

# Insurance for the THINGS that **matter**.

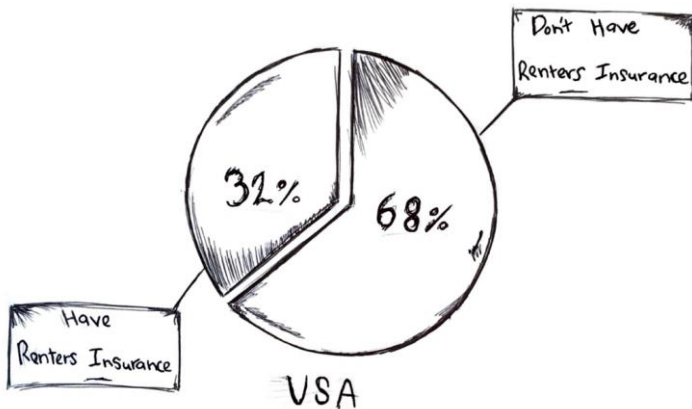
We protect your things in a way that not only prevents damage, theft, and loss but is also customized to your daily life, so you don't overpay.



## PROBLEM

The things that young adults value 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 AI capabilities and automated syncing, 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 to lower the risk of damage for your items
2. Offering real-time solutions for areas with a high risk of 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 on-demand 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

After conducting personal interviews and consulting with lawyers and insurance regulation experts, we're preparing to launch an MVP in order to validate our market fit in the US.

## 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 new leads and upselling.

## WHO WE ARE

We are a team of 3 young 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 Israel and in the US. Most importantly, this is a personal pain for us, and one that we are committed to solve.

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