# Insurance companies ¿A competitor or an asset?

While it may be possible to think of insurance companies as a possible competitor due to all the aspects of our bussines related to leaving a message behind on the web after passing away, in truth we may use them in order to gain more attention.

The idea is to strike a deal with them so they can offer our services to their clients who adquire a life insurance. The users will be able to create a premium capsule in our site and the insurance companies will be charged for it. In order to make this deal more attractive, we may give these companies a special pricing, and their clients will have no date of expiration in their capsules.

The way we may implement this process is the following: We will provide an endpoint to which these insurance companies they can send POST requests with the data required in order to register their clients, and these accounts will be provided with a premium time capsule. At the end of the month, we can do an analysis of all the users each insurance company has registered and charge them accordingly.