



my INSURE

---

THE INSURANCE PLATFORM

# KEY CHALLENGES : FACING INSURANCE



CLAIMS  
FRAUD



UNDERINFORMED  
PUBLIC



TIME CONSUMING  
PROCESSES



PREMIUM RATE  
UNDERCUTTING



PREMIUM COLLECTION  
DELAYS & NON COMPLIANCE



CUSTOMER  
RETENTION

# THE IDEA

Provide information clients need to make informed decisions, feel safe & live healthier lives.



Provide Insurers with better platforms to deliver critical services at cheaper pricepoints & get better returns on investments.

# HOW WILL IT WORK

---

01

ONE PLATFORM

ALL AFRICAN  
INSURANCE

---

---

02

INTEGRATED  
WORKFLOWS

PROCESSES  
DOCUMENTED

---

---

03

HAPPY  
CUSTOMERS

CUSTOMER  
EXPERIENCE

---

---

04

ENCRYPTION  
CLOUD

SECURE  
TRANSACTIONS

---

---

Best in class Developers, Designers, Insurance and Financial Analysts

---



**DISRUPTION®**

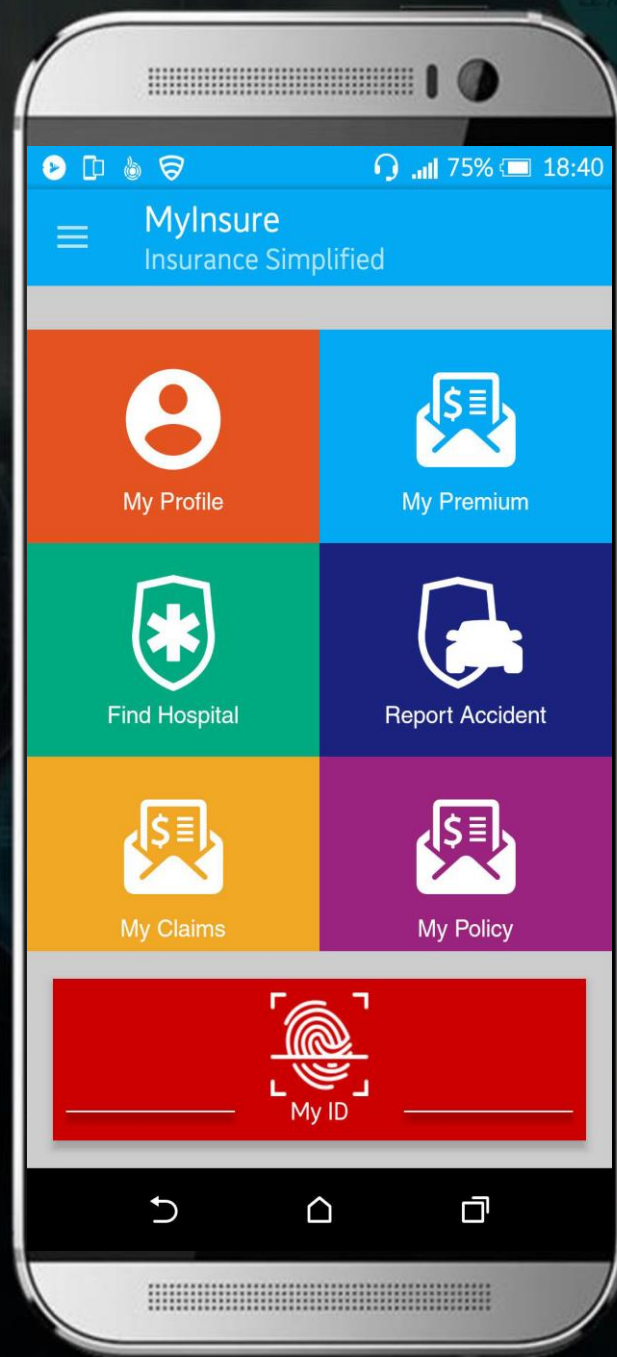
**INSURANCE ■ ARE YOU READY**



# SIMPLE MOBILE APP



TOTAL RESPONDENTS



TOTAL RESPONDENTS

OTHER

22%

13%

FAMILY

## TRAVEL INSURANCE

Travel Insurance

Insure Your Trip  
It's a big world out there, go explore.

Departure Point \_\_\_\_\_ Destination \_\_\_\_\_

Departure Date \_\_\_\_\_ Return Date \_\_\_\_\_

Travel Mode ☐ 1

Trip Duration (Days)  
1

VIEW RATES

Travel Insurance Quote

We found packages that fit you

**AAR Insurance**  
Insurance Provider: AAR  
Travel Plan: Gold  
Limit (USD): 25,000.00  
BASIC PREMIUM(KES): 5,150.00  
VIEW

**AAR Insurance**  
Insurance Provider: AAR  
Travel Plan: Silver  
Limit (USD): 15,000.00  
BASIC PREMIUM(KES): 4,635.00  
VIEW

**AAR Insurance**  
Insurance Provider: AAR  
Travel Plan: Bronze

Review and Purchase

Review your choice and value adds provided

**AAR Insurance**  
Insurer: AAR  
Plan: Gold  
Limit: KES 2575000.0  
Basic Premium: KES 5,150.00

**Benefits Overview**  
Personal Accident: \$25000  
Emergency Medical Expense: \$100000  
Cancellation/Curtailment: \$1000  
Delay of baggage: \$50 per...

**Receipt**  
Basic Premium: KES 5,150.00  
Training Levy: KES 10.30  
PHCF: KES 12.88  
Stamp Duty: KES 40.0  
Annual Premium: KES 5,213.18

Done!

SAVE CONTINUE

MyInsure

TRAVELLERS BENEFICIARIES QUESTIONNAIRE

Self Age 28 Yrs Gender Male

Age 21 Yrs Gender Female

Child Age 1 Yrs Gender Male

Add Spouse +

Add Child +

X



TOTAL RESPONDENTS

OTHER

22%

18%

15%

## MOTOR INSURANCE

Motor Private Insurance  
Vehicle Details

Year of Manufacture  
2017

Vehicle use ☒ Private ☐ Commercial

Has the vehicle been valued ☒ Yes ☐ No

Estimated vehicle Value(KES)  
2,000,000

When to start insurance  
23-10-2017

VIEW RATES

Review and Purchase

Review your choice and value adds provided

**AMACO**  
AFRICA MERCHANT  
ASSURANCE CO. LTD.

Insurer  
AMACO INSURANCE

Type  
Private

Annual Basic Premium  
KES 80,000.00

Sum Insured  
KES 2000000

**Benefits Overview**

|                     |       |
|---------------------|-------|
| Riot & Strike       | FREE  |
| No Blame, No Excess | FREE  |
| Windscreen          | 30000 |
| Music System        | 30000 |

**Optional Benefits**

|                                |           |                          |
|--------------------------------|-----------|--------------------------|
| Political Violence & terrorism | 50,000.00 | <input type="checkbox"/> |
| Excess Protector               | 50,000.00 | <input type="checkbox"/> |
| Courtesy Car                   | 3000      | <input type="checkbox"/> |

**Receipt**

|               |               |
|---------------|---------------|
| Basic Premium | KES 80,000.00 |
| Training Levy | KES 160.00    |
| PHCF          | KES 200.00    |
| Stamp Duty    | KES 40.0      |

**Annual Premium** KES 80,400.00

Review and Purchase

**AMACO**  
AFRICA MERCHANT  
ASSURANCE CO. LTD.

Insurer  
AMACO INSURANCE

Type  
Private

Annual Basic Premium  
KES 80,000.00

Sum Insured  
KES 2000000

**Benefits Overview**

|                     |       |
|---------------------|-------|
| Riot & Strike       | FREE  |
| No Blame, No Excess | FREE  |
| Windscreen          | 30000 |
| Music System        | 30000 |

**Optional Benefits**

|                                |           |                                     |
|--------------------------------|-----------|-------------------------------------|
| Political Violence & terrorism | 50,000.00 | <input checked="" type="checkbox"/> |
| Excess Protector               | 50,000.00 | <input checked="" type="checkbox"/> |
| Courtesy Car                   | 3000      | <input checked="" type="checkbox"/> |

**Receipt**

|               |               |
|---------------|---------------|
| Basic Premium | KES 80,000.00 |
| Training Levy | KES 160.00    |
| PHCF          | KES 200.00    |
| Stamp Duty    | KES 40.0      |

**Annual Premium** KES 183,400.00

SAVE AND CONTINUE

Insurance Quote

Make

Model

Body type

Engine/ Chassis No

Cubic Capacity

Seating Capacity

Date purchased

SAVE AND CONTINUE

TOTAL RESPONDENTS

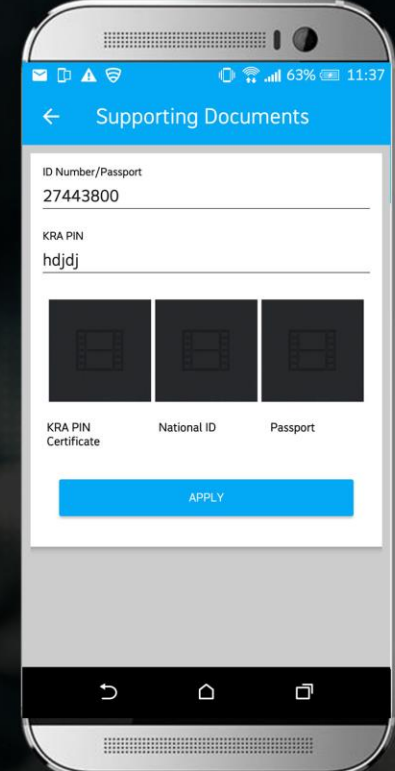
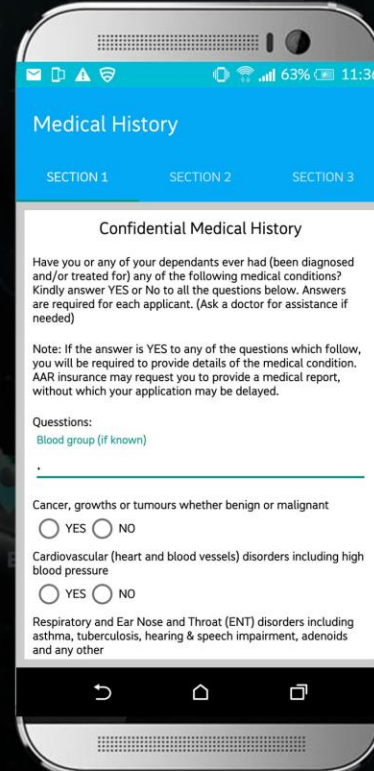
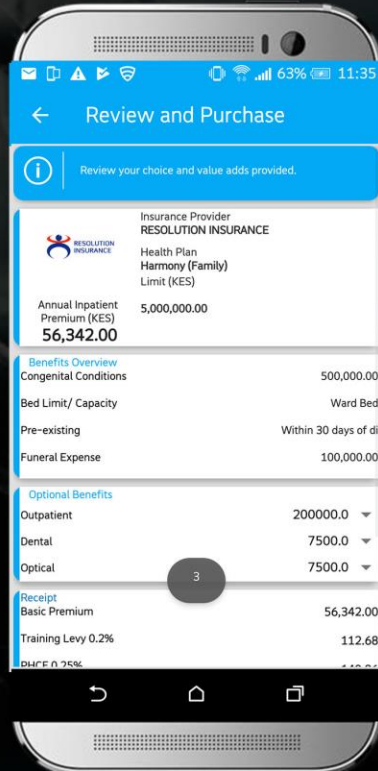
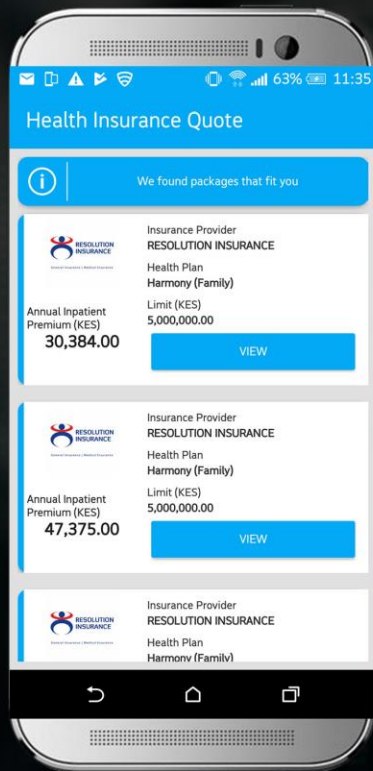
OTHER

22%

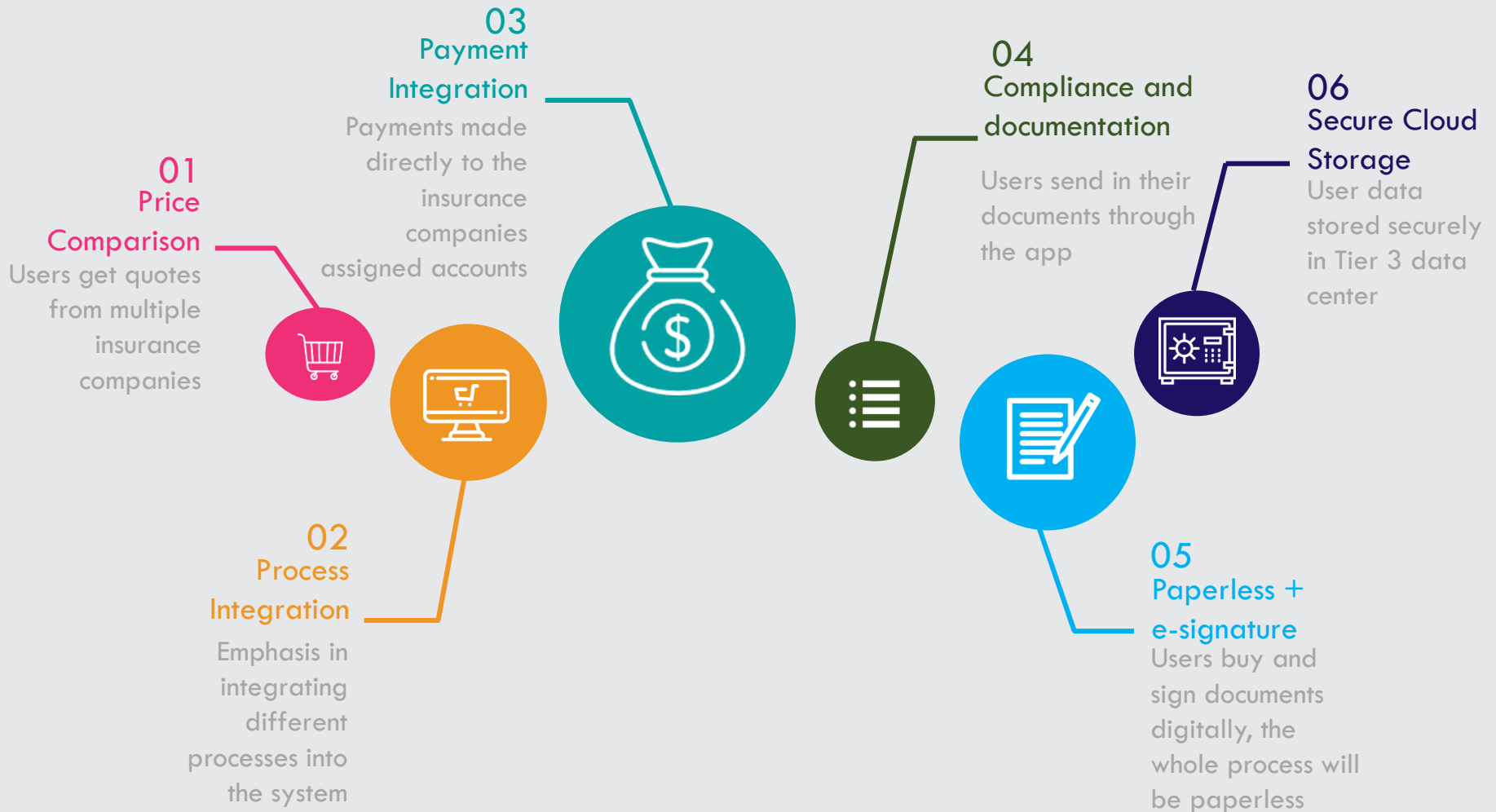
19%

FAMILY

## HEALTH INSURANCE



# MYINSURE GET A QUOTE CYCLE



# MYINSURE POLICY MANAGEMENT CYCLE



## My Policy

1

### Policy Management

Users manage their own insurance policies



## Find Hospital

2

### Hospital location

Locate hospitals closest to you by insurance provider



## My Premium

3

### Premium Payment

Premiums are paid directly to insurance companies



## Report Accident

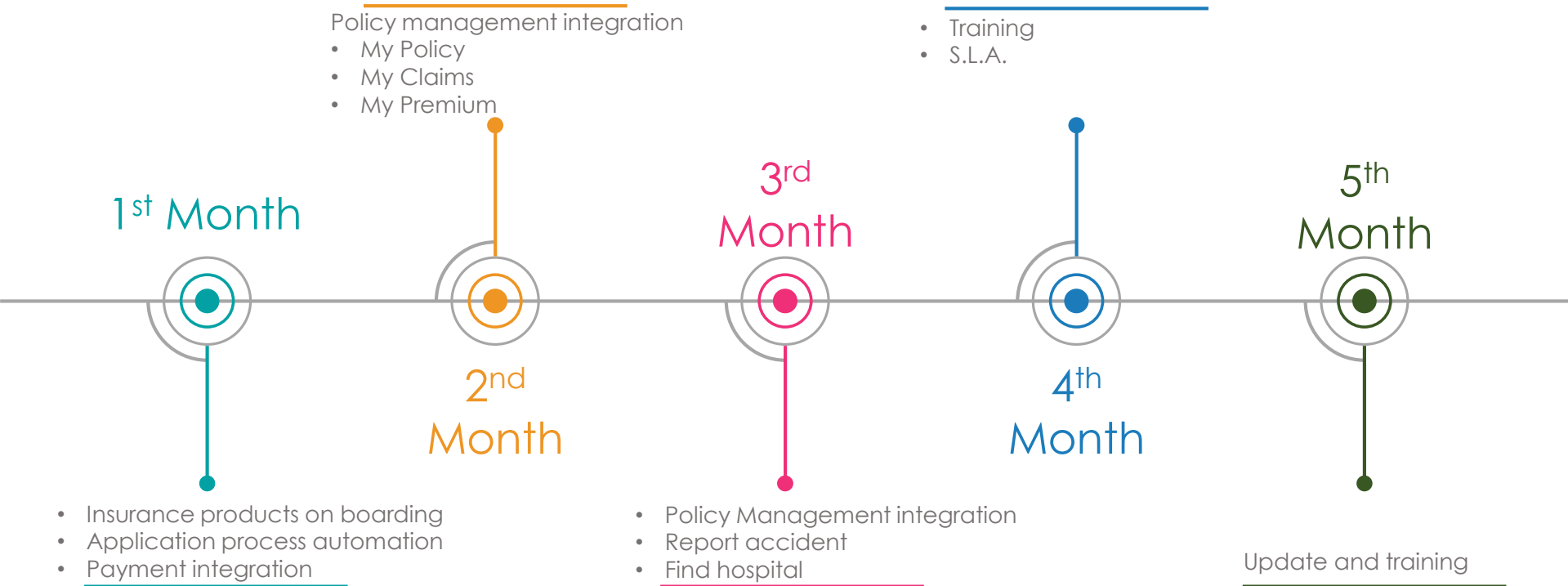
4

### Accident Reporting

Report accidents as they occur on real time basis



# MYINSURE PROJECT TIMELINE





# DASHBOARD



TOTAL RESPONDENTS

OTHER

22%

19%

59%

# LANDING PAGE

MyInsure



JUSTIN ONDENG

+ MyProfile



Logout

Dashboard

Policies and Products

All Users

Add Travel

Add Health

Add S.P.A

Add Hospital

Reported Accidents

Motor Insurance

Family Shared

Add Notification



1050000

Total Insured People



200

Total Policy Products



1200

All Settled Claims



followers 5,447



followers 30,042



followers 100,111



followers 1,560

## MAIN CONTENT NAVIGATION



Purchased Policies



All Users



All Products



Add Travel



Add Health



Add S.P.A



Add Hospital



Report Accident



% of people insured by different Companies



AAR 93%

RESOLUTION 76%

AMACO 72%

MADISON 66%

BRITAM 56%

INVESCO 50%

KENINDIA 45%

AIG 35%

UAP 30%

TOTAL RESPONDENTS

OTHER

22%

19%

15%

# PROFILE PAGE

MyInsure



JUSTIN ONDENG

+ MyProfile



Logout

My Profile : view, edit & update profile

Dashboard / My Profile

Dashboard

Policies and Products

All Users

Add Travel

Add Health

Add S.P.A

Add Hospital

Reported Accidents

Motor Insurance

Family Shared

Add Notification



Justin Ondenga

788543243

ondenga@gmail.com

User Position: Clerk

Privilege: Admin

Online Members



Rube Ertu

Edit Profile

## Basic Information

First Name

Justin

Second Name

Ondenga

Phone Number

788543243

Email Address

ondenga@gmail.com

Update Account Information

Change Profile Picture

TOTAL RESPONDENTS

OTHER

22%

19%

15%

## REPORT ACCIDENT

MyInsure

Logout



JUSTIN ONDENG

+ MyProfile

Reported Accidents : a list of all accident reported

Dashboard / Reported accidents

Sorting

Total Database Entries : 7

Search Name



- » Accident Date
  - Today
  - This Week
  - Last Week
  - Last Month
  - 2 Months Ago
  - 3 Months Ago

## User Details



Obura Ochieng

28547401

254712797971

kephakev@gmail.com

## Accident Scene Photos



## Accident Details

Accident Ref: 23XCHJ

Below is the accident report Accident Type :  
Break Down Driver Policy Number : Driver  
Mobile No. : 254712797971 Date and Time :  
17-08-2017 at 01:22 PM Location : null  
Driver Involved : nothing much goat Witness  
Record : John Ahmad Police Record : popo  
Car Number Plate : KBA123 Car Color :  
GREEN

TOTAL RESPONDENTS

OTHER

22%

19%

10%

# POLICIES & PRODUCTS

MyInsure



JUSTIN ONDENG

+ MyProfile

Dashboard

Policies and Products

All Users

Add Travel

Add Health

Add S.P.A

Add Hospital

Reported Accidents

Motor Insurance

Family Shared

Add Notification



Logout

\$ Policies & Products : all cover products and policies

Dashboard / Policies & Products



163609

Motor Cover Purchases



98165

Health Cover Purchases



70118

Life Cover Purchases



135562

Travel Cover Purchases

## PRODUCT VIEW

### CATEGORIES



Inpatient (62)

INPATIENT +



Outpatient (15)

OUTPATIENT +



Optical (1)

OPTICAL +



Dental (1)

DENTAL +

TRAVEL +





# VALUE PROPOSITION

# WHAT ARE THE BENEFITS TO INSUREE



---

01

ONE PLATFORM

CONVERGED  
POLICIES

---

---

02

COMPARE  
QUOTES

CHOOSE BEST  
COVER

---

---

03

CLAIMS  
MANAGEMENT

VIEW HISTORY  
& LOG CLAIMS

---

---

04

SECURE & EASY  
PREMIUM PAYMENT

MPESA. PAYPAL  
AUTO REMINDERS

---



# INSURANCE COMPANY BENEFITS



---

01

AWARENESS  
CREATION

---

02

CLAIMS REPORTING  
SIMPLIFIED

---

03

FRAUD  
REDUCTION

---

04

REAL TIME  
ANALYTICS

---

05

ACTUARIES  
DASHBOARD

---

06

ON TIME  
PREMIUM PAYED

---

07

MARKET  
SEGMENTATION

---

08

BETTER CUSTOMER  
SERVICE

---

# WHY ARE WE BETTER

| WHAT WE OFFER | Aggregation | Policy management | Digital id | Partner dashboard | Process automation | Mobile application |
|---------------|-------------|-------------------|------------|-------------------|--------------------|--------------------|
| MYINSURE      | ✓           | ✓                 | ✓          | ✓                 | ✓                  | ✓                  |
| OTHER PLAYERS | ✓           | ✗                 | ✗          | ✗                 | ✗                  | ✗                  |

# MYINSURE PRICING PLAN

|                         | 1 MYINSURE                                      | 2 WHITE LABEL                 |
|-------------------------|-------------------------------------------------|-------------------------------|
| Integration Fee         | \$ 10,000 One Time Fee                          | \$ 20,000 Per Module Per Year |
| Policy Management       | \$ 5 per User Per Policy Per Year               | No                            |
| New Business Commission | Industry rate commission for class of insurance | No                            |

# — THE TEAM —

---

muriithi  
JOANN

GM

---

---

kioko  
MARTIN

COO

---

---

kioko  
KENNEDY

CEO

---

---

tuva  
CAESAR

CTO

---

---

mutiso  
THOMSON

CFO

---

---

muthoni  
MERCY

HR PARTNER

---

---

makau  
TONY

BUSINESS ANALYST  
& STRATEGIST

---

---

gakii  
SHERIE

PROJECT MONITORING

---

---

ngarachu  
MEGANNE

CORPORATE LAWYER

---

---

sifuna  
BENSON

FINANCIAL ADVISOR

---

---

obura  
KEVIN

LEAD DEVELOPER

---

---

munene  
ANTHONY

DATA SECURITY  
& WEB PLATFORM

---

---

irungu  
CHRIS

IP LAWYER

---

---

omoro  
NELSON

WEB DEVELOPER

---





[www.myinsure.africa](http://www.myinsure.africa)