

Project landscape

The African insurance industry encounters several critical issues that hinder its growth and impact.

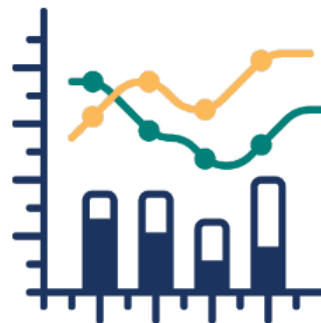
DATA

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- The average daily income in Africa is significantly lower than in other countries
- Africa's unemployment rate stands at 30%, affecting the ability of many to afford insurance
- Less than 50% of the available market falls below the poverty line
- Affordability remains a major barrier to insurance adoption
- How does the affordability issue impact the willingness or ability of individuals to purchase insurance?

INFORMATION



- Convincing individuals to invest their money now for a risk that might not happen is a challenge
- How can we educate potential customers on the value of insurance and address their hesitations?

KNOWLEDGE



- Identifying and optimizing the right client pool is essential for sustainable growth