



Huru is a travel medical insurance company that uses the latest technologies to make insurance easier, faster, cheaper, more secured and fairer for all the stakeholders.

Why now?

The travel insurance market is growing at more than 8% per year and is expected to reach 28 billion within the next five years. The two main reasons for that are the number of travelers that keeps increasing steadily, and countries that start requiring an insurance to get a visa.

The travel insurance market is booming but in the same time, insurance companies are still working the same way, with the same business model and the same tools than decades ago.

It is time to offer a solution that matches the new travelers needs and that uses new technologies to offer a better service.

Technologies we use:

Two main technologies:

- AI to interact with the travelers.
- Blockchain to build and manage the contracts.

See below how these technologies will improve the travel medical insurance market.

Easier:

Getting insured shouldn't be about reading contracts but simply telling what we want and what we need. Huru will use AI to determine exactly what is the best offer for the traveler. He will be able to get insured 24/7 and will have a clear and concise view of what he is insured for.

The Blockchain technology will make everything easier along the "value chain". Indeed, that technology will allow each stakeholder to know precisely the coverage as they will get instant access to the information.

Faster:

When we are sick or injured, time is crucial. That is why it is extremely important to know exactly, as quickly as possible, what are the guarantees to be sure the best services will be offered to the traveler, as soon as possible.

Blockchain's smart contracts will automatize and reduce the administrative work usually done by human workforce. Therefore, Huru drastically reduces the time to manage the files.

Cheaper:

Huru's goal is to offer the best insurance at the best price.

To do that, we reduce the administrative costs to manage the files.

We also reduce the value chain as we get rid of some intermediaries such as sale agents.

Fraud is a very expensive and crucial issue for the insurance industry. Professionals estimates that in average, 10% of the claims are fraudulent. The Blockchain reduces the risk of fraud and therefore, the premium's costs.

More secured:

The Blockchain is a very secured way to exchange information.

Only the participants of the value chain will have access to the information. As it is a P2P distributed ledger technology, the information couldn't be falsified and will be shared between all the authorized nodes.

There will be more transparency as all the participants of the value chain will have an immediate access to the information they need.

Payment will also be secured for the health professionals who provided the cares, they won't have the bad surprise to be never paid once the traveler is back to his own country.

Fairer:

Thanks to Huru, the travelers know what they pay for and where the money goes.

Huru is using a different business model than traditional insurance companies. Indeed, we don't make profit on premium leftovers, but we take a 20% flat fee to cover our costs and make profits. The rest of the premiums will be used to pay the claims. We will use the money remaining it to give discounts to the frequent subscribers but also to develop programs to improve health in emerging countries.

Traveling is about discovering but also sharing. Because Huru is very concerned with health issues, we will share with people in need.

Huru wants to disrupt the travel insurance putting and emphasis on health. We are using cutting edge technologies and a business model that finally goes along with the evolution of our Society.

Travelling is global, so Huru will be a global service, as soon as it is launched.

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<i>In \$</i>	FY 1		FY 2		FY 3		FY 4		FY 5	
	Best	Base	Best	Base	Best	Base	Best	Base	Best	Base
<i>Gross Written Premium</i>	900 000	600 000	6 600 000	3 300 000	21 780 000	10 560 000	79 860 000	34 650 000	210 830 400	90 024 000
Total revenue	900 000	600 000	6 600 000	3 300 000	21 780 000	10 560 000	79 860 000	34 650 000	210 830 400	90 024 000
<i>Claim paid</i>	720 000	480 000	5 280 000	2 640 000	17 424 000	8 448 000	63 888 000	27 720 000	168 664 320	72 019 200
Total claim paid	720 000	480 000	5 280 000	2 640 000	17 424 000	8 448 000	63 888 000	27 720 000	168 664 320	72 019 200
Gross margin	180 000	120 000	1 320 000	660 000	4 356 000	2 112 000	15 972 000	6 930 000	42 166 080	18 004 800
<i>E-marketing</i>	(180 000)	(120 000)	(1 200 000)	(660 000)	(2 880 000)	(1 536 000)	(8 400 000)	(5 040 000)	(20 160 000)	(10 416 000)
<i>PR</i>	(10 000)	(10 000)	(30 000)	(25 000)	(50 000)	(40 000)	(80 000)	(50 000)	(100 000)	(80 000)
<i>Partnerships</i>	(30 000)	(30 000)	(40 000)	(40 000)	(50 000)	(50 000)	(80 000)	(70 000)	(100 000)	(80 000)
Marketing costs	(220 000)	(160 000)	(1 270 000)	(725 000)	(2 980 000)	(1 626 000)	(8 560 000)	(5 160 000)	(20 360 000)	(10 576 000)
<i>Human resources</i>	(2 000 000)	(2 000 000)	(4 000 000)	(4 000 000)	(5 000 000)	(5 000 000)	(7 000 000)	(5 000 000)	(8 000 000)	(6 000 000)
<i>Non-HR/other expenses</i>	(20 000)	(20 000)	(60 000)	(60 000)	(80 000)	(80 000)	(90 000)	(90 000)	(100 000)	(100 000)
G&A	(2 020 000)	(2 020 000)	(4 060 000)	(4 060 000)	(5 080 000)	(5 080 000)	(7 090 000)	(5 090 000)	(8 100 000)	(6 100 000)
EBITDA	(2 060 000)	(2 060 000)	(4 010 000)	(4 125 000)	(3 704 000)	(4 594 000)	322 000	(3 320 000)	13 706 080	1 328 800
EBITDA Margin %	(228,9%)	(343,3%)	(60,8%)	(125,0%)	(17,0%)	(43,5%)	0,4%	(9,6%)	6,5%	1,5%