

Downtime Insurance for Digital Businesses

Need & Market Opportunity

Businesses heavily rely on their cloud service provider or online platform*, but even the best service providers experience unexpected downtime.

For Amazon alone, a single hour of downtime corresponds to an average of \$110 revenue loss for every single seller, and there are over 5 million sellers on Amazon. That's over \$560 million lost in a single hour.

In May 2018, AWS experienced 30 minutes of downtime, this event caused financial damage of billions of dollars.

Product & Technology

We provide **downtime insurance**, by offering instant financial compensation when the platform* a digital business relies on is down.

There is no need to file a claim (parametric insurance), and the payment is transferred instantly to the customer, based on the average revenue lost during the downtime.

We use a third-party downtime detection service to allow for complete transparency.

*AWS, Azure, Amazon, eBay, Shopify, Wix and more.

Business Model

By partnering with a reinsurance or insurance carrier, we'll sell downtime insurance policies to digital businesses.

Competition & Differentiation

Our direct competitors are companies that provide downtime compensation such as digital currency (Ex. Stacktical) or streaming hours (Ex. Twitch compensating e-gamers).

Our indirect competitors are companies that provide cyber-attack insurance, or reinsurance and insurance carriers that have the potential to build policies in-house.

Unlike our competition, we compensate for lost revenue by providing an **instant payment**.

Go To Market

We will partner with a reinsurance or insurance carrier for regulation purposes, and distribute our product as follows: selling our policies directly to the end user (digital business owners), and through the platforms that digital businesses rely on (embedded policies).

Current Status

We are analyzing the data for actuarial calculations and have started conversations with potential partners.

Team

We are a team of 3 entrepreneurs with a background in computer science, data science, economics, and sustainability. Our team members have individually founded two companies and have been team leads in startups in the US and in Israel.