

InsuriFi

Video Pitch

Duration 3-5 mins

-problem description	-solution	-proposed used of funds/ask
-target market segment	-features	for investors
-business model	-progress/traction	

(Scene 1: Open with visuals of frustrated individuals dealing with complicated insurance paperwork, confusing loan terms, and long processing times.)

(Voiceover, concerned tone): The financial world can be complex and frustrating. The insurance industry is infested with hidden fees, confusing processes, and unreliable agents.

Toyota Motor Philippines (TMP) even released a public advisory regarding the fake insurance renewal. The individuals who are offering fake deals are posing as Toyota dealer personnel.

The article 50 of The Consumer Act of the Philippines or the RA 7394, prohibits deceptive Sales acts or practices. It includes any deceptive act or practice by a seller or supplier in connection with a consumer transaction that violates this Act whether it occurs before, during or after the transaction. An act or practice shall be deemed deceptive whenever the producer, manufacturer, supplier or seller, through concealment, false representation or fraudulent manipulation, induces a consumer to enter into a sales or lease transaction of any consumer product or service.

(Scene 2: Transition to visuals of bustling cities and diverse individuals representing different target segments: large insurance firms, lending companies, and microfinance providers.)

(Voiceover, hopeful tone): But what if we could simplify and improve the financial experience for everyone?

(Scene 3: Introduce InsuriFi logo and platform interface with sleek visuals highlighting transparency, automation, and security.)

(Voiceover, energetic and confident): Introducing InsuriFi, a blockchain-powered platform designed to transform insurance for businesses and individuals alike.

(Scene 4: Visuals showcasing key features: Smart contracts automating processes, immutable records ensuring transparency, identity verification streamlining KYC.)

(Voiceover): We leverage the power of blockchain to enhance transparency, security, and efficiency. Smart contracts automate claims and loan processing, reducing administrative

work and speeding up payouts. Our immutable records ensure trust and accountability, eliminating fraud and disputes.

(Scene 5: Display mockups of user interfaces, emphasizing intuitive design and user-friendly experience for both customers and companies.)

(Voiceover): Our platform is user-friendly and intuitive, designed for seamless interactions for both businesses and their customers.

(Scene 6: Transition to a clear call to action, showing the team and contact information. Or Final scene: Display InsuriFi logo and website address prominently.)

(Voiceover): Join us in building the future of finance, a future built on trust, transparency, and efficiency.