

Sure.LM

Unleash Banking Innovation through GenAI



“Innovation in finance is not just about embracing technology; it's about transforming the way we serve our customers and meet their evolving needs.”

The Challenge

In the fast-paced world of BFSI, legacy systems are stifling progress and stifling potential.

Manual document processing, payment delays, and claims inefficiencies are not just obstacles; they're missed opportunities to lead the industry forward.

Our Solution

Enter inSureLM, the epitome of innovation in BFSI. inSureLM is a revolutionary BFSI assistant powered by AI, particularly Gemini.

It streamlines document ingestion, processing, payment, and claims management processes, enhancing efficiency, accuracy, and customer satisfaction, igniting a new era of AI led excellence.

Idea Overview

Empowering Bankers

inSureLM streamlines document management for bankers, enhancing productivity and decision-making.

- Automates document handling
- Streamlines workflows
- Facilitates informed decisions

Elevating Client Experience

inSureLM optimizes client service requests, ensuring efficient and responsive handling, using RAG integrated Chatbot.

- Smooth client interactions
- Expedited service delivery
- Enhanced client satisfaction

Driving Operational Efficiency

inSureLM drives cost reduction, boosts profitability, and attracts more customers for banks.

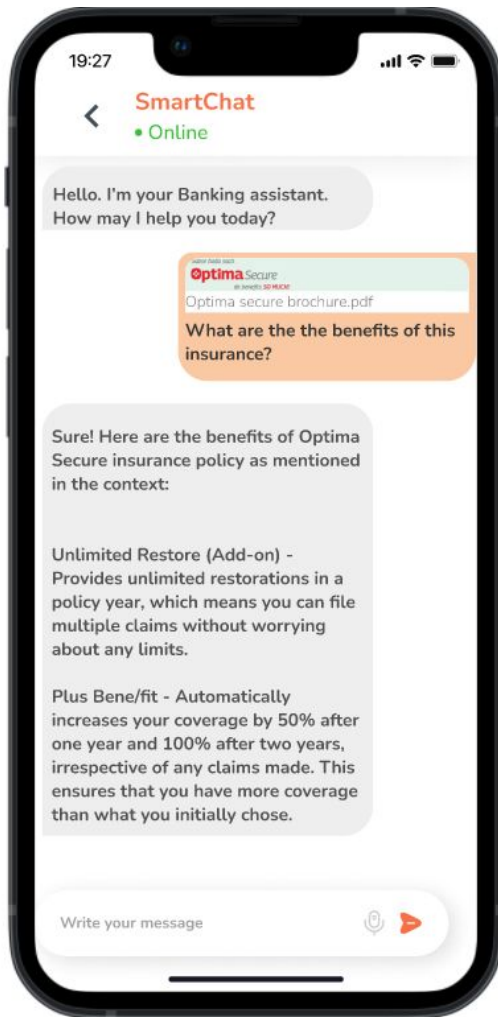
- Optimizes operations
- Reducing document handling expenses
- Attracts more customers, with sleek friendly engagement

Opportunity

With the advent of AI, processes that are document heavy seem to be a clear winner, for business to start drawing benefits immediately.

What's more, there isn't much need for a very powerful LLM, but still have a very meaningful impact to the user experience. Whether that be a user enquiring about his policy details or the banker approving the client.

inSureLM presents a multitude of opportunities for revolutionizing document management and streamlining processes in the banking and insurance sectors. This can be very appealing to open up untapped user base who ignore insure for the very reason that it is task intensive. Here is a way to simplify the process, make it more transparent and accessible.



Our Focus: The Clients

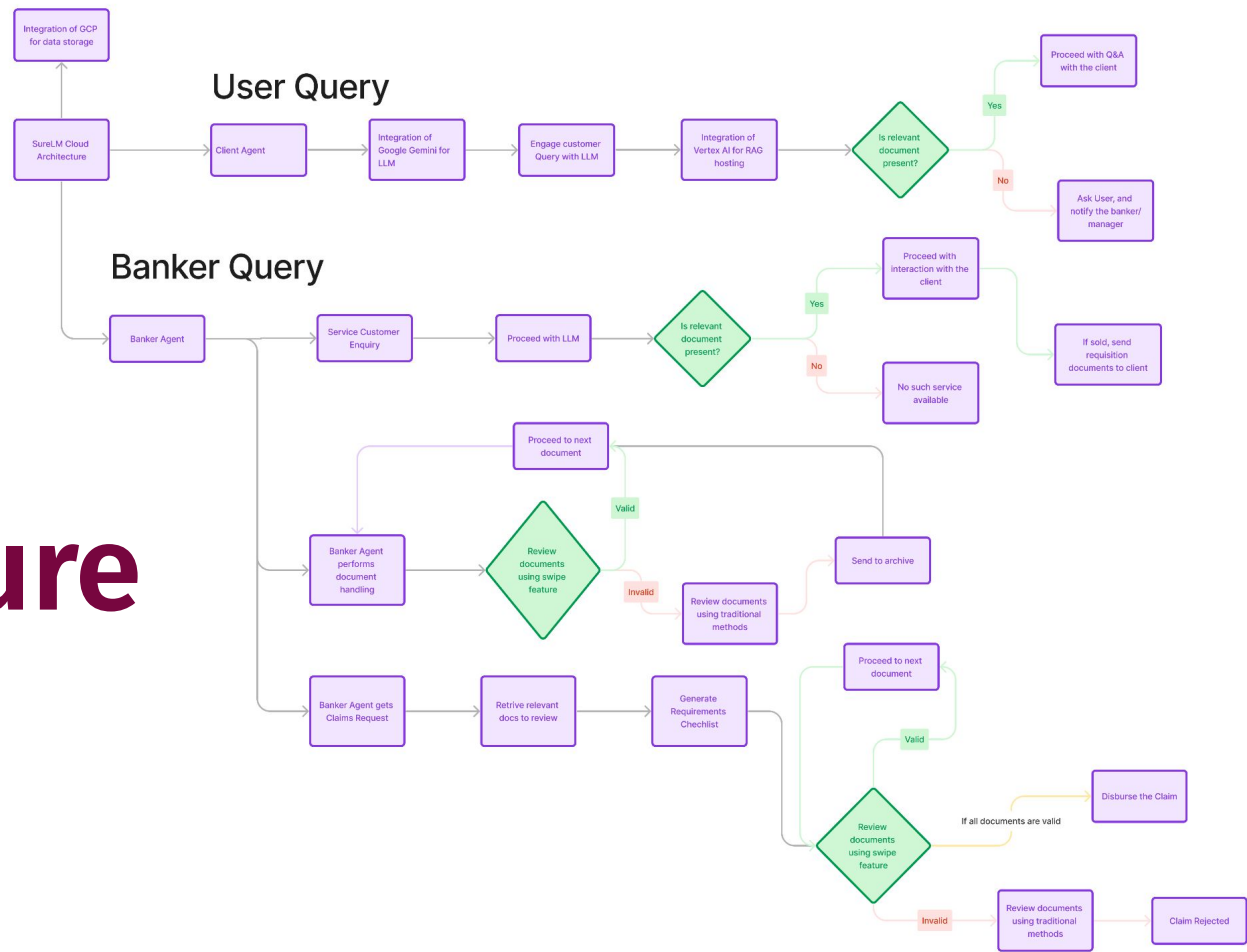
- **Document Status Tracking**: Real-time updates on document processing status and progress.
- **Efficient Communication**: Integrated messaging system for seamless communication with bankers and support staff.
- **Document Repository Access**: Access to archived documents for reference and future use.
- **Mobile Accessibility**: Accessible on mobile devices for convenience and flexibility.
- **Multi-Language Support**: Support for multiple languages to cater to diverse client demographics.



Our Focus: The Banker

- **Streamlined Document Workflow:** Automated document ingestion, processing, and management to reduce manual tasks.
- **Swipe-Based Document Review:** Intuitive swipe feature for quick and efficient review of documents during the onboarding process.
- **Smart Document Search:** Advanced search functionality for quick retrieval of specific documents and information.
- **Collaborative Workspace:** Shared workspace for collaboration and coordination among team members.
- **Automated Notifications:** Automated notifications for document status updates, task assignments, and deadline reminders.

Architecture

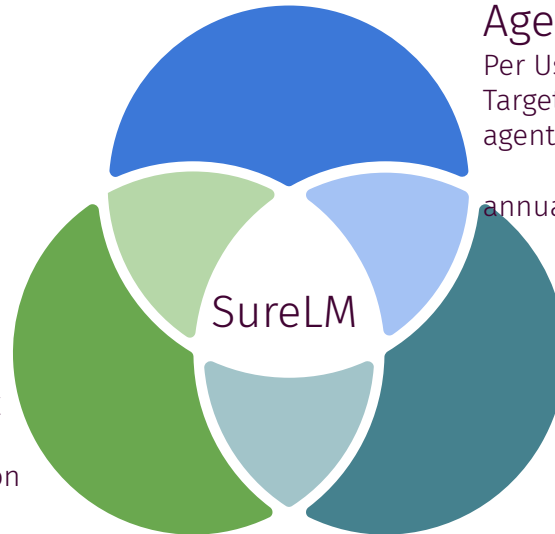


Business Model

Customer Insurance GPT

Target Industries: Insurance consumers seeking personalized advice and assistance. Licensed to banks and NBFC institutes.

Estimated Market Size (India): \$10 million annually



Agent AI Assistant

Per Use Subscription, Pay-as-You-Go services

Target Industries: Insurance agencies, brokers, and agents.

Estimated Market Size (India): \$62.4 million annually

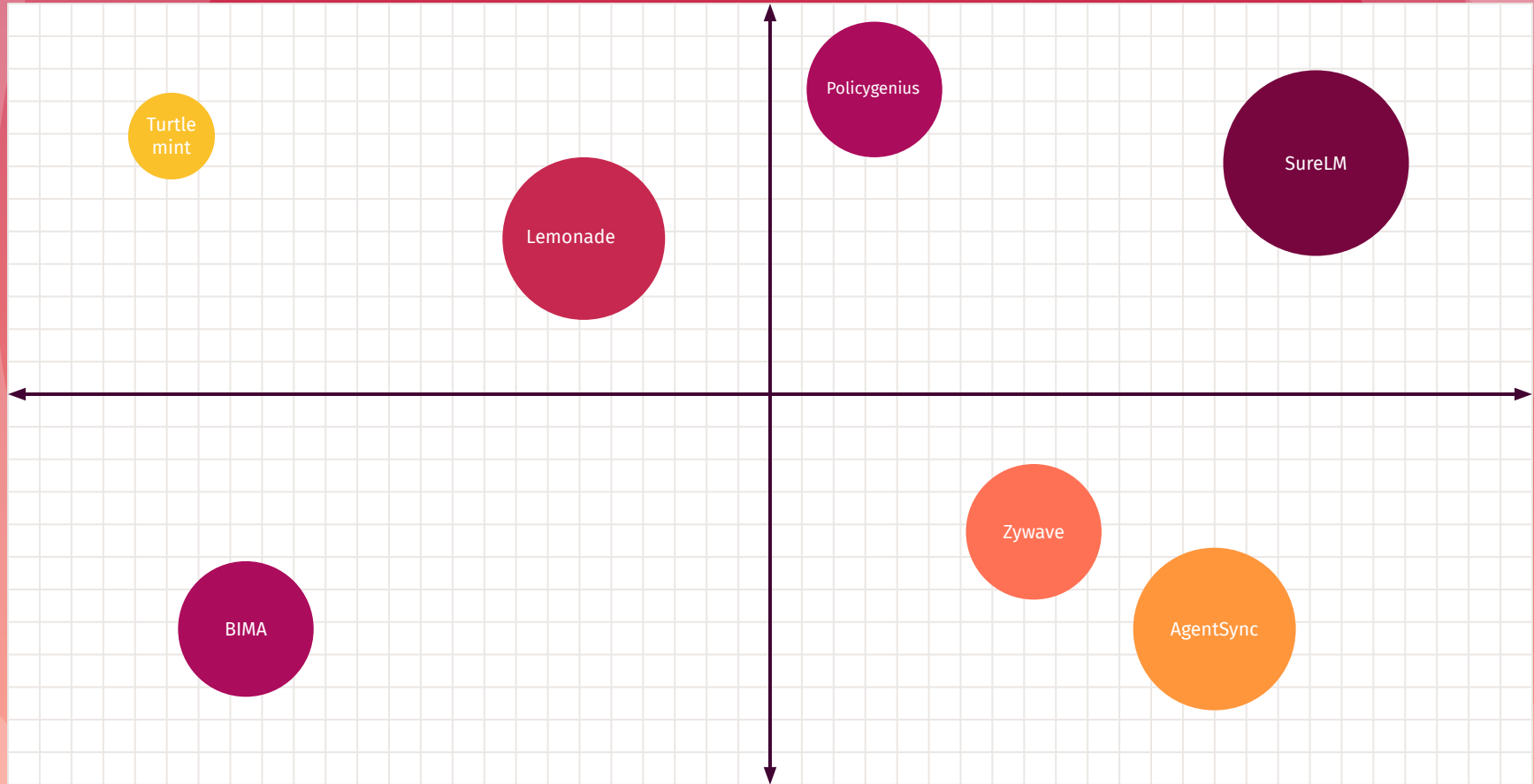
Micro Insurance Service

Target Industries: Ride-sharing services, food delivery platforms, online shopping, travel booking, mobile payments, subscription services, microfinance, health and wellness.

Estimated Market Size (India): \$18 million annually.

Competitor Matrix

Use of AI



“ We want to be the First pure AI IPO in India “

ASK

The estimated cost of implementing the inSureLM project for a sizable customer base of 10k users, considering lifetime interaction with bankers, is approximately \$3 Million. This cost includes expenses for both input and output operations, as well as the back and forth queries between users and bankers.

This cost includes a dedicated team to train our custom LLM for siloed tasks tying valuable IPs to the company, additional training and fine-tuning. This would help us establish a moat around the business and open up avenues for further growth like Personal Banking, Asset Management and other Financial Products.

Thank you for considering inSure.lm



Soham Suryavanshi
Co-Founder CEO

With robust programming skills unique blend of tech expertise, supply chain proficiency, and deep market study over 3 years, his vision and insights led to Sure.lm, with a unique understanding of psychology, supply market dynamics, and market nuances.

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