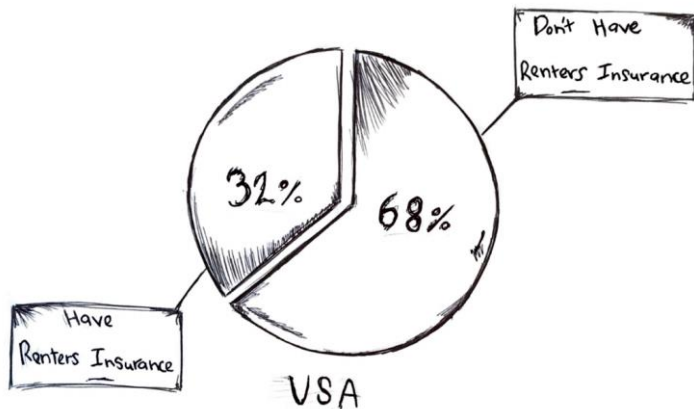# Insurance for the THINGS that matter.

We not only prevent damage, theft, and loss, but also protect your things in a way that is customized to your daily life, so you don't overpay.

PROBLEM

The things that young adults value today have changed, they are no longer stamp album collections or silver cutlery, but instead their laptop, phone, sunglasses, bike, etc.

The common way to insure these items today is through renters insurance, but 68% of renters don't have renters insurance, and 72% of those are millennials. They have no easy way to insure the few valuable belongings that they care about.

SOLUTION: INSURANCE FOR THINGS

Designed for millennials that leave their house with their tech and gear that is currently uninsured.

Using machine learning, automated syncing, and AI capabilities, we help you not only prevent damage, theft, and loss, but also turn on your insurance only when it is needed.

How?

Proactive:
1. Providing external protective accessories for your items
2. Offering real-time solutions for areas with a high risk for theft.

Automated:
Sometimes your items are at a very low risk, so we let you define when you'd like your items to be covered, based on location, weather, your calendar, and more.

COMPETITION

Our direct competition includes digitized pay-by-minute insurance, and our indirect competition includes extended renters insurance, extended warranties, and credit cards that include cell phone insurance.

We differentiate ourselves by using technology to provide insurance in a way that is proactive and automated.

CURRENT STATUS

Regulations and licenses differ in every state and country so we're speaking to lawyers and insurance experts from around the world in order to find the best point of penetration.

BIZ MODEL

As an insurance provider (partnering with an insurance company), our first revenue model will be based on commission from the insurance policies we sell.

In addition, we also plan on collaborating with product suppliers. This will provide value both to our customers who need to replace stolen or damaged products, and to our partners by offering leads.

WHO WE ARE

We are a team of 3 entrepreneurs with a background in computer science, data science, economics, and sustainability. Individually our team members have founded two companies and have been team leads in startups in Israel and in California's Bay Area.
And most importantly, this is a personal pain for us, and one that we are committed to solve.

Get in touch with us: insuranceforthings@gmail.com

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