Forestify
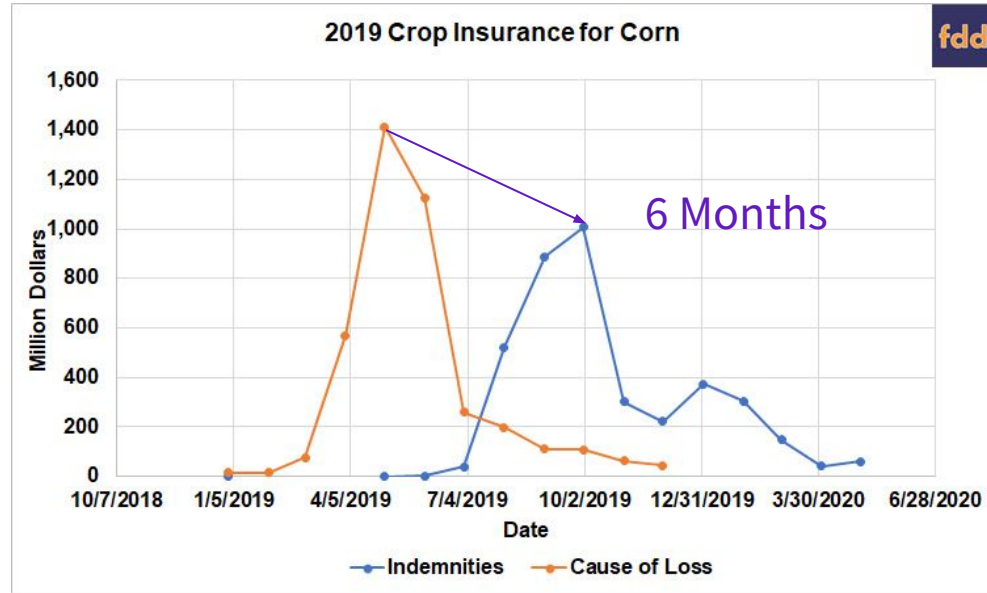
We help farmers recover quickly when weather ruins their crops
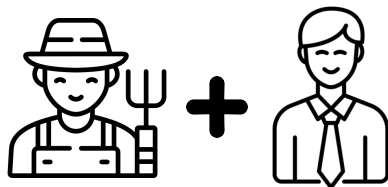
Long payout period in traditional insurance

2019 Crop Insurance for Corn

6 Months

Indemnities — Cause of Loss

Current Solution: Parametric Insurance

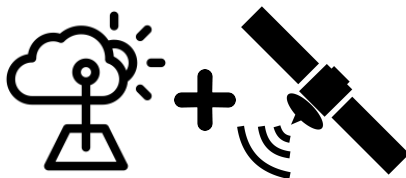| Define	Monitor	Payout

Define

Choosing a set of metrics correlated to agricultural risks.

Monitor

Trigger mechanism defines when the insurance is to payout

Payout

After the risk period a triggered pay-out is calculated immediately

Advantages

- Transparency
- Fast payment

Challenges

- Data availability
- Data collection and processing
- Data reliability

Top Crop Insurers in the US

No parametric insurance solution

GREAT AMERICAN®
INSURANCE GROUP

Farmers Mutual Hail
Insurance Company of Iowa

QBE

No parametric insurance solution for agriculture

ZURICH®

AIG®

TOKIO MARINE AMERICA

CHUBB®

Existing parametric insurance solution for agriculture

SOMPO

AXA

FAIRFAX
FINANCIAL HOLDINGS LIMITED

Our goal

Parametric insurance solution for agriculture

Value Proposition

Define	Monitor	Payout

Define

Choosing a set of metrics correlated to agricultural risks.
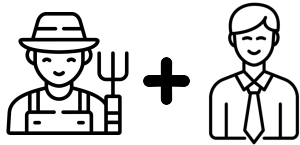
Leverage climate and yield models to automate metric selection and pricing

Monitor

Trigger mechanism defines when the insurance is to payout

Collect and monitor data for reliable threshold detection

Payout

After the risk period a triggered pay-out is calculated immediately

Competitors

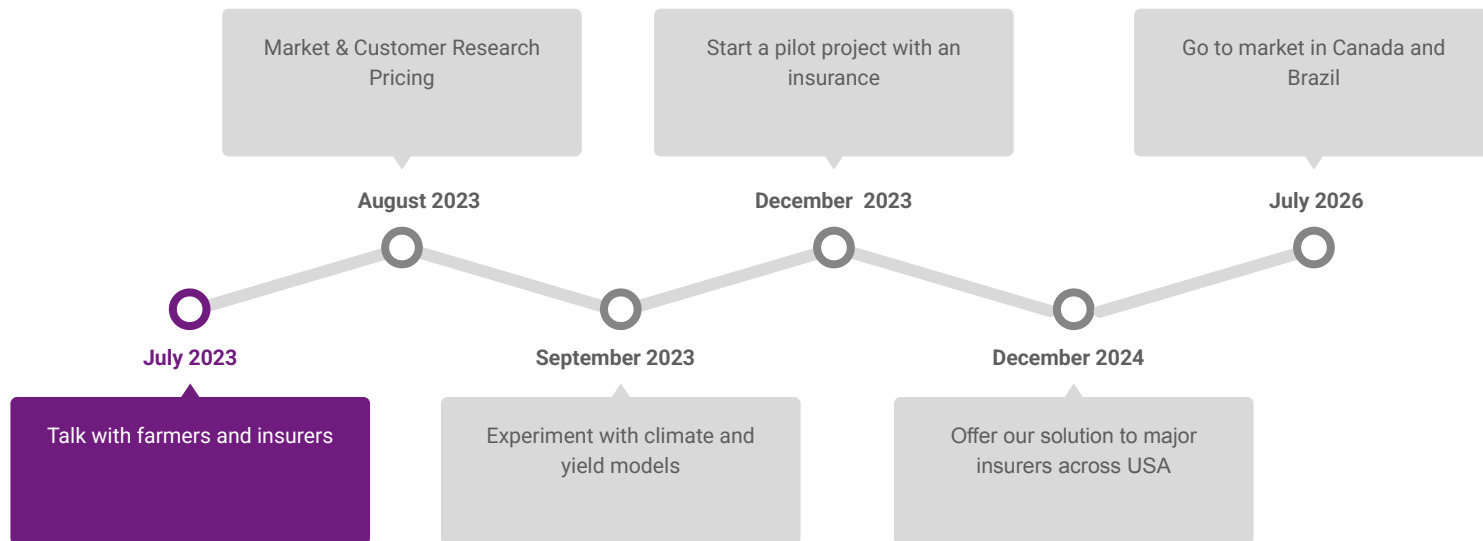| Company	Focus on agriculture	Threshold monitoring	Metric choice & pricing
Celsius Pro	✔	X	✔
Verisk	X	✔	✔
Forestify	✔	✔	✔

Business Model

What we provide

Annual Subscription

- Metric and threshold selection and Pricing
- Monitoring

What we charge

- Number of Metrics used
- Type(s) of crop(s)
- Number of acres covered

Timeline Overview

Market & Customer Research Pricing

Start a pilot project with an insurance

Go to market in Canada and Brazil

August 2023

December 2023

July 2026

July 2023

September 2023

December 2024

Talk with farmers and insurers

Experiment with climate and yield models

Offer our solution to major insurers across USA

Team

Ismail

Robotics Engineering student, with experience in:

- Sensors + Data analysis
- Computer vision
- Machine Learning

Kenza

Systems Biology student with experience in:

- Agronomic field
- Bioinformatics
- Ecology studies

Rebeca

Political Science and Business student with experience in:

- Start-ups
- Social entrepreneurship
- Marketing

Thank you!