



PITCH DECK

Timing



...Something changed

- Internet connectivity is now available to 67% of Africans, with 75% of them using it regularly.
- African's financial needs have changed as a result of this access however, Insurance service delivery remained unchanged and futile
- Insurance penetration in Africa is < 3%, despite other financial services sectors seeing development.

Problem



Insurance is a derivative sector, financial inclusion in Africa has grown from 21% to 46% in 6 years. While insurance penetration hasn't grown past 3% for 14 years.

Pricing

- Disposable income is low in Africa. 56% of working adults are priced out of insurance cover they need.

Misaligned Incentives

- Traditional insurers rely on reduced claim payouts. Which contradicts the benefit of insurance to the insured.

Availability

- Only about 1.5% of African adults have insurance, due to a focus on corporate entities by insurers.

Solution



Peer-2-Peer Insurance

Peer-to-Peer (P2P) insurance is a risk sharing network where a group of individuals pool their premiums together to insure against a risk.

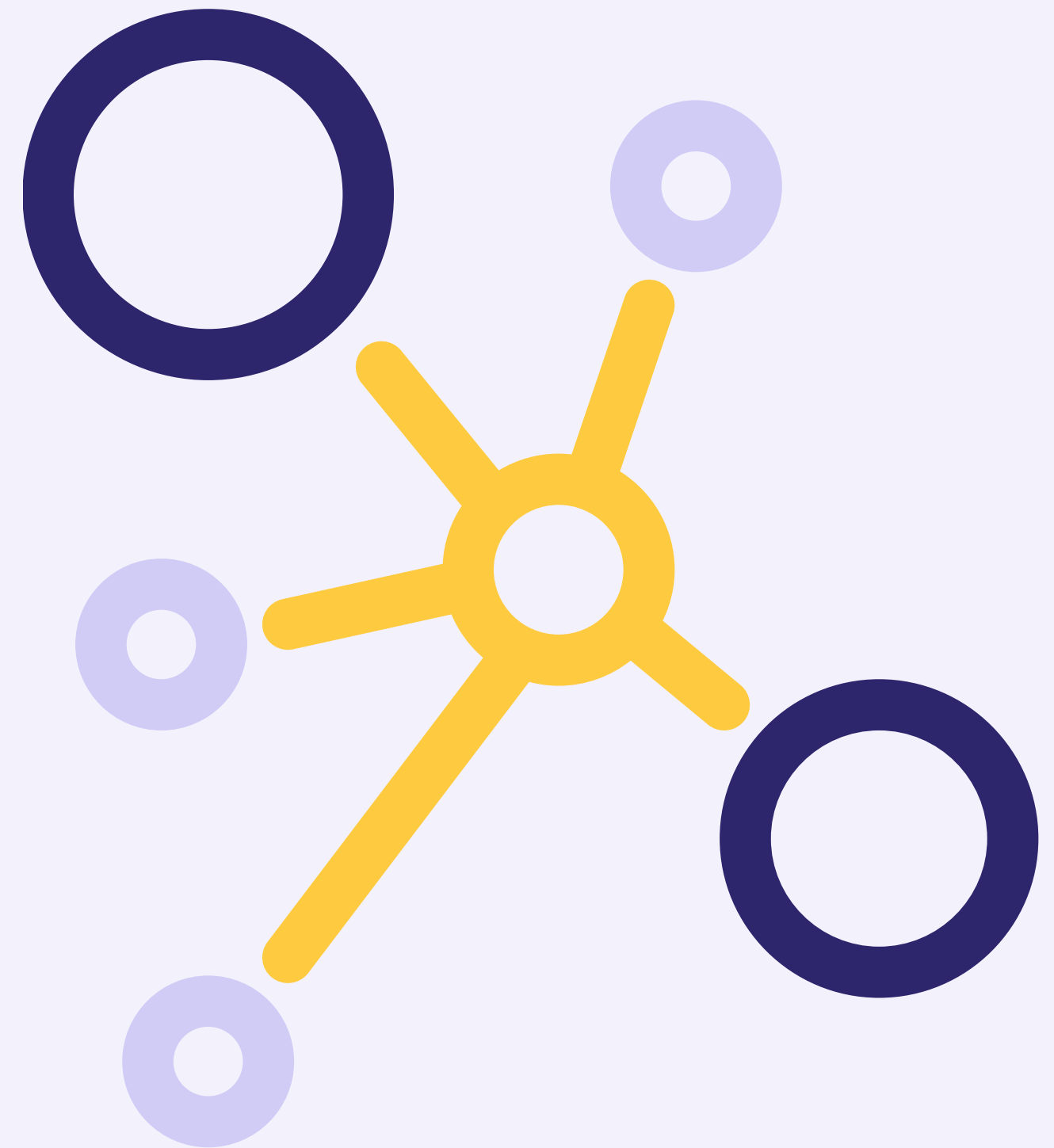
Our Approach

We group users with common insurable risk (e.g mobile phones) into pools and offer the lowest possible price, based off our actuarial (risk) model to adequately insure their common risks, reducing the financial impact of unplanned expenses e.g (broken phone screen).

Advantage



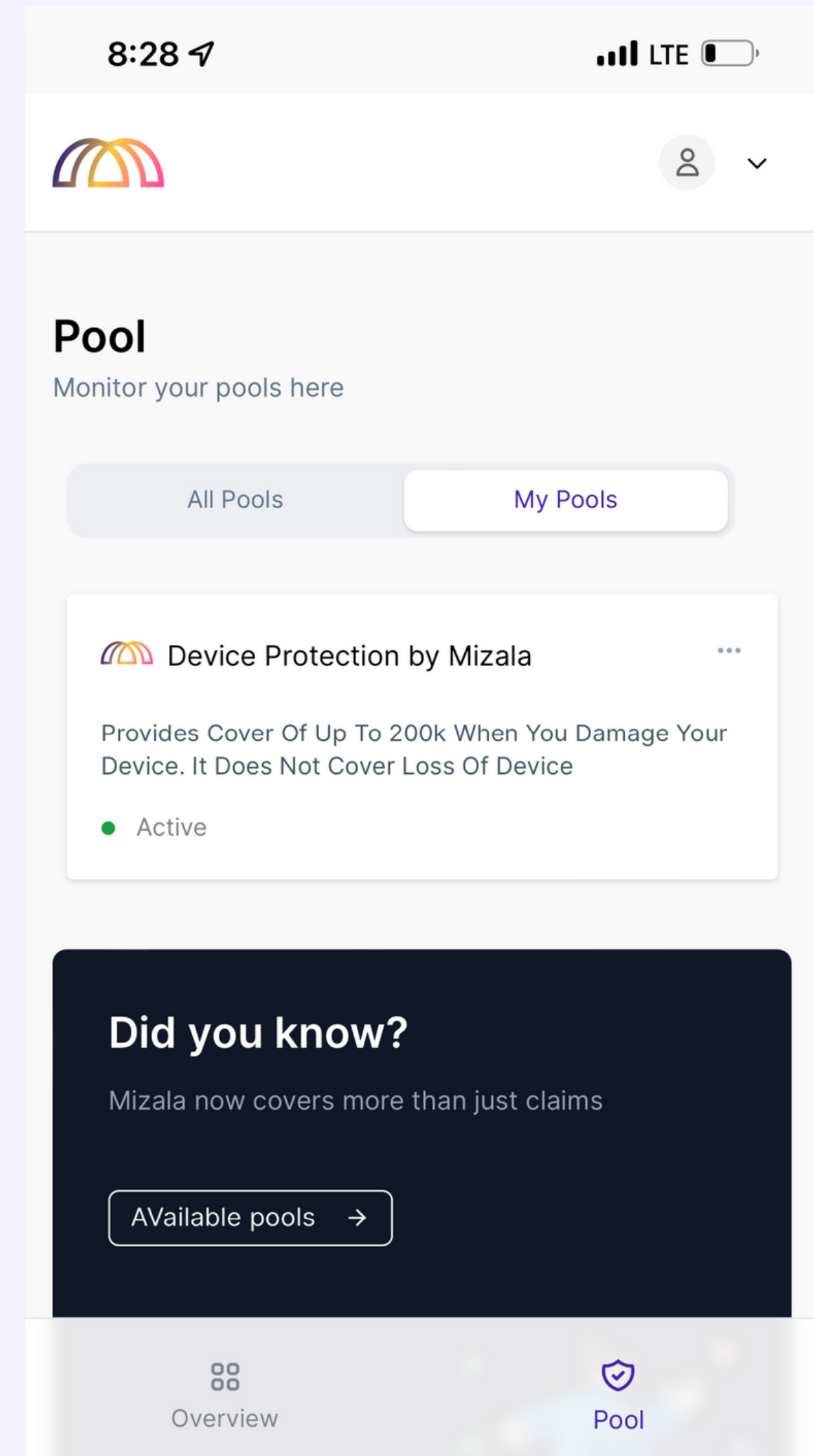
- **Pricing** - Premiums in our pools are 75% cheaper than their traditional insurance equivalent.
- **Aligned incentives** - Our revenue is tied to claims payout. Ensuring a mutually beneficial relationship with users.
- **Availability** - With our pools, users are able to find and buy insurance policies, 5x faster than usual.



Product

Device Protection Pool

For our MVP we created a p2p based device insurance pool, where users pay \$0.67/month, provide some information on the status of their device and get access up to \$400 worth of claims from the pool.



Competition

Traditional Insurers

Operations and Asset heavy business models, scale and user acquisition is expensive and slow.

Premium based model used by insurers, makes it difficult to be profitable while being affordable

Negative perception and corporate focus, has made it difficult to reach younger audience



Our model is asset light, ops light and software heavy, allowing us scale 10x faster and cheaper.

Our revenue model makes our products 75% cheaper than traditional equivalents

Our distribution channels & brand purity makes us more attractive to younger audience

10x

75%

19.7

Median age in Africa

How we earn

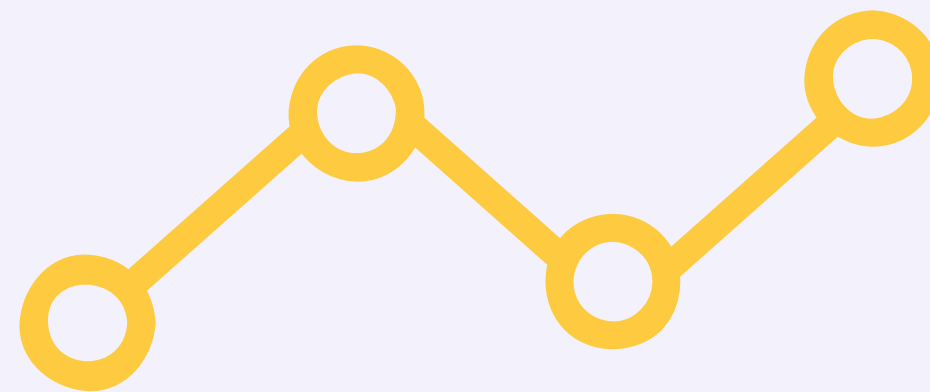


we take \$0.67 monthly subscription fee in addition to a 10% margin on total claim amount, monthly.

Our experience suggests that 20% of our users submit a claim for an average of \$40 each time.

\$0.67

Monthly membership fee per user



**10% of
total claims**

total claims arising from any month's transaction

Size of the Market

\$98 Billion

TAM - Estimated African insurance market value.

\$14.35 Billion

SAM - Estimated revenue from insuring working adult population (520m people).

\$1.44 Billion

SOM - Estimated revenue from insuring 10% of SAM.

Traction



- 2,300+ active users from D2C sales
- 86% MoM user growth
- Growing community of 50k+ people.
- 1,000 Retail partners/vendors.



Market Adoption



Community

- Campus Ambassadors.
- Unions & Cooperatives
- Digital Communities

Partnerships

- Retail partnerships.
- Strategic Partnerships to augment our services

Retail

- DTC via digital & offline channels

Future Roadmap

5 years from now...



Growth & Expansion

Reach 20.8m users across Africa.



Products

Expansion of our product offerings to include life, health and agricultural covers.



\$582.4 Million

Minimum projected revenue in subscriptions & margins per annum

Financing



We are looking to raise \$1M in financing, to reach 400k users in Africa in 18 months.

\$1M

Pre seed round

**400k
Mizala
users**

**\$3.52M
Revenue**

Annual revenue from
subscription + margin

Team



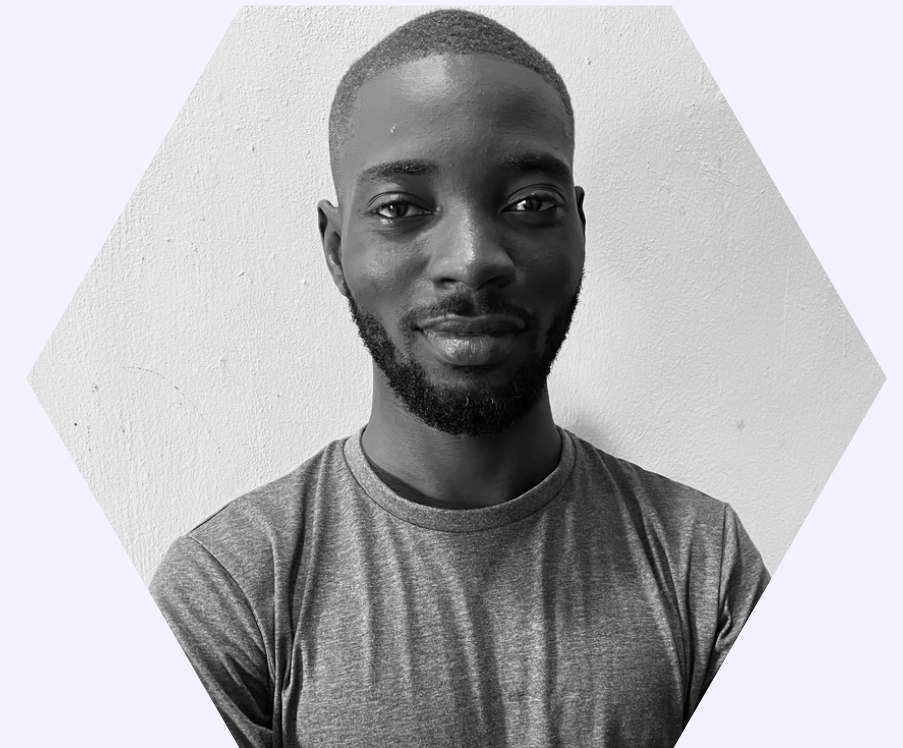
Marcel Okorie - CEO

- 14+ years domain experience.
- Holds a degree in Insurance, Masters in Actuarial Science.
- Worked with African Alliance Insurance PLC



Akanimoh Richard - CPO

- +5 years software engineer
- Worked with Sterling Bank, building out tech infrastructures for the banks services.



Israel Ifedayo - COO

- +5 years Software Engineer.
- Built products in finance, hospitality, real estate & crypto space.

Contact Us

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