

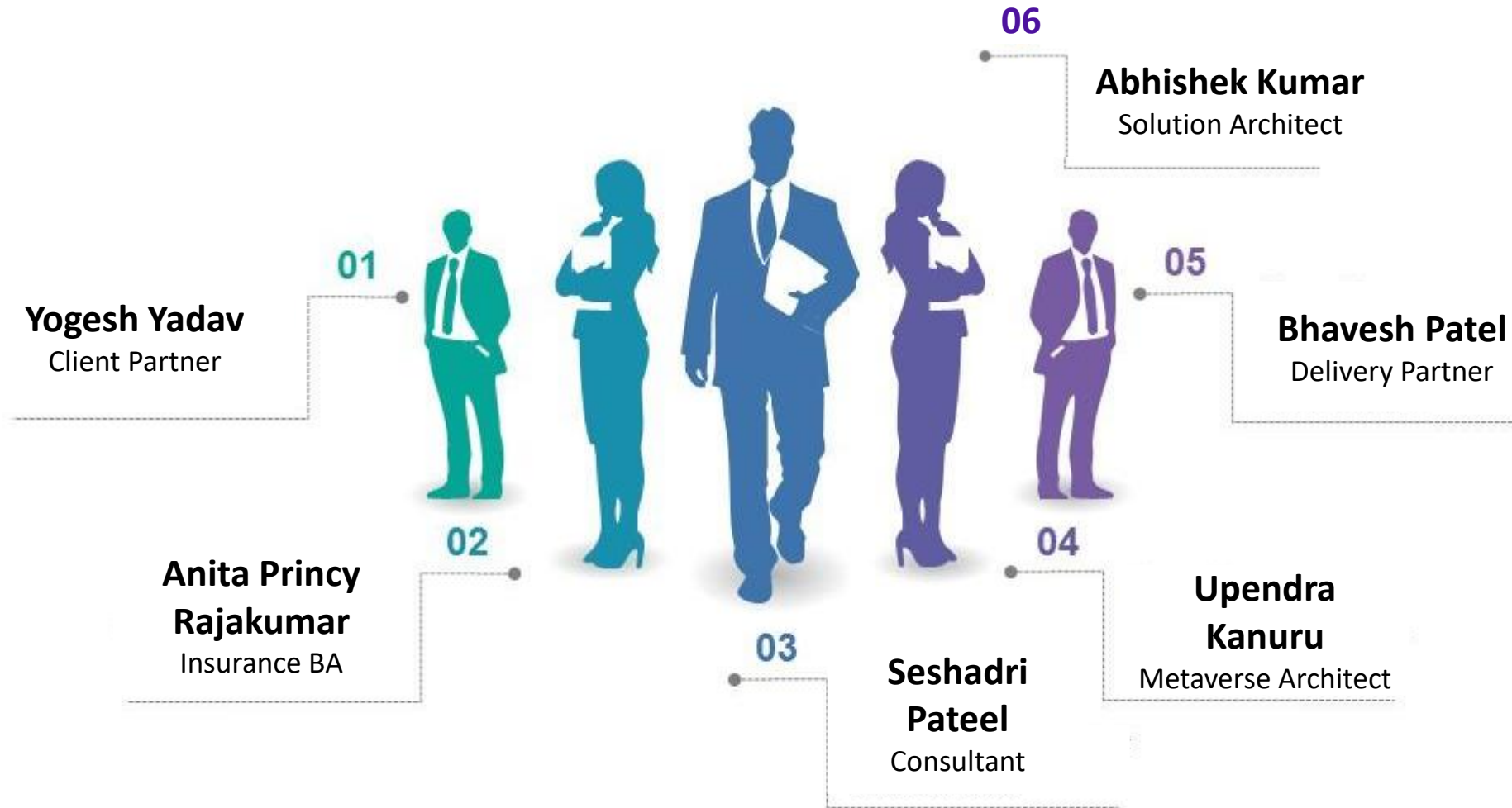
METAsure

Metaverse for Insurance

04-Nov-2022

Cohort 1 – BOG 4
Lecturer: Mr Ashish Mehra

Team with you today




Agenda



Executive Summary



G&T Opportunity - Intro to Metaverse and opportunities



METAsure – Overview



METAsure - Business Value



Metaverse Case Study



Next Steps

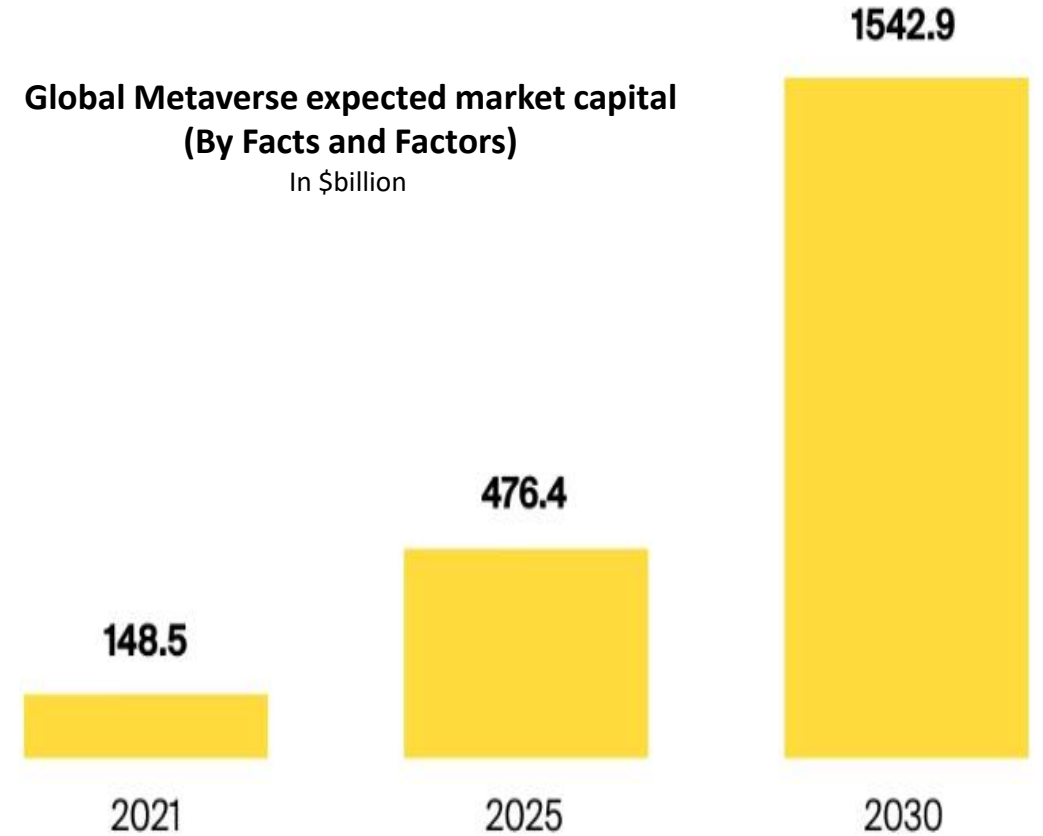


Appendix

Market Opportunity

“In 2022, there’s been over \$1 billion in sales of virtual land” Noah Gaynor, co-founder and CEO, Parcel

“The metaverse could provide market opportunities of up to \$800 billion by 2024” Bloomberg intelligence



Executive Summary



Business Challenges

- Stagnated Revenue growth
- Increase in Operation cost
- Demand to improve customer experience
- New market segments - Virtual asset insurance
- Falling NPS score



Differentiated Solution

- Creation of Virtual stores
- Virtual avatars and augmentation to improve customer experience
- Tapping into Gen-Z base using gaming model
- Iterative delivery to gauge pulse improve NPS
- Cloud utilization for scalability and reliability



Business Value Generated

- Revenue growth, new revenue stream
- Improved brand value
- Digital twins to reduce physical store footprint and reduce costs
- Improved customer engagement

G&T Opportunities



New Acquisition Channels with access to a new tech Savvy Customer segment



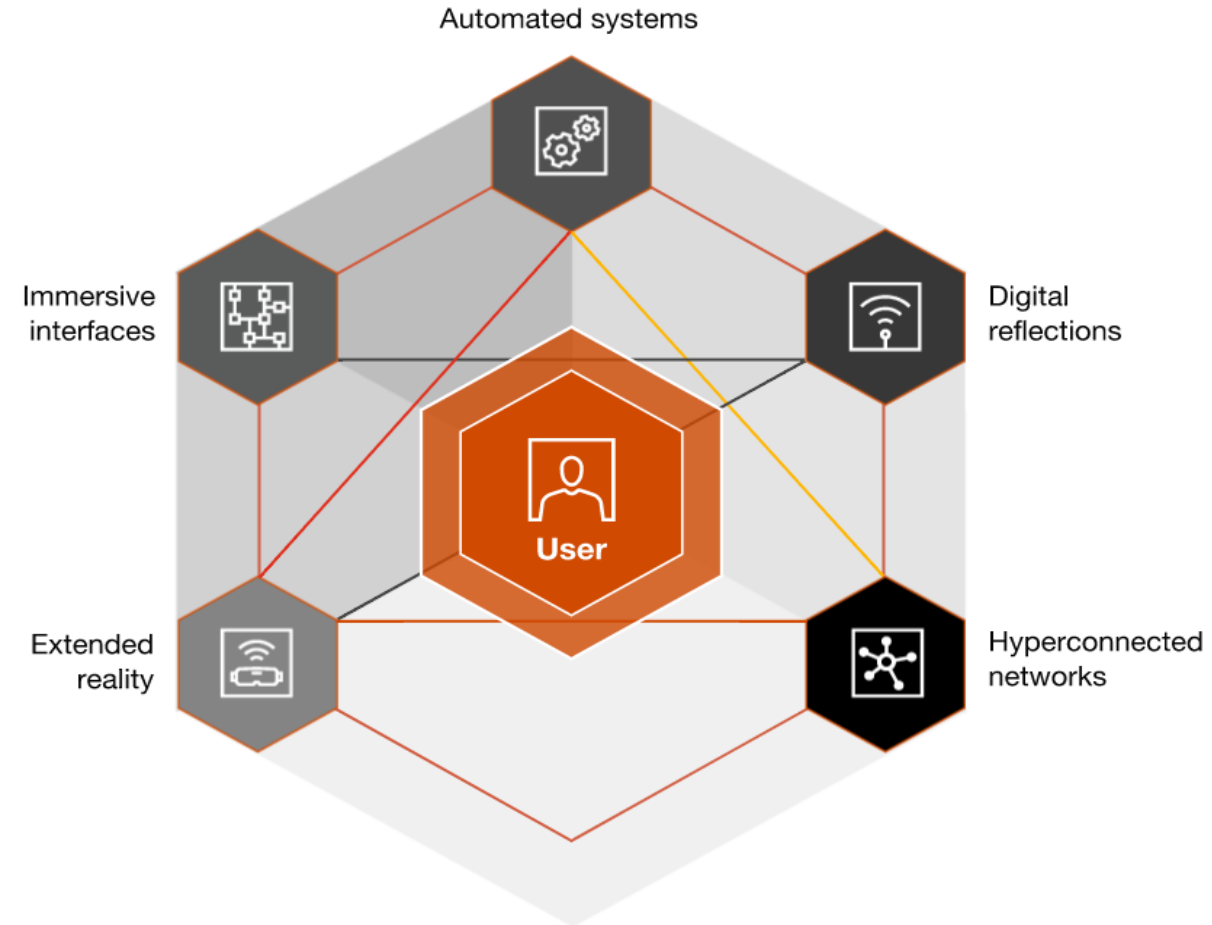
Brand value improvement with sophisticated customer engaging solutions



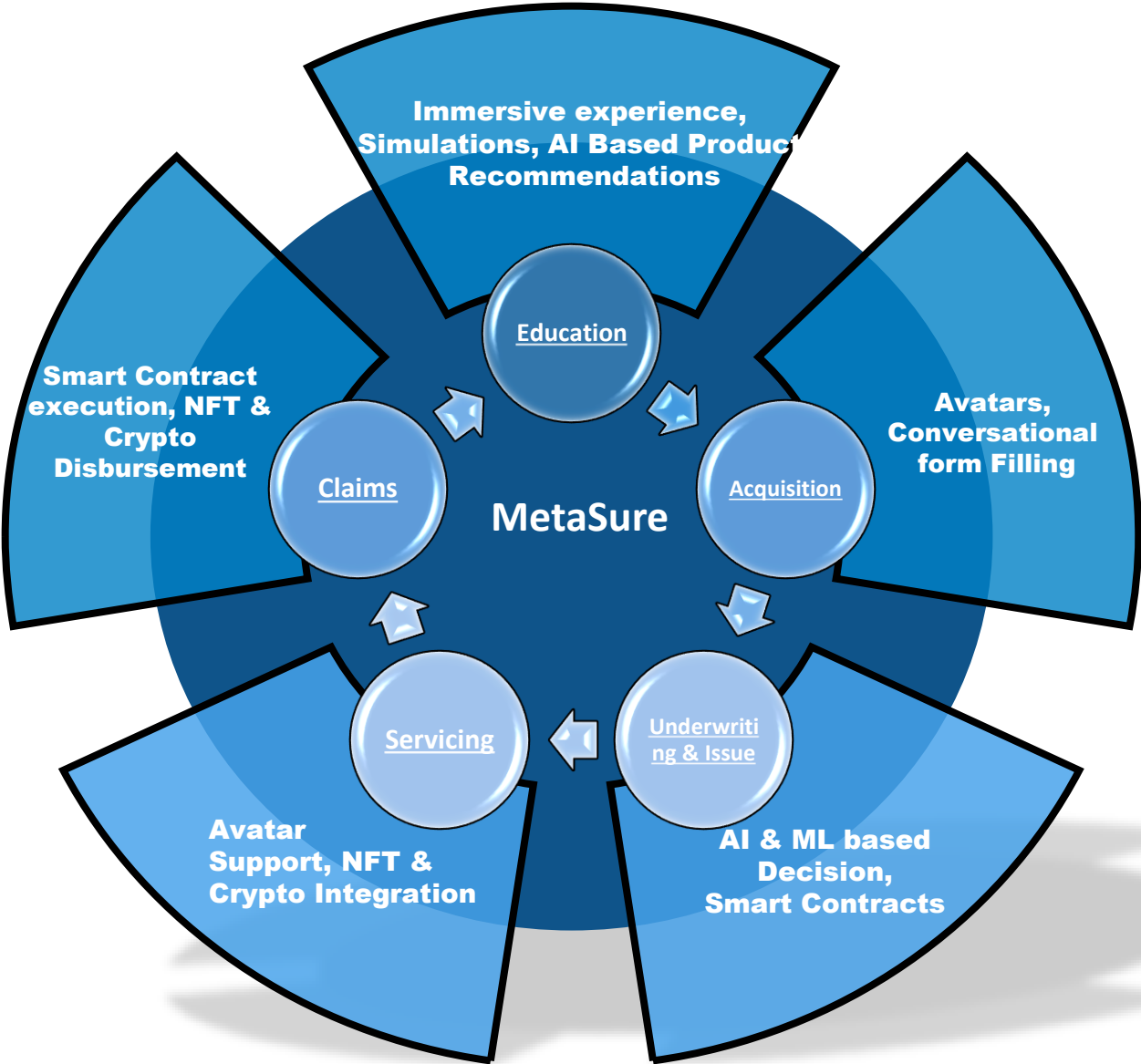
Optimise costs by digitising damage investigations. **~10% Reduction**
Invest in **Virtual assets** rather than **physical asset**



New revenue stream by rolling out insurance products for virtual assets



METAsure – Business Value



Product	<ul style="list-style-type: none">Avatar InteractionNFT & Crypto CurrencyVirtual WalletsHyper-personalized insurance products
Technology	<ul style="list-style-type: none">MetaverseArtificial Intelligence and Machine LearningRules defined customizationBlock Chain, Smart ContractsData & Analytics
PROCESS	<ul style="list-style-type: none">Avatar ConnectAgile & DevOps ModelGovernanceImmediate Contract Issue

METAsure – Brings Change

Brand Value

65% increase in brand values
(early Adaptor)



Finance

50% increase Market shares
(Metaverse segment)



Risks

Governance, Security, Privacy



Why now?

- First mover advantage
- Rapid growth opportunity with Metaverse
- Engagement improvement with Gen-Z
- Ease of Hyper personalisation

Case Study



BUSINESS CHALLENGE



Tanishq sought to **improve customer experience** of next-gen for jewelry purchase and browsing



SOLUTION HIGHLIGHTS

Tanishq **implemented MirrAR**, an Augmented Reality software platform in **collaboration with StyleDotMe**

Zero inventory experience zones



VALUE DELIVERED

- **Improved customers experience:** Touch/Feel, 360-degree view and, AR mirror- to check how it looks on them
- Zero inventory experience to **reduce security risk**
- **Revenue growth** by 12%

TECHNOLOGY STACK



- **MirrAR** Augmented Reality
- Artificial Intelligence
- Inventory manager

What Next ?



Connect with

- **Peer CXO's** to introduce METAsure
- **Next Levels** to present METAsure using **Avapresence Platform**



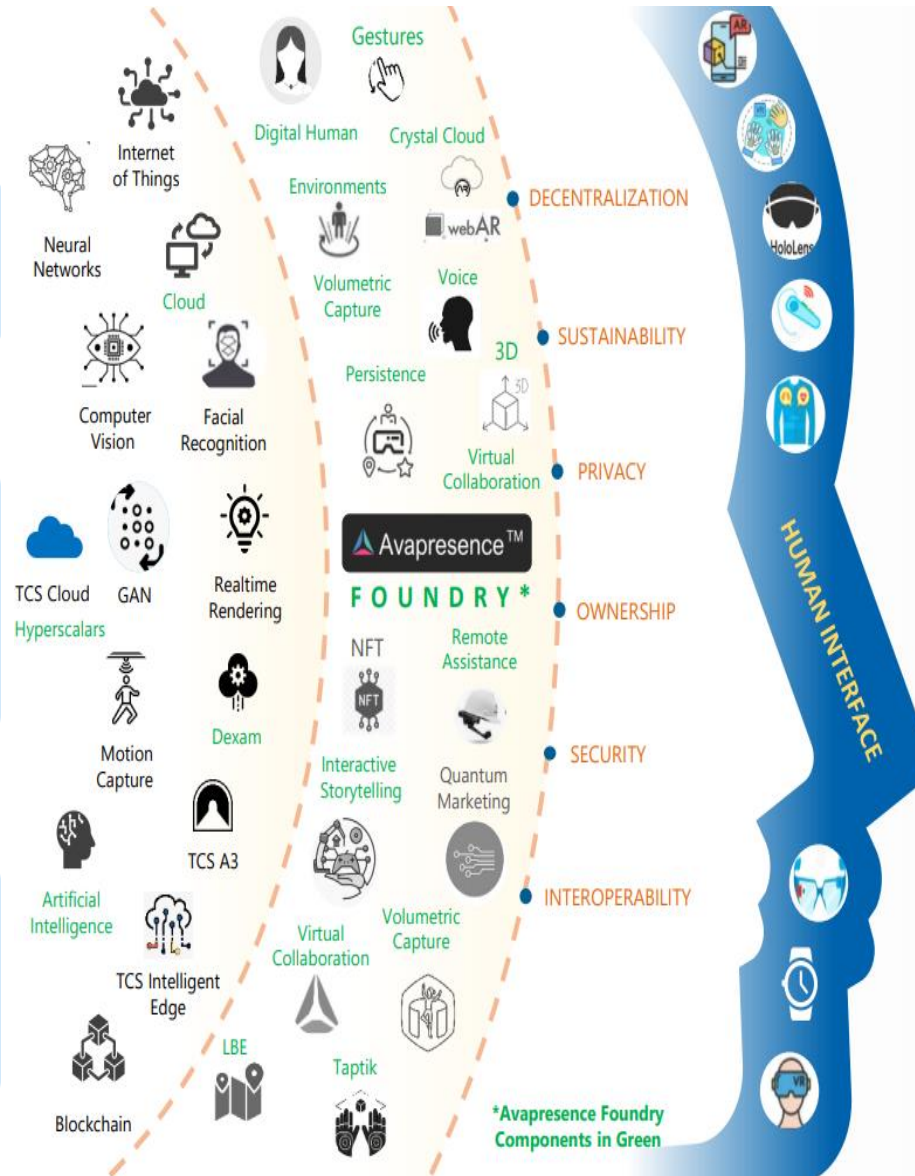
Co-create an end-to-end **Claims system**
Invest all along by bringing in

- **Coin Partners**
- **Experts from other horizons**
- **Center of Excellence Team**

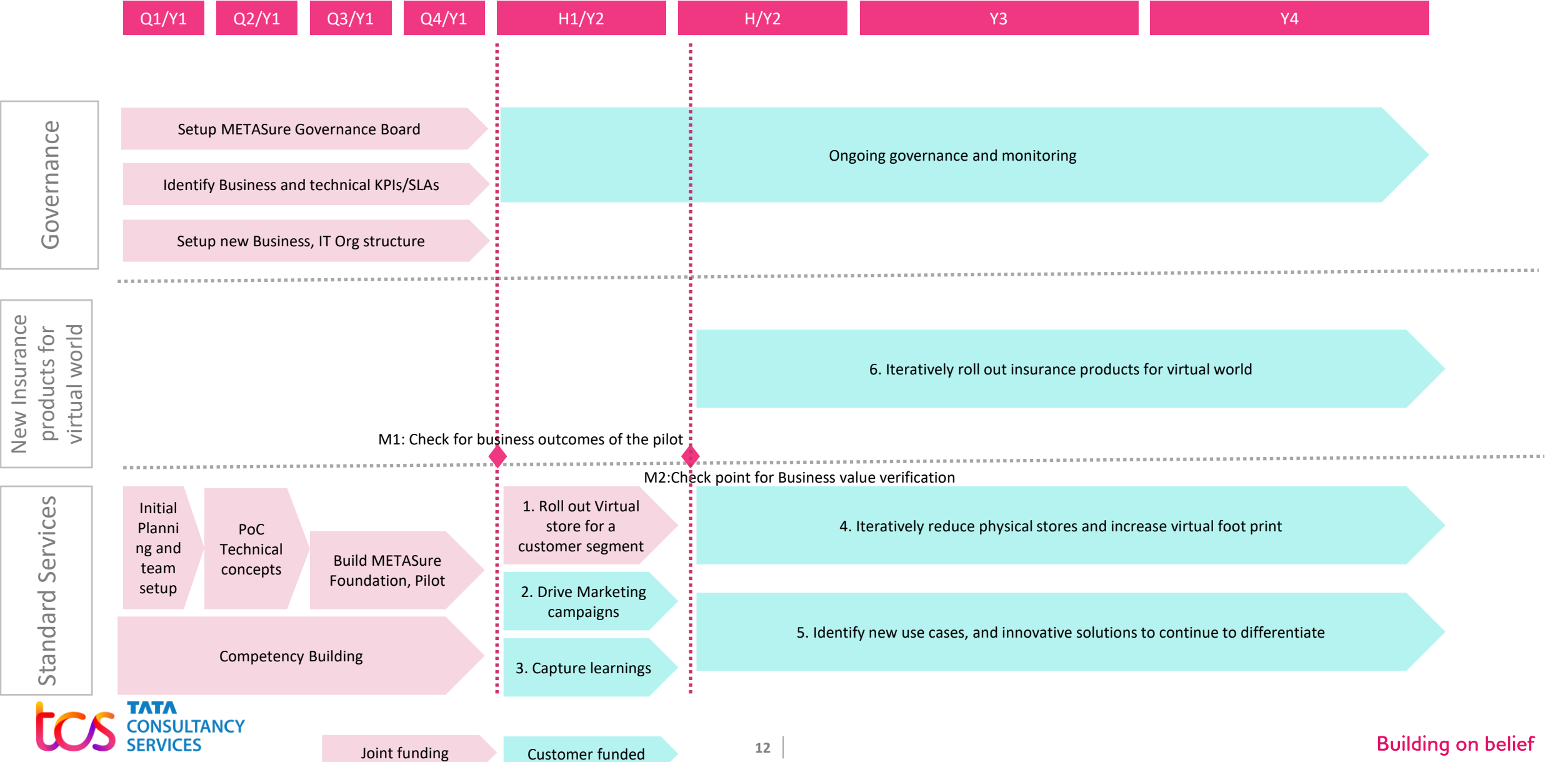


Support of

- **Claims Business SME's** to Identify a Pilot
- **IT Partner** for Infrastructure Support
- **Funding**



POC – Strategic Road Map



Thank You

Let's Meet in METAsure



| Appendix

References

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- Bank of America is First in Industry to Launch Virtual Reality Training Program in Nearly 4,300 Financial Centers
- HSBC moves into the metaverse
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TCS Tanisq Case Studyw

- [This AR-based fashiontech startup has revolutionised jewellery shopping with virtual trials in real time \(yourstory.com\)](#)