

Paddy Cover

Pay as you go On-Demand
Insurance for everyone.

2022

WHAT ARE WE TRYING TO SOLVE?

1%

The insurance industry in Africa represents less than one percent of insured catastrophe losses worldwide.



There is no **easy access to affordable and flexible insurance** for medium to low-income earners in Sub-Saharan Africa.

17%

Access to micro-insurance products across Nigeria is still very low and is estimated to cover only **0.3 million** of the Nigerian adult population, despite awareness of the service by **17%** of Nigerian adults.

WHY ARE WE DOING THIS?

Enabling insurance
for everyone.

Our Story....
leading to the first pilot

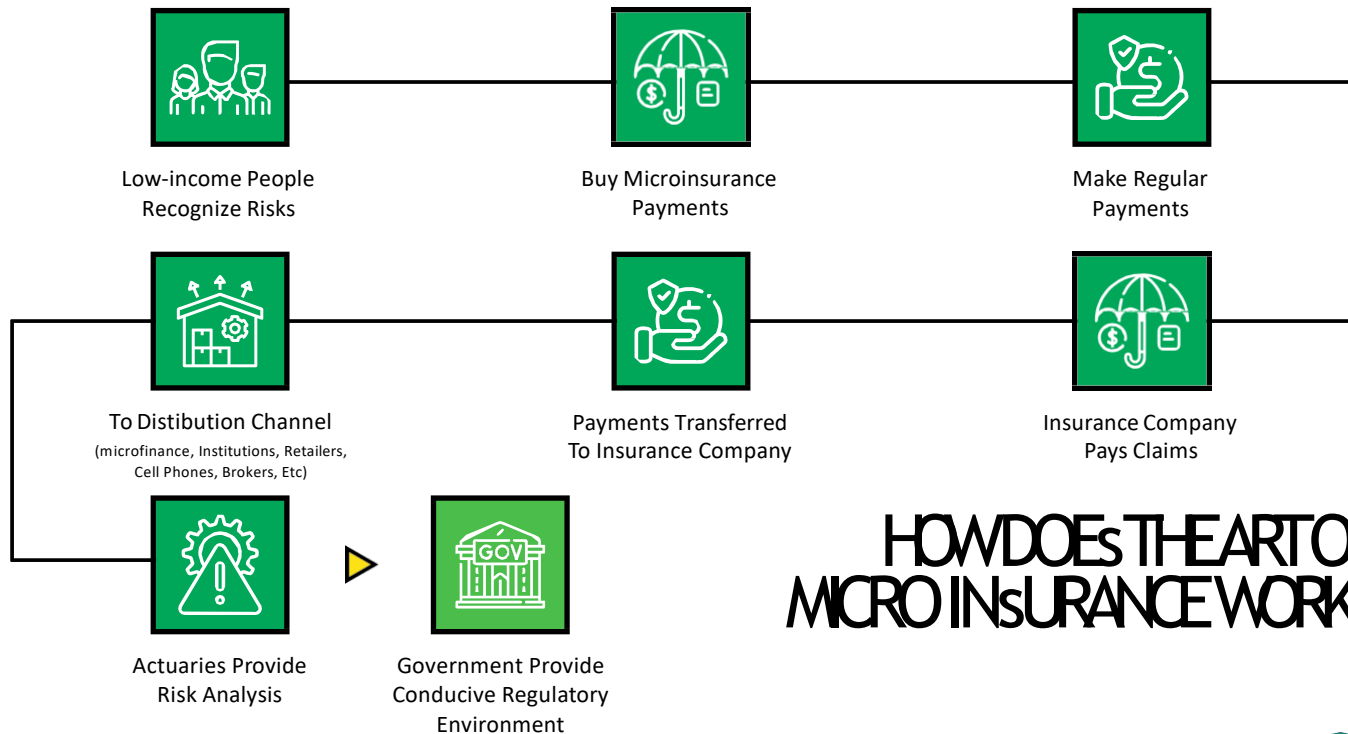


HOW WE ARE SOLVING IT?



We work with established insurers and customer aggregators to design and offer bespoke products respectively via our multi-channel platform that facilitates flexible and convenient payment for insurance packages.

Our offerings are built into the lifestyle touchpoints of the customer, either as a convenience or as complementary value-adds.



OPPORTUNITY- NIGERIAN MARKET

The African
Micro-Insurance
Market is
estimated
to be
worth about

\$50BN

NIGERIAN MARKET

96.4M
People

Market
Size

32.1M
People

Addressable
Market

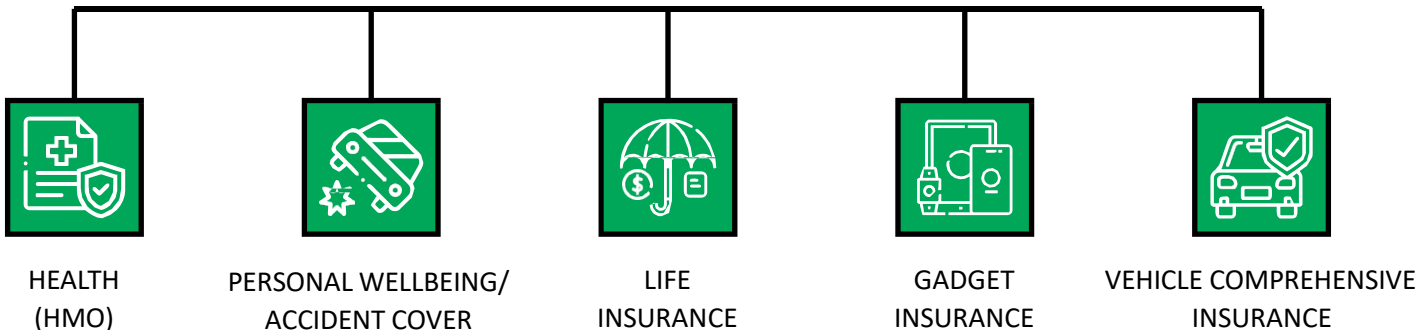
3.21M
People

Our Target
(5 Years)

BUSINESS MODEL AND PRODUCTS



Our current products include



PARTNERS AND CUSTOMERS

Insurers

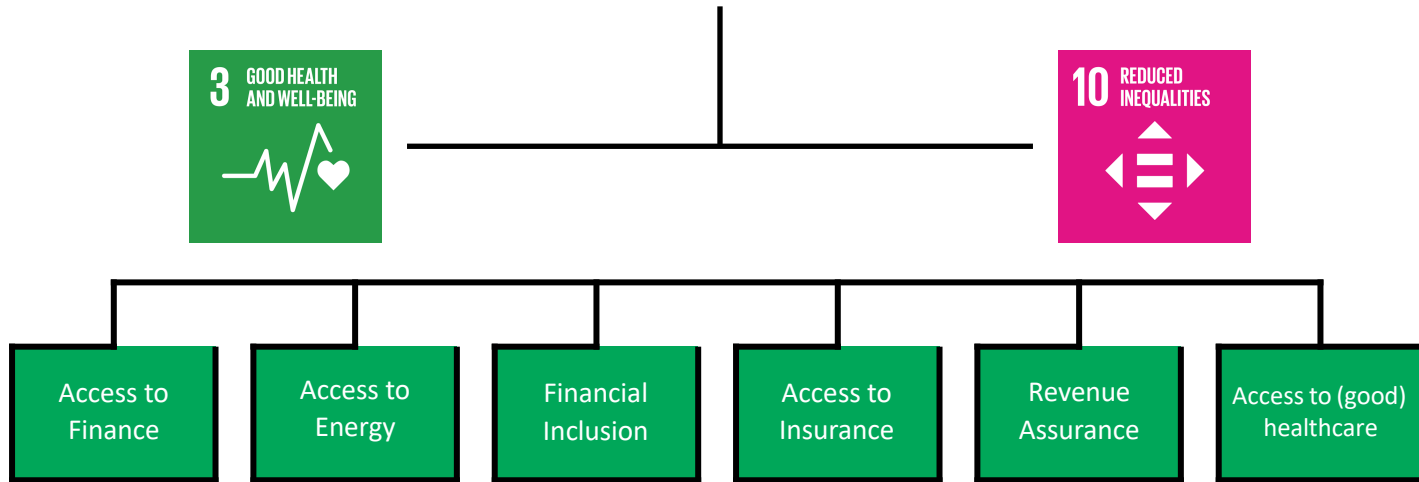


Customers



BUSINESS IMPACT

The impact we deliver is broadly around TWO BROAD SDG areas:



TRACTION

Months in Business: 29 months



Revenue Year'20:

\$60,000



No of Total active
Insurance Policies:

11,597+



No of Insurance Companies
(Underwriters) Onboarded:

6

AIICO, FBNGI, Consolidated
HallMark, RelianceHMO,
Custodian, Axa Mansard.



Funding Raised till
date (Pre-Seed):

\$225,000

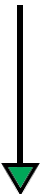
SCALING PLANS

In the Next 12 months: We aim to reach the following milestones.

Policies sold:




currently
10,000+
to reach
min **70,000**
by Q4 2022
across all products

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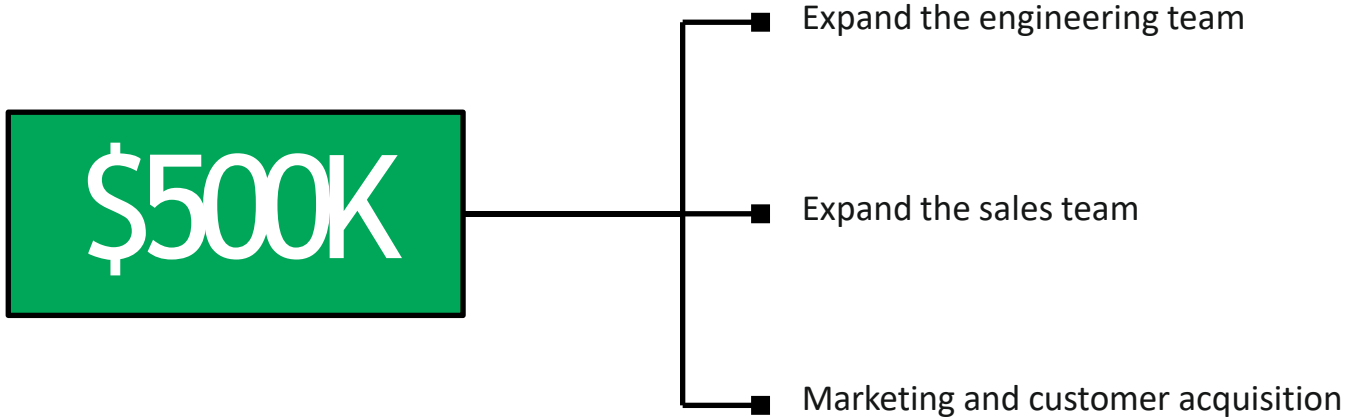
Revenue Projection:



Q4 2021 –
\$60,000
to reach
\$850,000
by Q4 2022

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FUND OUR GROWTH



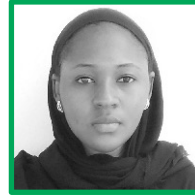
THE DREAM TEAM



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Paddycover Customer Care

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