

U-SURANCE

Insurance for the University Students

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Industry Trends

- Universities are raising premiums or dropping the program

- Increasing premiums
- Consolidation among brokers
- Pressure to change cost structure

- Shift in focus to preventive care

- Increasing buying power





Nothing is certain. **U-surance**

What is our product?



U-surance

Insurance for the University Students



 **University Book Store.**



iTunes

HUSKYTICKETS



2:51 PM
3/9/2013

Who is our customer?

- University students 21M
 - E.g. 9.4% of UW students currently enrolled in University insurance program
 - Market size: 10% (~2M) students nationwide
 - Uninsured students 20% (~4M)



Reaching customers

20% of people remember what they read

- Website, Email, Social Network, newspaper

30% remember what they hear

- School Broadcast, Radio ad, Interview, referral

40% remember what they see

- Video on our website, Student organizations

50% remember what they say

- Take feedback from students/customers, survey

60% remember what they do

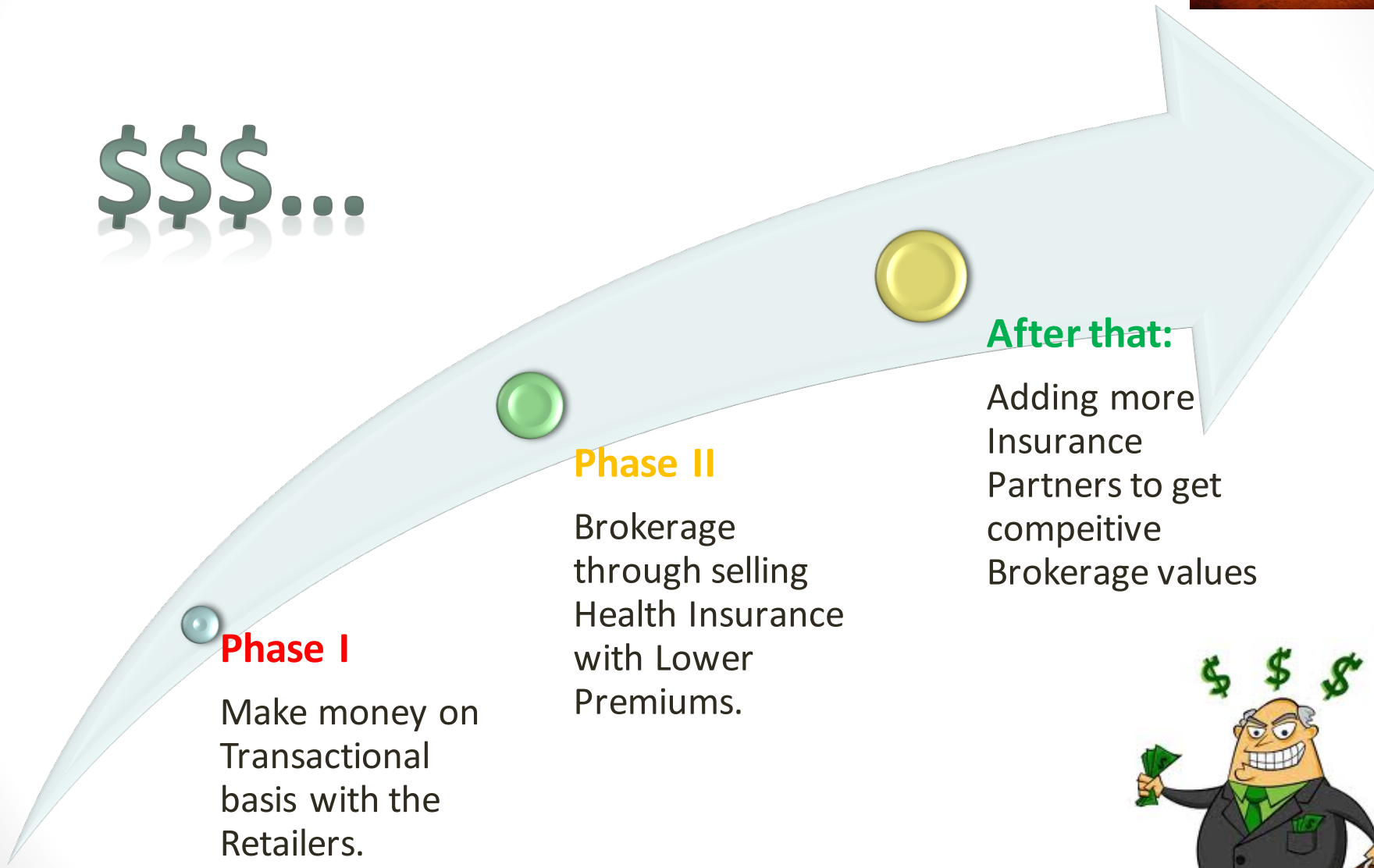
- Workshop



How do we make money?



\$\$\$...



Why should anyone care



*I won, I won, I won –
Getting rewarded for my regular
fitness activities is cool!*

- Insurance companies
 - Most lucrative target market
 - More customers mean more \$\$\$



Also... We gathered Intel on :

- Our Competitors:
 - Everymove
 - UW's insurance companies
 - LifeWise Assurance Company (SHIP-Student Health Insurance Plan)
- And their modus operandi and the setbacks that they had to face.



Did Primary research...

- Interacted with CEOs of Everymove, Limeade, Array, and Chris D.
 - Everymove: "...Insurance Companies are slow to adapt to new trends and it is impractical to assume customers would change their habits and behaviors to suite the produce."
 - Limeade : Helped us realize that we were astute in our assumptions, though many companies had already started to 'claim the hill'
- They assisted us in organizing and refining our thoughts.
- Cleared up lots of misconceptions.



Customer Interviews

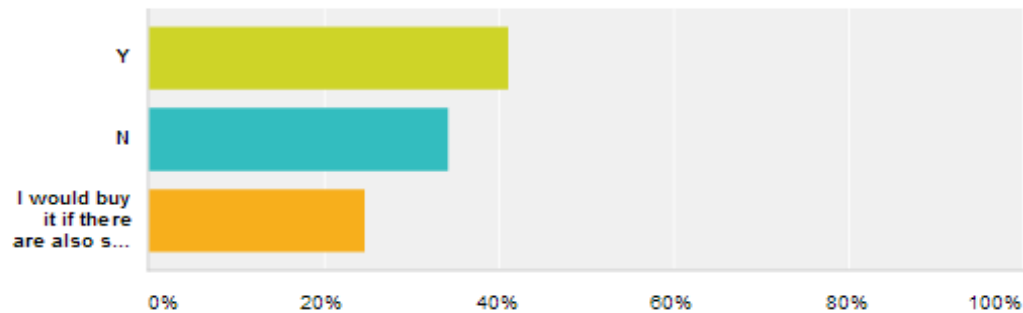


- *"I haven't taken University Insurance. I work with Costco and it has a very very low premium with good coverage. Also, the UW premium is rather high..."*
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- *"Before coming here, we were told that International students need to buy UW insurance as part of the registration..it was kinda mandatory, and after that we have been on the same plan..which is ridiculously expensive!"*
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- *"..UW insurance premium is rather high. I have just visited the doctor once here, and despite the steep premiums we pay, I was charged with \$170 AFTER Insurance deductions. And that was just for seeing the doc for 10 minutes.."*
-
- *"..No idea why they charge so much. The tuition is already on the higher side compared to other universities here...Most of my friends in other universities here pay not more than \$500 for the entire year..and they are from pretty good universities..I pay \$700 for each quarter..and I still need to shell out a load of money everytime a visit the medical center.."*
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- *"..I am paying like \$700 every quarter for two years now..haven't visited the docs even once. Haha..in fact, it would be good if I fall sick once so that I can claim some of that money back.."*
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Some Key Survey Questions:

Q9: Assuming you do not currently own a self-tracking device that allows you to measure your physical activity in terms of number of calories burnt, would you be interested in buying such a device in the next 24 months (like Nike Fuelband, FitBit, Garmin Forerunner, etc.) ?

Answered: 73 Skipped: 0



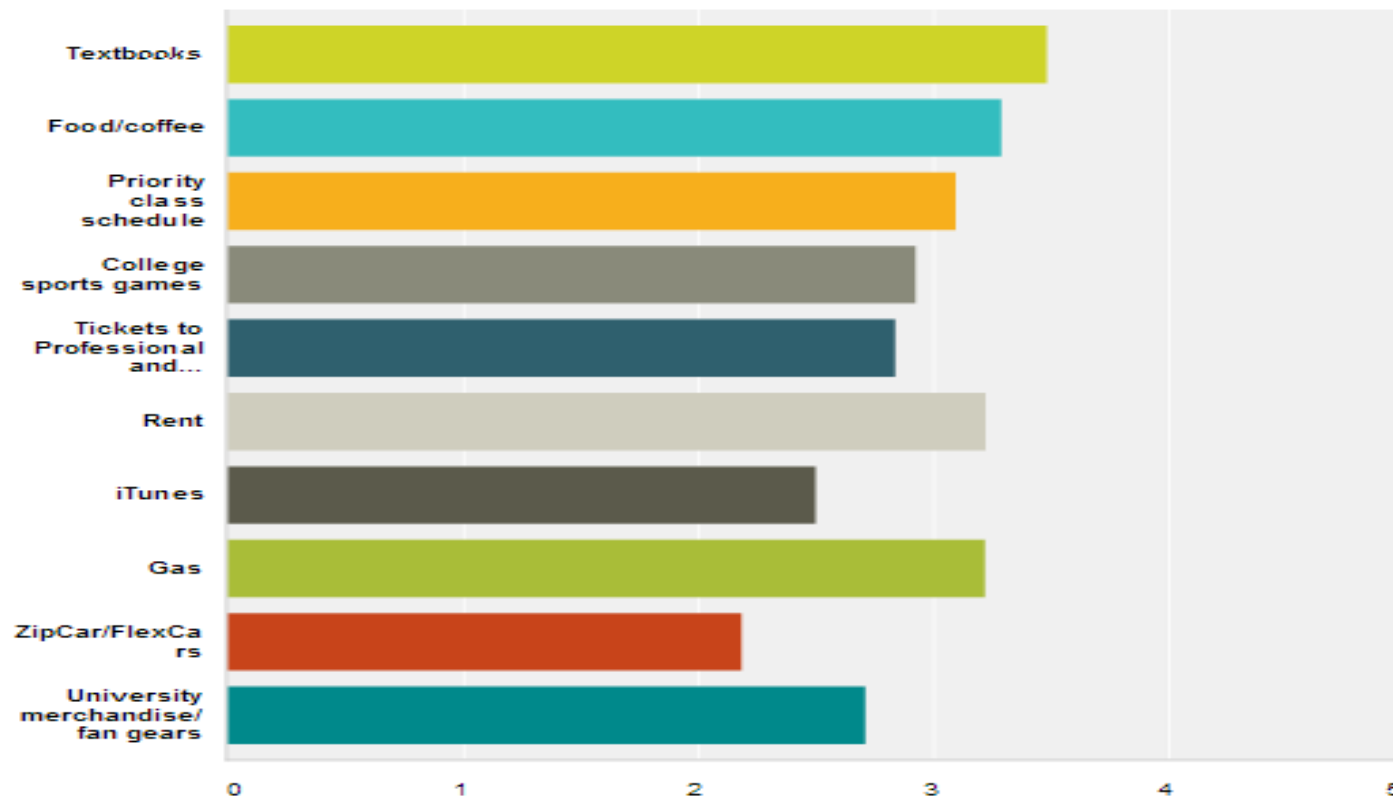
Answer Choices	Responses
Y	41.10% 30
N	34.25% 25
I would buy it if there are also some other incentives associated with it than just fitness tracking.	24.66% 18
Total	73



Survey Question

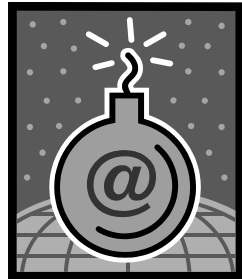
Q10: If you received points for working out the same amount that you currently do, what types of incentives would you like to earn if you are/were attending university? Please indicate your order of preference for at least 5 of the mentioned things on which you would like to receive discounts (from left to right, with the rightmost indicating the most preferred):

Answered: 73 Skipped: 0



Why We Will Win ?

- Time is ripe!



- A niche lucrative target market
- Partner with insurance providers who value active lifestyle
- Low cost structure provides competitive advantage over other brokers
- Best Team in the world!



TEAM





Experienced Project Manager
and Business Developer,
Entrepreneurial spark

Experienced Project Manager and
Business Developer



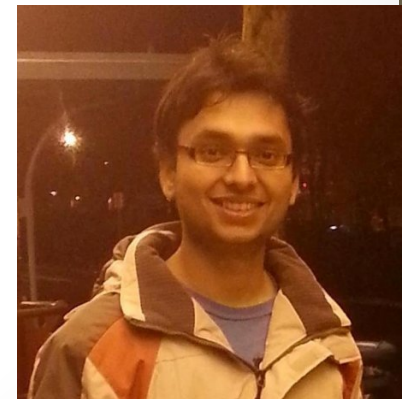
Retail, Business growth, Program
Management, Computer Science

Graphic designer for a newspaper
group, Manages regular
publications and annual projects



Innovation and Entrepreneurship,
10+ years of field experience

Project Manager and Business
Developer, IT Management and
Entrepreneurship



The Gap ...

- Fulfilled through recruitments
- Recruit
 - Software engineer
 - Insurance professional



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Thank you!

