

**HackINSAN 2024**

# **Memo Agility**

By: Dev X



# Problems

## Problem 01

Gen Z is not exposed to insurance.

## Problem 02

Does not have the motivation to understand an insurance.

## Problem 03

Difficult to maintain continuous engagement with Gen Z





# Introduction

Redefining the Gen Z Experience with Health Insurance. Our goal is to **bridge the insurance gap**, providing **personalized coverage**, ultimately building a more efficient health insurance ecosystem for Gen Z.

**Collaborate with**



**Wearables application  
&  
Fitness tracker application**



**STRAVA**



01

## Collaboration with wearables and fitness tracker application

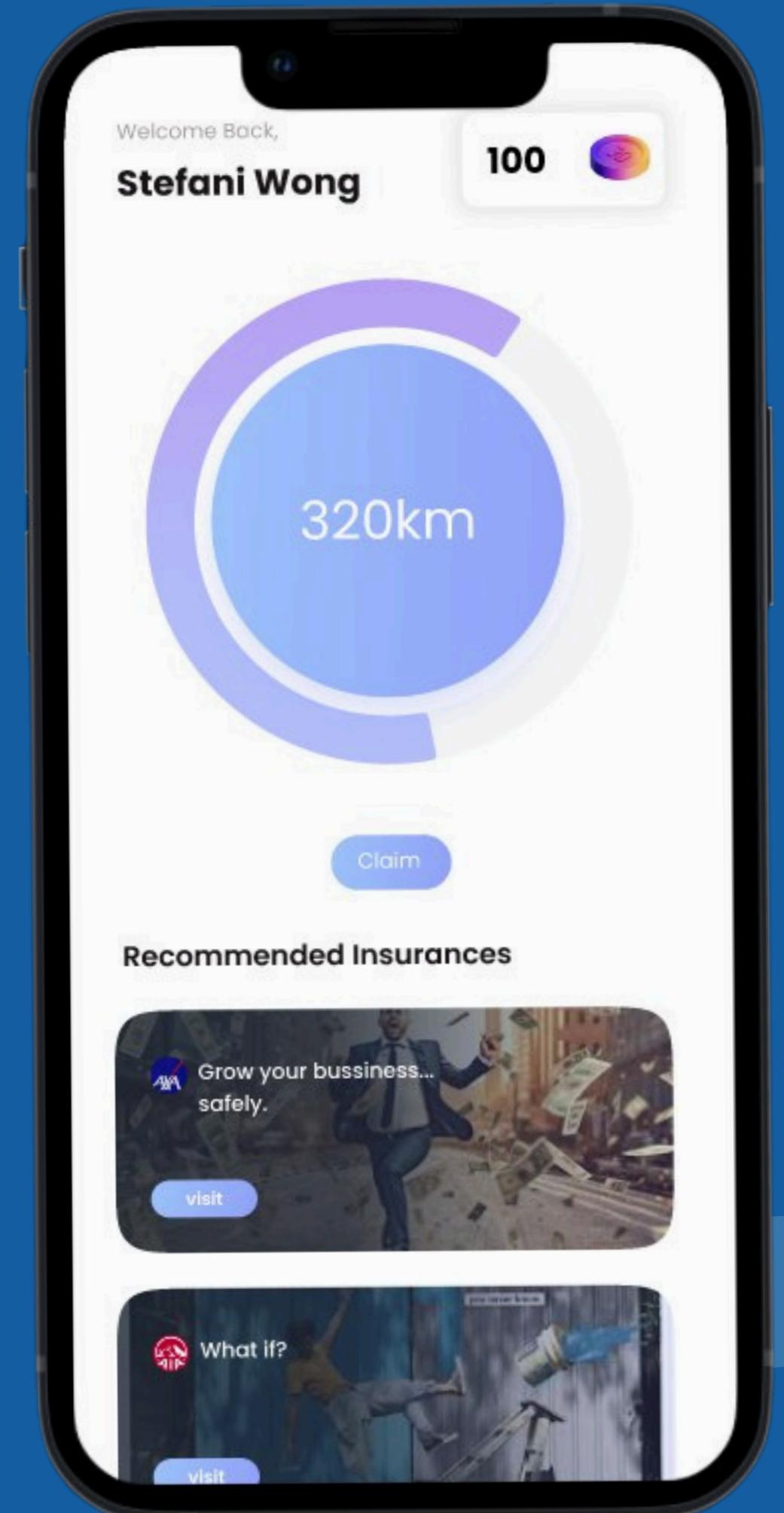
- **real-time** health monitoring and health related data collection for the insurance company
- Studies shows that **IoT** device can help decrease insurance premium as much as **25%**
- ex: steps taken, distance covered, calories burnt, BMI etc



**Wearables**



**Fitness Tracker Application**





02

## Recommendation of personalised health insurance plan



- **recommend health insurance** based on **data collected** and **budget** input by user
- ex:
  - fitness related injuries insurance
  - accident insurance
  - hospital admission insurance
  - deductible insurance plan that can go as low as RM30 per month

03

## Reward points system

- earn **reward points** for maintaining healthy habits
- reward points can be exchanged for **discounts** on **health insurance premiums**
- reward points based on fitness goals like steps, distance covered



# Opportunities

01

Gen Z population: **8.38 million** in 2023

02

Studies shows **58%** of gen z are using  
wearable technology (**4.86 million**)  
and increasing yearly

03

Gen Z enjoys the concept of **gamification**

# Opportunities

04

Points reward system encourage user to engage with the application

05

Leverage **current userbase of** wearables and fitness tracker application which includes gen z

06

Able to target gen z who maintains a **healthy lifestyle**

**Example:  
Collaboration with  
Adidas Running**



## CURRENT ADIDAS RUNNING APP

08:16 ☀

4G 40%

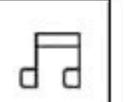
00:00:00

Duration

0.00 0 00:00

Distance [km] Calories [cal] Avg. Pace [min/km]

   ...

 **START**  
Running → 

Feed Community **Activity** Progress Profile

08:17 ☀

4G 40%

## PROGRESS

### RECENT ACTIVITIES [SHOW MORE](#)

	0.91 km	
	00:06:52	Thu, 23/05/2024
	2.76 km	
	00:18:57	Wed, 22/05/2024
	0.81 km	
	00:05:47	Mon, 20/05/2024

[ADD AN ACTIVITY MANUALLY](#)

### TRAINING PLANS

Run a marathon, reach a new personal best or just start moving—our training plans adapt to your level



Feed Community **Activity** Progress Profile

## ADDITIONAL INSURANCE FEATURE

**PROGRESS**

**MY HEALTH PLAN**

Personalized health insurance plan based on your fitness activity.

Answer a few simple questions to get started!

1. Do you consume alcohol?

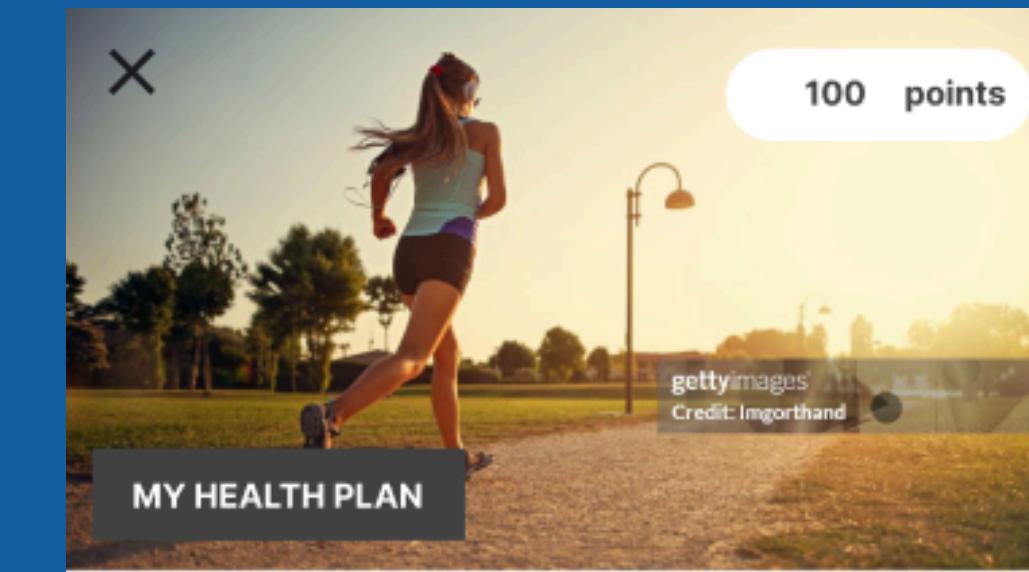
2. Do you smoke?

3. Your budget

**GET THE QUOTATION →**

Please also ensure your personal information is accurate to show a more personalized plan.

Feed   Community   Activity   **Progress**   Profile



100 points

gettyimages  
Credit: Imgorthand

**MY HEALTH PLAN**

Critical Illness Plan ★ pt  
**RM30.45 / month**

- A payout of RM100,000
- Coverage for up to 40 different critical illnesses

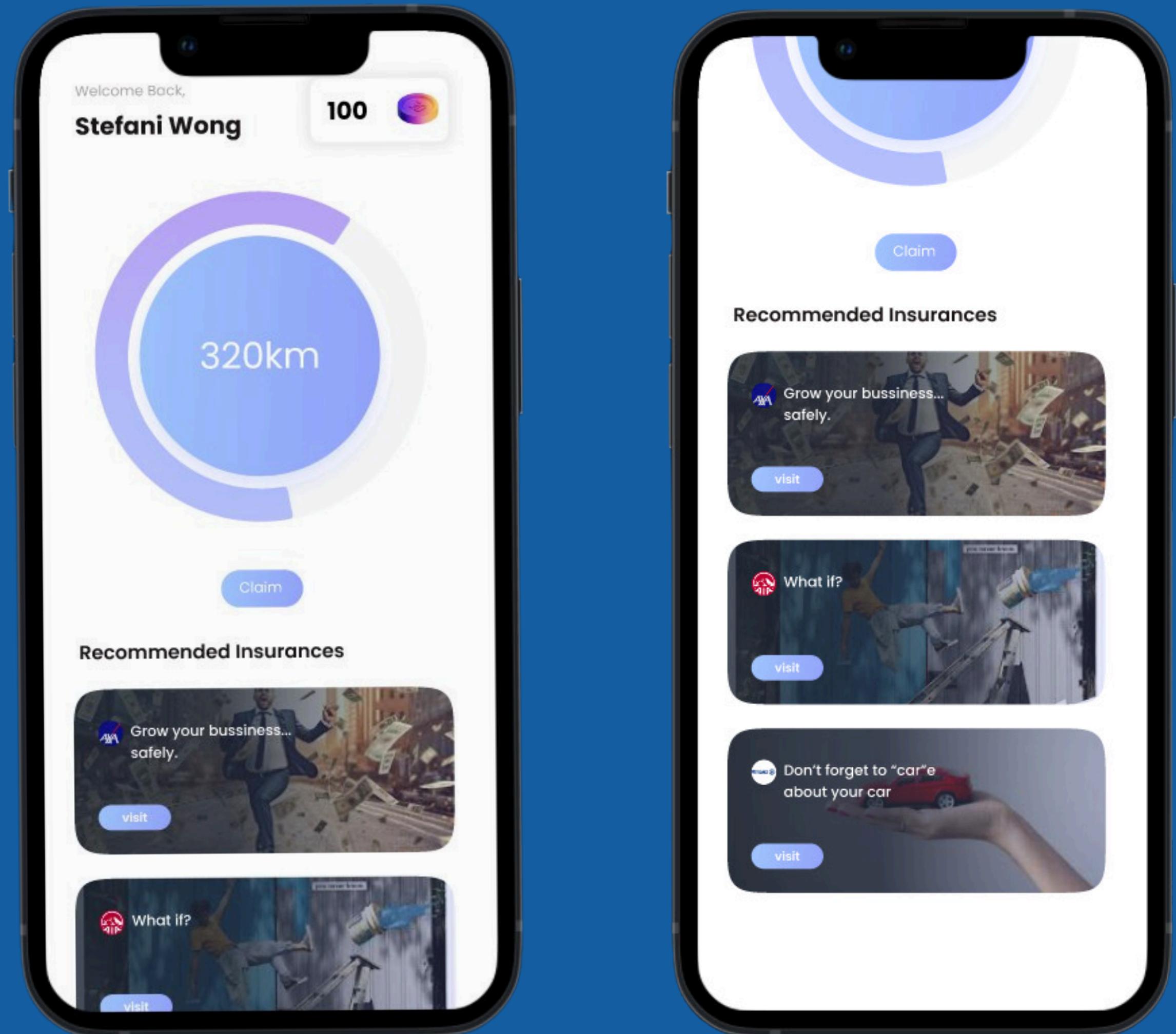
**CHOOSE**

EliteCare Plus Medical Plan ★ pt  
**RM61.90 / month**

- Full coverage for hospital stays
- \$1,000 annually for preventive care services

**CHOOSE**

## SAMPLE WEARABLE APP



# THANK YOU!

