

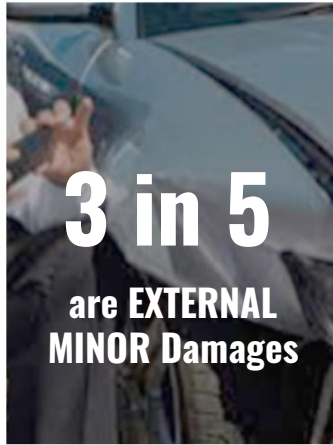
# AI-BASED VEHICLE DAMAGE EVALUATION AND INSURETECH

Peace of mind for drivers and transport  
operators



# PROBLEM

## VEH INSURANCE CLAIM



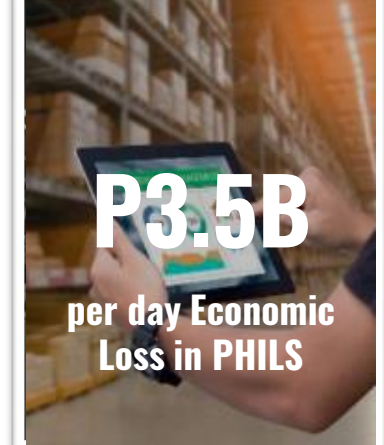
## VEH INSURANCE FRAUD



## LTO REGISTERED VEH



## COST OF TRAFFIC



# PROBLEM : USER STORY

SIR JUAN is a driver of a large Taxi Fleet. In October 2022, his taxi was bumped by a drunk tricycle driver

- (a) Referral from PNP, went to Repair shop after 1 day
- (b) Quote for repair panel was given in 1.5 hours
- (c) Damage was paid by the tricycle driver
- 
- (d) At change shift, he hands over taxi to next driver



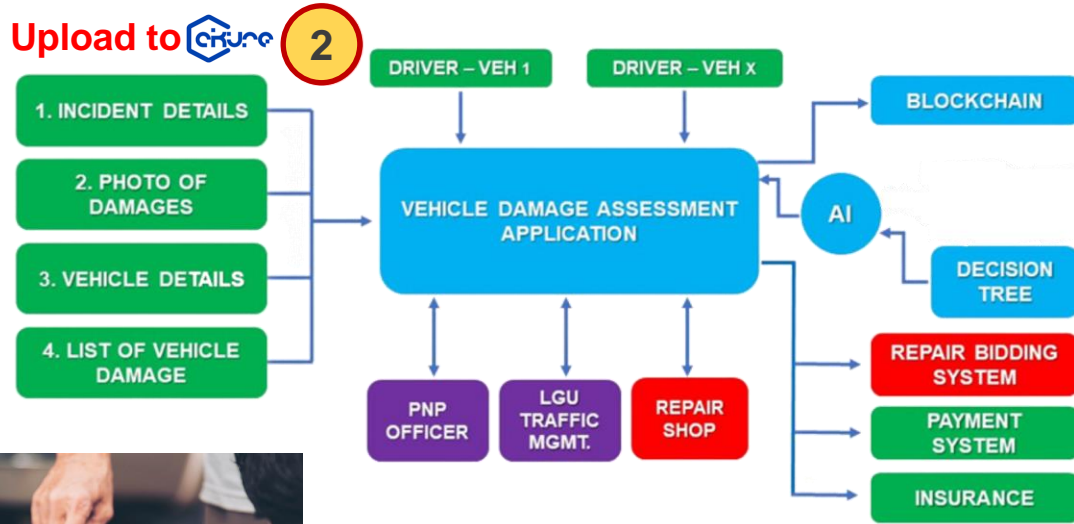
How is the problem being addressed (e.g. what are the solutions the customer has tried?  
What were the challenges/issues with the current solution?) **WHAT IF THERE WAS**

- (1) Minor Vehicle Damage to quote damage in quick 2 minutes w/out human correction
- (2) Competitive bidding process for best VEH damage repair quote
- (3) Coverage for subscribers without VEH Insurance to have peace of mind. Focus on driving via
  - (a) Vehicle repair Loan and (b) Personal Accident Insurance protection
- (4) Automated Proof of no TAXI Damage before handling to the next shift Driver

**But these solutions are NOT existing yet in the Philippines**

# SOLUTION

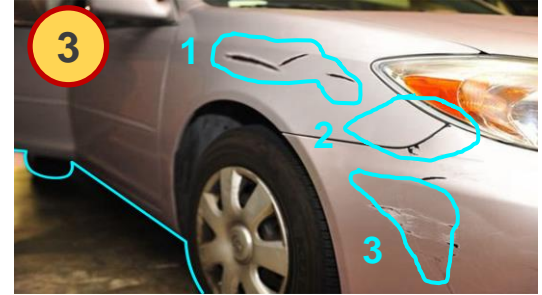
IDEA 20  
TECH 24


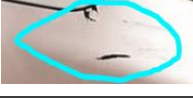



**1 Take photo**



 **Analyzes damage via Artificial Intelligence**



#	Type anomaly	Damage location	Anomaly image
1	Scratch	Right Fender	
2	Scratch	Front Right Bumper	
3	Scratch	Front Right Bumper	

**4**

**Map and Classify**



## Empowers Vehicle Insurance Clients and Service Providers



How can we provide accurate & quick vehicle damage assessment?



**Stressful and time consuming processing claims. P7B a year Auto Insurance Fraud**

### The Problem



Vehicle accidents are major cause of traffic. P3.5B per day economic loss to the Philippines due to traffic.

### Our Solution



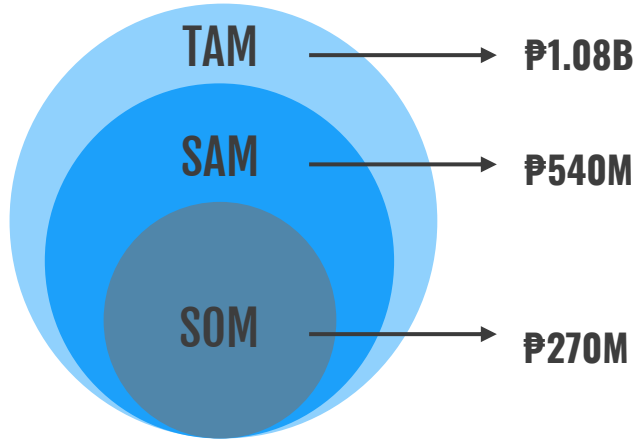
CKURE provide mobile app, accurate and quick damage assessment; without bias and human intervention

### The Impact



Clients have peace of mind & Insurance Providers increase efficiency of operation and Assessment accuracy

# MARKET POTENTIAL & COMPETITIVE ANALYSIS



## 1. TAM (Total Addressable Market):

- There are 5.4 million cars, and 10% are insured.
- That gives 540,000 insured cars.
- CKURE charges ₱2,000 per car per year.
- TAM = 540,000 cars  $\times$  ₱2,000/car = ₱1.08 billion.

## 2. SAM (Serviceable Available Market):





- You estimate 50% of the TAM as your SAM, which means you can realistically target 50% of the insured cars.
- SAM = 50% of ₱1.08 billion = ₱540 million.

## 3. SOM (Serviceable Obtainable Market):

- You estimate that you can capture 50% of the SAM.
- SOM = 50% of ₱540 million = ₱270 million.

SERVICES				
Damage Evaluation	✓	✓	✓	✓
Repair Cost Calculation	✓	✓	✓	✓
Quick assessment in 1 min	✓	X	X	X
Accurate at 95%	✓	X	X	X
AI Image processing	✓	X	X	X



SOURCES OF REVENUE	
<b>Affiliate Marketing</b>	₱150,000 for 6 months
<b>Partner VEH Insurance – damage evaluation fee. Protection from fraud, collusion and false claims</b>	₱1,500 yearly per Vehicle 
<b>Tricycle Operators and Drivers' Association (TODA)- Protection from false damage assessment, collusion and fraud</b>	₱500 yearly per Tricycle 
<b>UV Express- Protection from false damage assessment and fraud</b>	₱600 yearly per Vehicle 
<b>Taxi and TNVS Operator- Protection from false damage assessment, collusion and fraud</b>	₱700 yearly per Vehicle 

# WHY NOW?

## Mobility and Economy

**Vehicle owners of cars,.. on Top 15% of PH economy**



## Trusted Partners

**Accredited repair shops, PNP, LGUs and VEH Insurance**



## Quality VEH Insurance

**Peace of mind for drivers, transport operators & clients**



## High-risk Drivers

**Can be identified to reduce fraudulent claims and risks**





# FINANCIALS

COSTS for 3 Years	AMOUNT
Dev't of AI image recognition, Smart Contract Block Chain, etc.	₱500,000
ICT hosting & data infrastructure	₱6,000,000
Salary of 5 staff at P30,000/month	₱1,800,000
Eqpt outlay, office rent & utilities P300,000/month	₱10,800,000
Advertising Cost P2M/year	₱6,000,000
<b>Total cost over 3 years</b>	<b>₱25,100,000</b>

REVENUE FORECAST	AMOUNT
Fee from Insurance Partners (P1,500/yr) : Y1 at 500, Y2 at 1,500, Y3 at 2,500 for Mobile App	₱6,750,000
TODA (P500/yr): Y1 at 700, Y2 at 1,000, Y3 at 1,200 for Mobile App	₱1,450,000
UV Express (P600/yr): Y1 at 500, Y2 at 750, Y3 at 1,000 for Mobile App	₱1,350,000
Taxi and TNVS Operator (P700/yr): Y1 at 400, Y2 at 700, Y3 at 1,000 for Mobile App	₱1,470,000
<b>Total revenue over 3 years</b>	<b>₱11,020,000</b>

$$\text{RETURN ON INVESTMENT} = \frac{\text{Total Cost}}{\text{Total Revenue}} = \frac{₱25,100,000}{₱14,310,000} = 1.8 \text{ Years}$$

# TEAM



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