned:** Many gig workers are skeptical of AI making financial decisions—they want transparency and control.
- We're making Aika explainable so users can see why their premium changes, or why they've been quoted a certain amount.
- We'll test human-in-the-loop models for claims — AI automates 90%, but users can escalate to a human if needed.
- We're focusing on trust-building features like instant payouts for low-risk claims and real-time policy adjustments.

CAC:LTV Validation

Channel	Estimated CAC	Why?
Embedded Insurance	£20-£50	Auto-enrollment via platforms drastically reduces acquisition costs.
Direct Acquisition	£80-£150	Paid marketing (Google, Meta, LinkedIn) is more expensive but builds brand equity.
Blended CAC Target	<£50	Weighted average across both channels.

LTV Calculation

Metric	Assumption
Avg. Policy Premium	£200-£400/year
Avg. Policy Duration	2-3 years
LTV Target	£500+ per policyholder