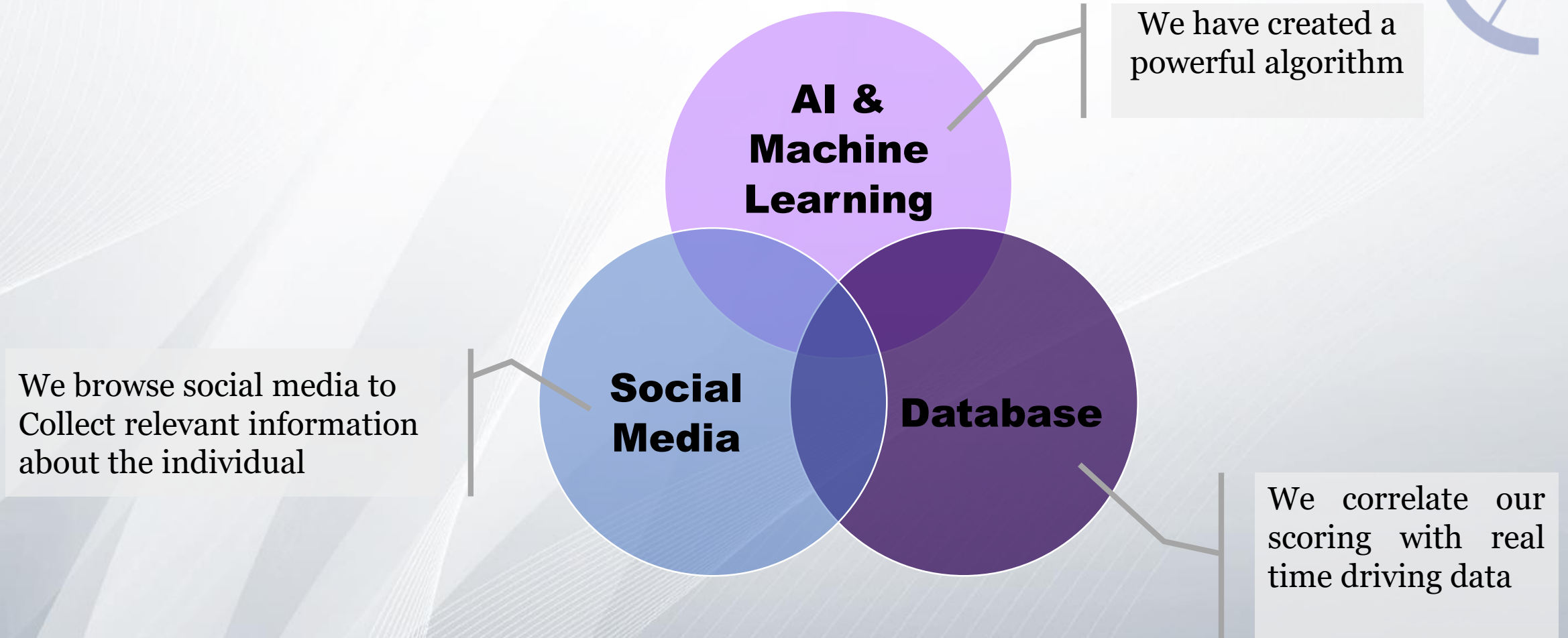




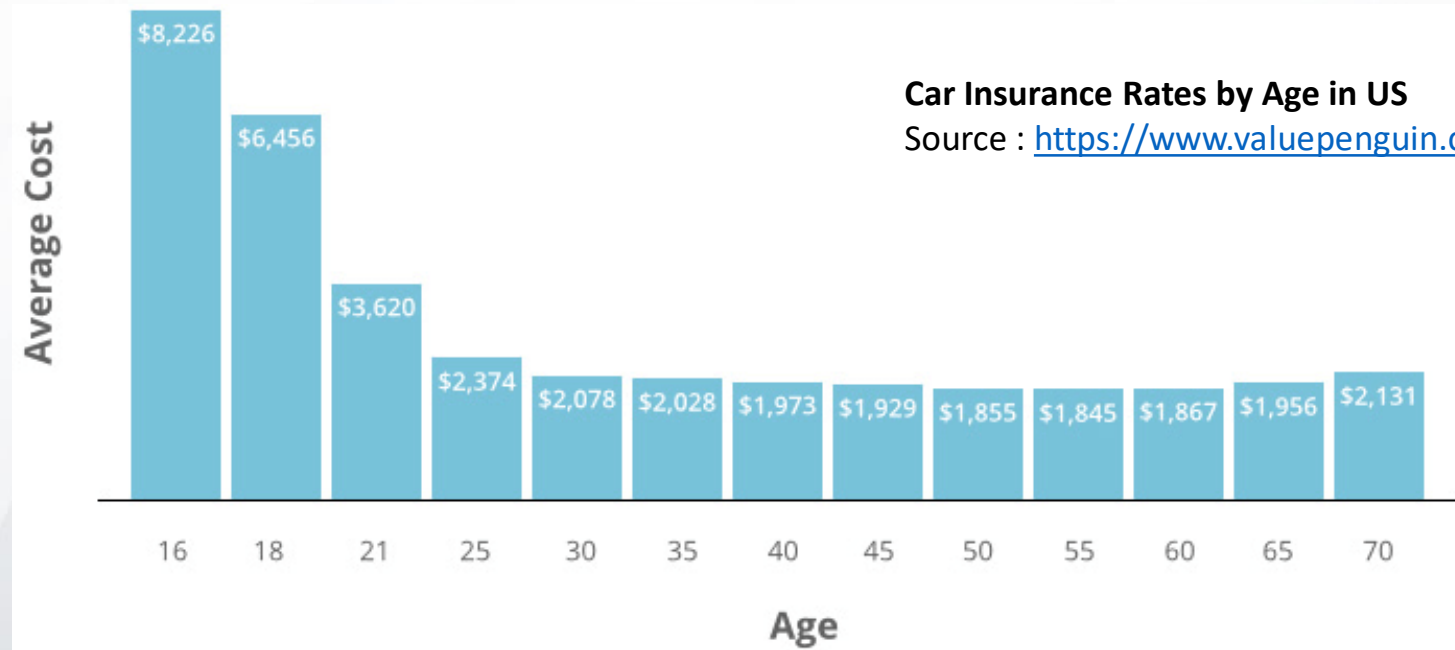
Predictive scoring for
motor insurance

'Pay how you will drive'

What pillars?

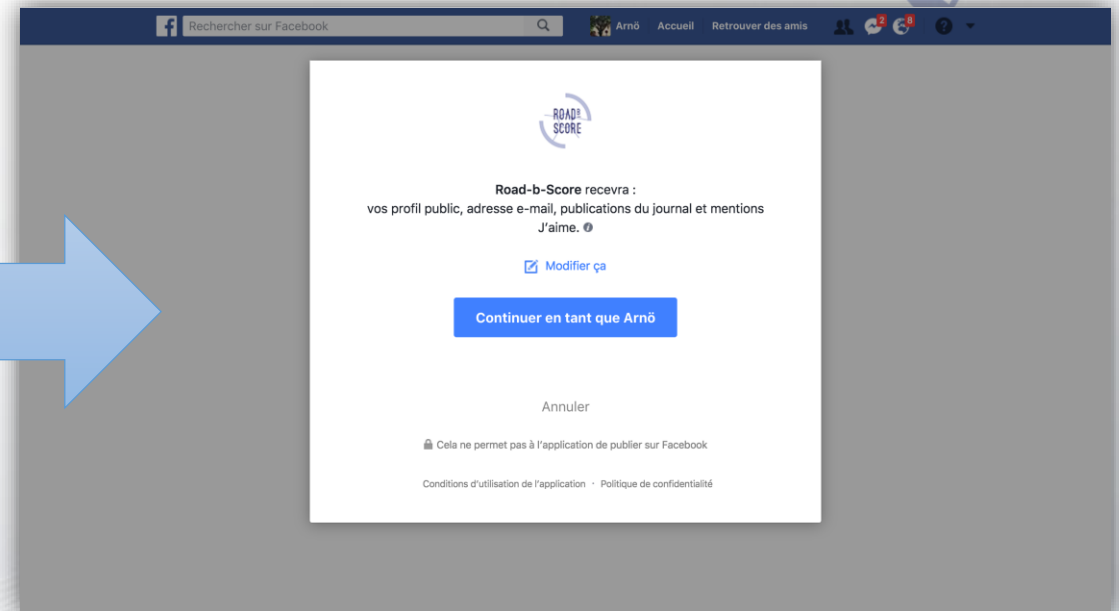
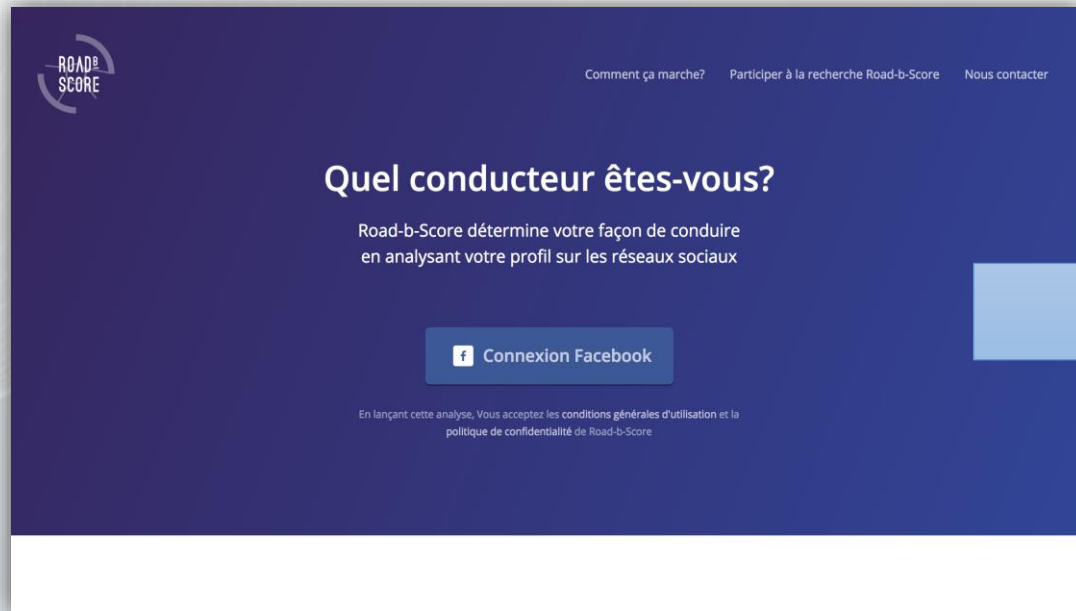


Problem worth solving



Every year 100 millions new drivers seek their car insurance policy. Due to lack of records, insurance companies and brokers are charging them 2 to 5 X the usual subscription to cover a potential risk.

Our solution



To provide a predictive scoring solution that allows the insurance companies to determine a level of behavioural risk for each individual...

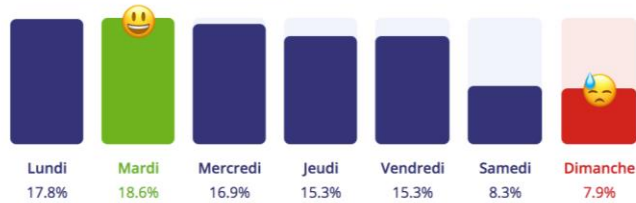
...Based on their social media profile (via Facebook...)

The result : a meaningful score

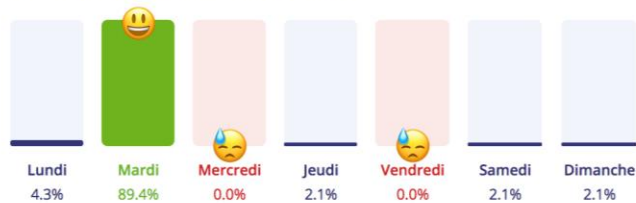


L'analyse de votre profil est terminée.

Fréquence de vos publications



Fréquence de vos mentions « J'aime »



Nombre de mentions « J'aime » / Nombre de photos postées : **0.53**

Nombre de publications / Nombre de mentions « J'aime » : **5.15**

Activité suivant les saisons



La conduite la plus proche de votre profil

Sérénité 84.53



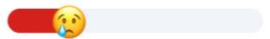
Civilité 53.76



Contrôle 85.98



Souplesse 27.13



Vous recevrez cette synthèse sur votre boîte mail (mail de votre compte Facebook), conformément à la réglementation européenne sur la portabilité des données.

[Comment ça marche?](#)

4 axes

- Serenity
- Courtesy
- Self control
- Flexibility

What benefits?



- For the insurance companies, the ability to enhance their CRM.
e.g : choose safer drivers
- For the individuals, to access their car driving behavioural profile.

Target market



Market size potential : 1.6 Mds €*

** Pricing model: 5€ to 100€ per profile depending on the region*

Funding needed

€1,5M



- Business development & Sales in Europe and Asia,
- Product development acceleration

Sales channels



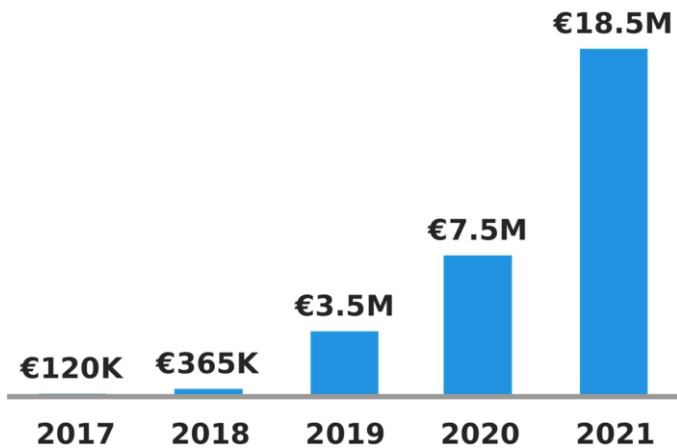
Road-B-Score has chosen 2 ways to market :

- Indirect route : Reinsurers (as influencers),
- Direct route : insurance companies, wholesale brokers...

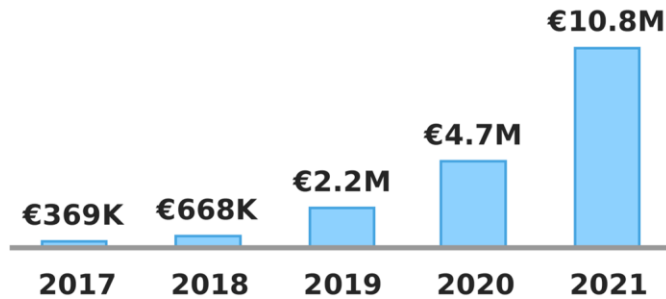
Marketing activities

- ✓ FY2017 is dedicated to product & brand awareness creation in domestic local market
- ✓ Support to Sales : tools and communication
- ✓ FY2018 will focus marketing activities on lead generation abroad.

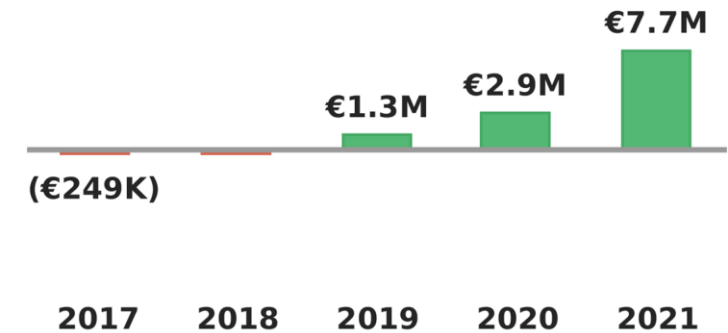
Financial projections



Revenue



Expenses & Costs



Profit

Milestones



May 1, 2017

Early adopters
signed

Term 1, 2018

Fund raising
(€1.5M)

December 31, 2017

Version 2 « Deep
learning »

Spring, 2018

Launch of
international Sales

Team and key roles



Arnaud Vincent
CEO



Christophe Meheut
CTO



Sylvain Gault
PhD R&D



Duc Le Khac
CSO

Partners and resources



BPI France
Public Investment Bank



Université Lumière Lyon II
Psychometrics and driving
laboratory



Caisse D'Épargne Rhône-Alpes
Business Incubator



Data driving intelligence
Business Unit
from MICHELIN Group

How to get in touch with us?

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