YU'SURE

EMPOWERED INSURANCE

THIS IS THE PROBLEM

Image Credits:
Zimbabwe Graduates Share Heartbreaking Stories (Image Credit: Twitter/Pride Ngonie)

THIS IS THE PROBLEM

Every year more than 30 000 Zimbabwe's Graduate from our local universities

But with formal unemployment sitting at as much as 80%, many are left to become informal workers and street vendors.

A survey by Vendors Initiative for Social and Economic Transformation in a weekly newspaper know as The Independent on 3 June 2016 reported that of the graduates who were doing vending, 15% had post graduate qualifications while 75% of them had never been employed.
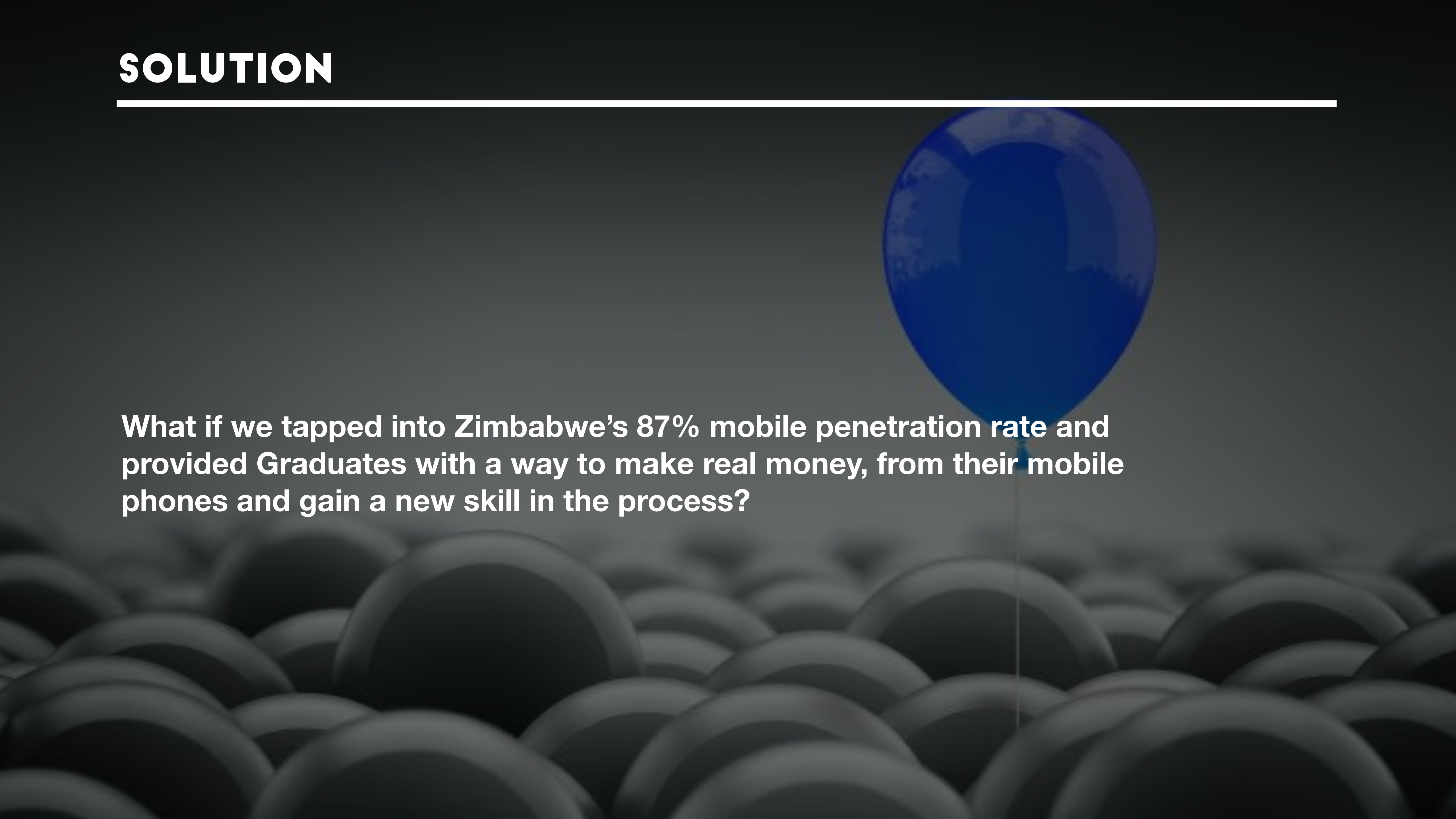
IMAGINE ALL THOSE HOURS OF STUDY TO LIVE ON THE STREET

SOLUTION

What if we tapped into Zimbabwe's 87% mobile penetration rate and provided Graduates with a way to make real money, from their mobile phones and gain a new skill in the process?

SOLUTION

OUR PLATFORM HAS THE FOLLOWING CORE FUNCTIONALITY:

Graduates are able to register on the platform and gain access to all of the required content to pass their COP exam. The platform will allow the following:
- Student registration and fee payment
- Course content on a data friendly app that does not require internet connectivity
- Forums for students to interact and discus course related topics
- Tests, quizzes and interactive examples to aid in learning
- Multi language support

The insurer will have a platform to allow them to administer, track and monitor clients brought on by the agents. The platform will allow the following:
- Dashboard showing important information about the clients brought in by agents
- Revenue tracker
- Expense tracker to assist them in calculating commission fees with automated billing
- Reporting to filter customers by various metrics that have been gathered at customer registration (age, gender, etc).
- Availability to upload new documents to ensure agents have the latest versions

After passing their COP exam, students will now become qualified **Agents**. The agent platform allows for:
- Access to a database of all registered insurers along with their policies and plans
- Search functionality to allow them to find the best plans for any given scenario
- Access to the latest documents, brochures etc. that can be sent through the application or downloaded
- Customer management system to:
o Easily onboard clients
o Send automated or manual payment notices to clients
o View customer profiles and the plans that they belong to
o Track revenue from received commissions

MARKET VALIDATION

18

No. Of Short-term Insurers

24000

No. Of Unemployed Graduates per year

634.94%

Y-oY Industry Growth 2019 to 2020

PRICING MODEL

1. Graduates pay $30 (as opposed to the prescribed $60) in three equal payments over 3-months. This gives them access to Course Material, Registration and Examination Fees for their COP Certification.

2. Insurance Companies pay $100/month for access to our COP certified Graduates to act as their sales agents. This covers access to the first 50 sales agents, thereafter we use a performance-tiered system over and above the $100/month minimum.

4. All Commissions are paid through our platform by the Insurance Companies. We then retain 10% of these commissions and remit the rest to the sales agents.

ACQUISITION AND GROWTH

INSURANCE COMPANIES

The business will initially only target non-life (short-term) insurance.

In year 2, we would like to begin to sell life (long-term) insurance.

The expansion strategy for the business is to service the the Southern African Development Community (SADC) area, excluding South Africa. This is because many of the large insurance companies in Zimbabwe, have their headquarters in Zimbabwe, but have businesses in other SADC countries e.g. Masawara Group, Emeritus, Old Mutual and First Mutual Holdings.

Given that (aside from Old Mutual), the Head Offices are in Zimbabwe, this provides us with a cost effective means of implementing the local system into the markets that their businesses exist in.

ACQUISITION AND GROWTH

GRADUATES

1. **Career Days at the Various Universities: We will engage the Student Representative Councils (SRCs) at the Universities via Social Media to distribute our information to final year students, using an Affiliate Marketing model, with proceeds for sign ups going directly to the SRCs**

2. **Social Media Campaign using influencers: Though our other work, we have working relationships with top influencers for this target group such as Twitter Handle @iMisRed and @RuvhenekoP, whole we will use in concert with a social media campaign to promote our offering to this target group during their final semester.**

3. **Initial interest (I.e. site visits/app downloads) will instigate a retargeting campaign to further focus on the benefits of signing up, particularly whilst they are waiting for their graduation and soon thereafter.**

This model will be replicated across the regions, although engaging influencers in other locales may require the use of 3rd parties in countries where we do not have a present.

PROJECTIONS

ITEM	2020	2021	2022
Revenue	$46,490	$60,438	$84,613
Operating profit	$23,990	$33,828	$50,375
Operating margin	52%	56%	60%
Net income	$2,376	$22,433	$35,613
Net margin	**51%**	**37%**	**42%**