



An Insurance Experience that
exceeds Consumer Expectations

Executive Summary

- **Qualified and Connected Leadership Team:** extensive experience in insurance operations, software operations, innovation and insurance technology.
- **Our Patent Protected Product that Solves Multiple Industry Problems:** related to lagging customer experience, processing inefficiencies, fraud, premium leakage and growth for the Independent Agent Channel. (Patent US 8,401,878 B2)
- **Ready to launch:** Auto Claims, Quote, Buy Online, Digital Garage, Digital GloveBox, Data Prefill and Underwriting capabilities are production ready.
- **Go to Market:** Leverage those in the ecosystem who already have relationships to drive downloads
 - Independent Agents, Direct Market Carriers, Affinity Groups, Comparative Raters and Software Vendors,
- **Revenue Pipeline Highlights:** Completed agreement with top Policy and Claims Platform provider that delivers recurring revenue from existing and prospective clients. Currently discussing agreements with top comparative rater platforms, major affinity groups and large brokers.

Meet Our Founder



Mark Chappell

CEO

- Over 30 years in the automobile insurance industry.
- Founder of a multi-state insurance company, claims third-party administrator, and multiple managing general agencies.
- Piloted the first PC-based Policy Admin System.

Problem

Consumers

Today's consumers face a complicated and fractured insurance experience with antiquated processes.

Customer satisfaction is decreasing, while premiums have **increased 7.3%** in the last year alone.

Independent Agents

At the same time, independent insurance agents (27% market) struggle to compete with the **technology and marketing** of large insurers to grow new leads and retain their existing business.

Insurance Companies

Meanwhile, insurance companies lack the accurate data needed to make better decisions for their policies, suffering from fraud, premium leakage and escalating claims cost. The auto insurance industry alone saw **\$29 Billion** in leakage and fraud in 2017.

Your Personal Guide to maintaining and protecting all of your valuables in one place.

A Mobile and Cloud Insurance platform that truly puts the Consumer first:

“People are delighted to buy Homes and Cars and regrettably need Insurance”

InsureScan focuses on being the one place to digitize all the valuables Consumers own, along with important records while at the same time providing appropriate Insurance that is easy to understand, priced right and comes with fast and accurate claims payouts.

InsureScan provides a new engagement platform for Agents to grow their business and ensures more accurate data for Carriers leading to better underwriting and reduced fraud.

*Patented Solution

InsureScan makes insurance better for consumers, agents, and carriers all at once.

Consumers

Great Experience

More Choice

Fast Claims Resolution

Inventory Management

Independent Agents

Mobile Channel

Lead Generation

Higher Retention

Cost Reduction

Insurance Companies

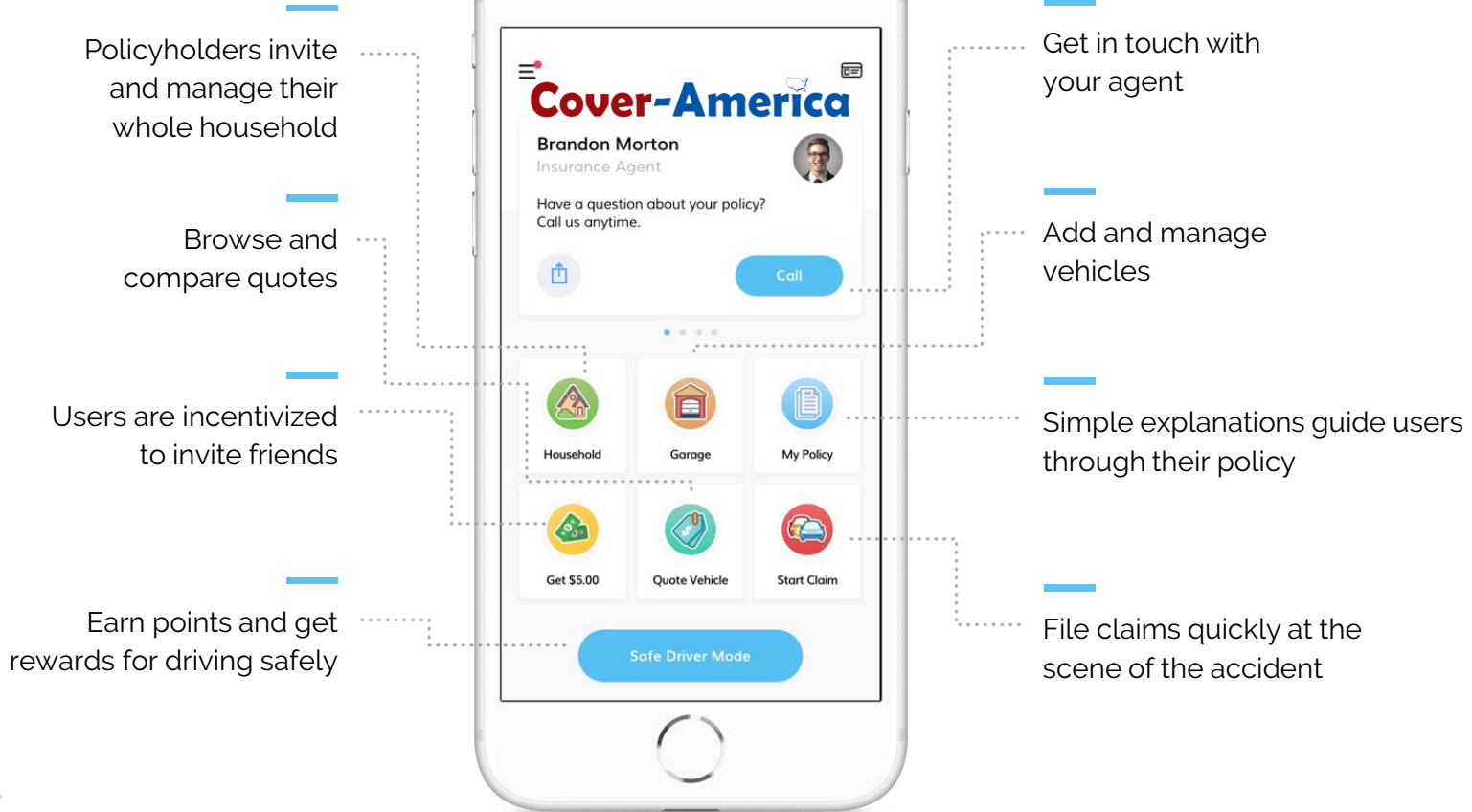
Premium Growth

Better Underwriting Decisions

Fraud Mitigation

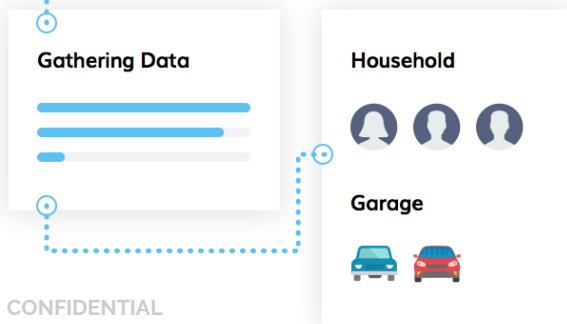
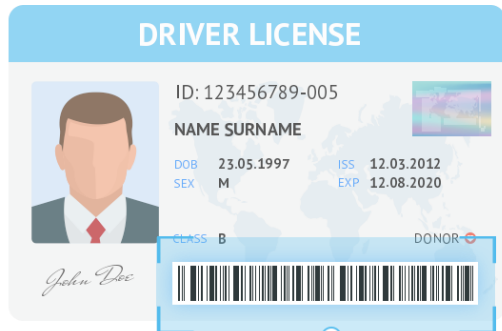
Cost Reduction

Product Capabilities

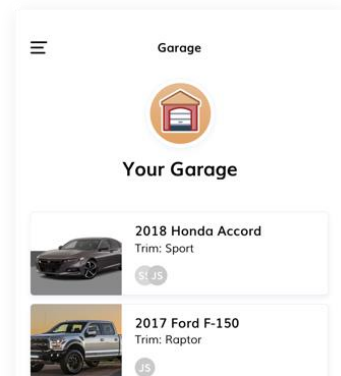


How Works

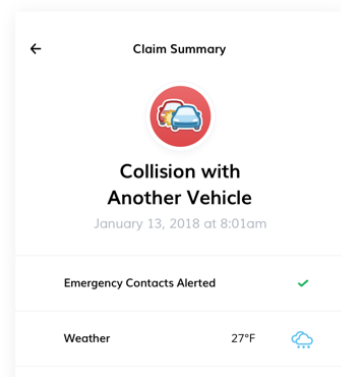
Users just scan their license.
InsureScan handles the rest.



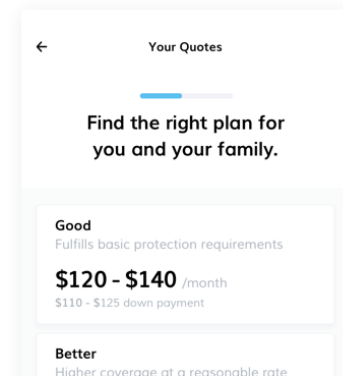
CONFIDENTIAL



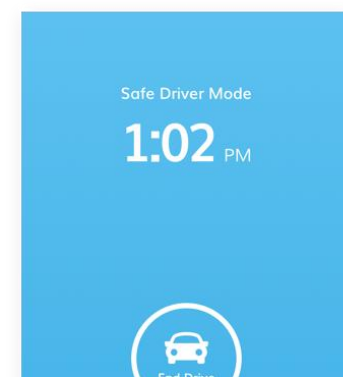
InsureScan makes it easy to keep useful records of your belongings.



InsureScan takes the worry out of capturing vital information in the event of a stressful claim situation.

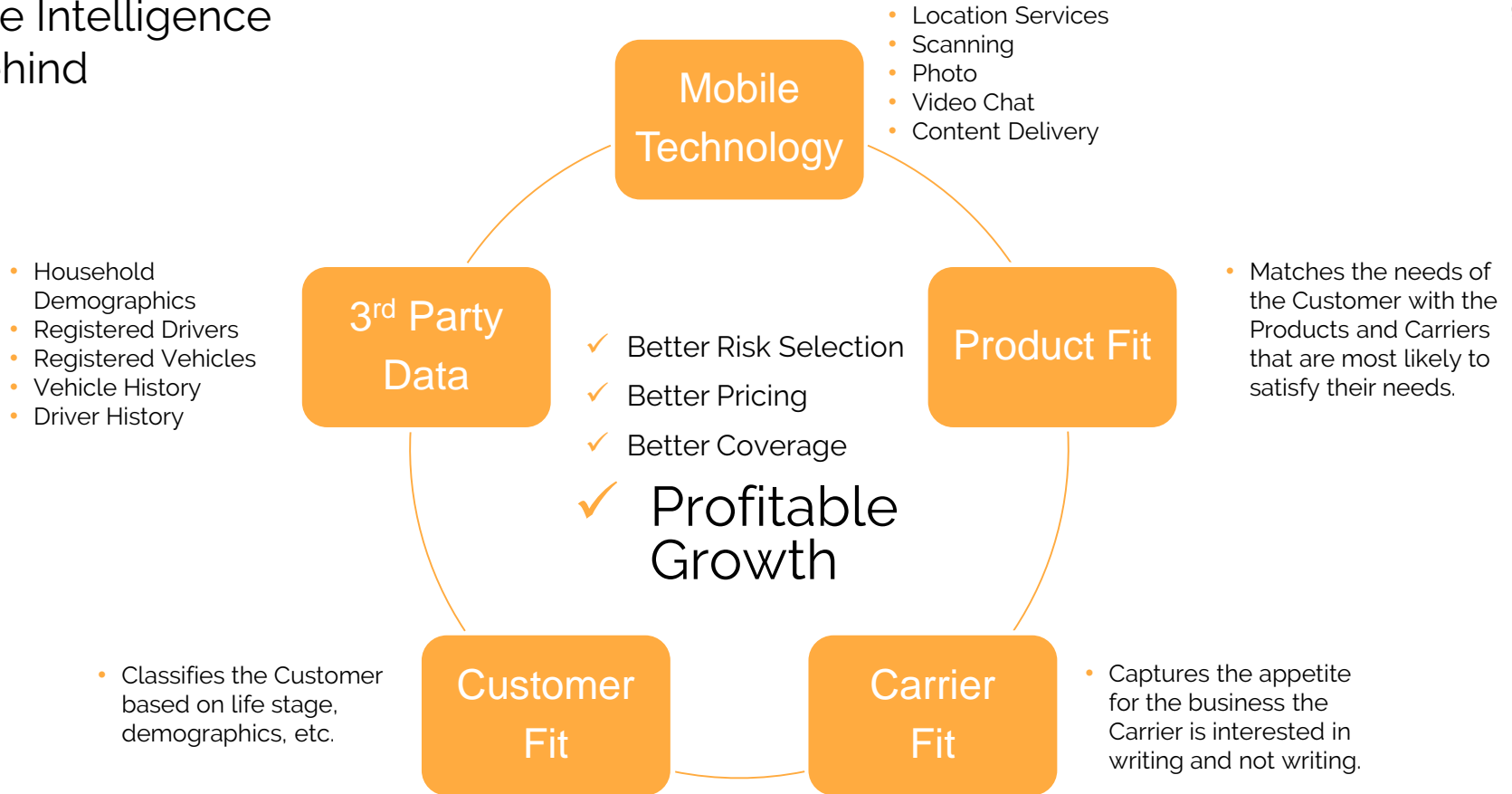


InsureScan guides you through the process of understanding and buying Insurance.



InsureScan gives families incentives for building safe driving habits.

The Intelligence Behind



Addressable Personal Lines Market

38,000 Independent agents distribute approx **\$100Bn** of personal, auto, and homeowners insurance.

100+ Million

Auto Insurance Policies

150 Million

Independent drivers

7% annually

Average submitted claims by insureds

700+ companies

Write Personal Lines

Total Property and Casualty Lines

\$290

BILLION

Personal

\$200

BILLION

Auto

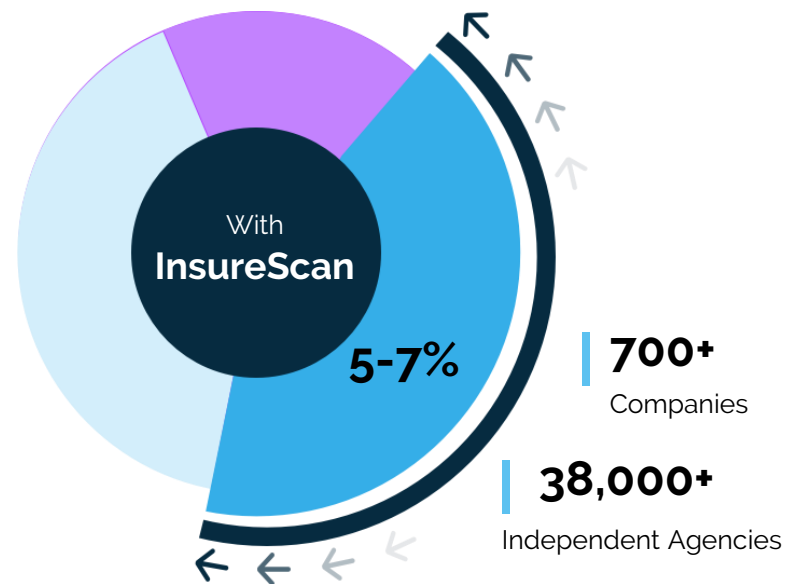
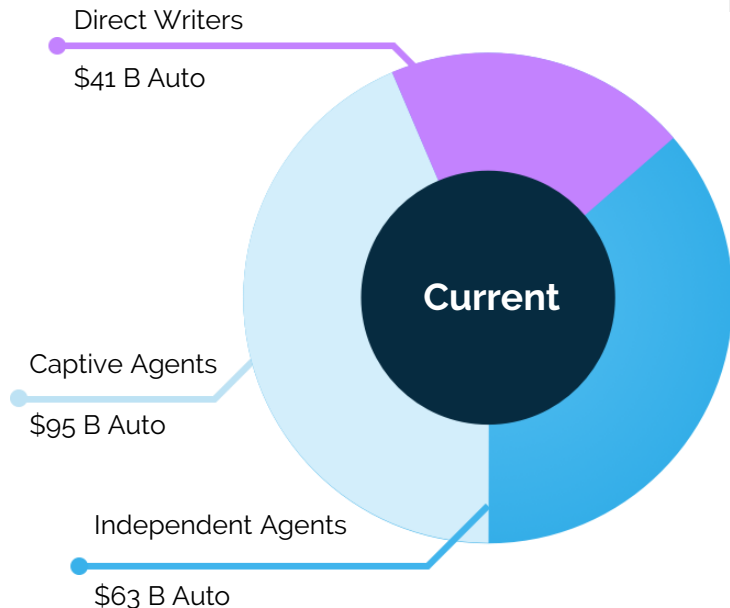
\$90

BILLION

Homeowners

Market Outlook

With InsureScan, independent agents, small carriers, MGA's will have the technology to compete with the largest insurance carriers and grow their customer base with better retention and lead flow.



Go to Market Approach – B2B2C

Our Strategy is to get  onto as many phones as possible from multiple channels.

- Partner with Software Vendors who already dominate the ecosystem that are in need of a Mobile component.
- Market to Insurance Agent Industry Associations (“Big I”, PIA).
- Market to Insurers/MGA’s who are looking to go “direct to consumer” or to provide a competitive advantage to their distribution.
- Market to affinity groups with defined audiences and specific coverage needs e.g. Associations, AARP.
- Explore alternative markets to drive downloads such as Car Dealerships, Banks, and Loan Companies.
- Attend Industry and Insurtech Tradeshow and Events.



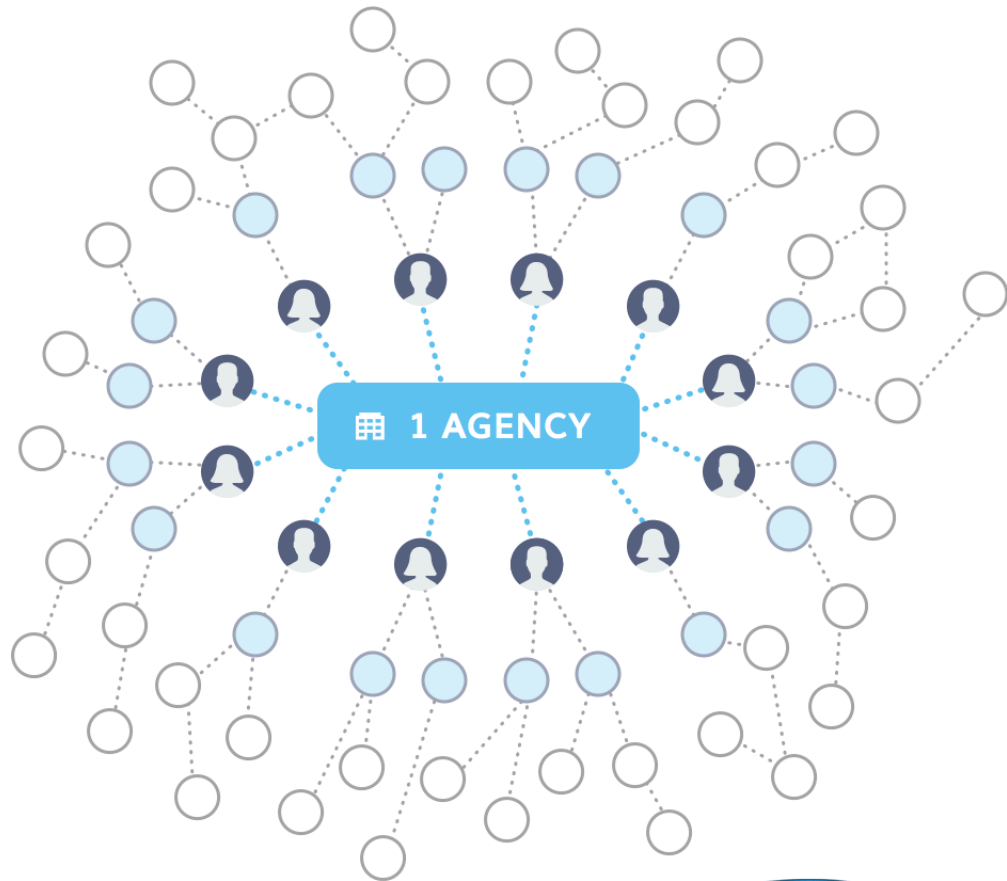
Market Adoption - Push

Agents/Carriers will invite their customers and family to use InsureScan. Satisfied customers are incented to share the app with their family and friends.

Independent agencies currently pay from \$10 - \$150 for a good lead and have to chase them down.

InsureScan can grow leads exponentially along with the data to nurture and close new deals.

InsureScan leads are owned exclusively by the agent whose client originated the lead.



Competitive Advantage



Consumers

A consumer-focused approach gives users a great mobile experience and several options for insurance.



Independent Agents

InsureScan gives independent agencies the technology to compete with direct insurers and grow their customer base.



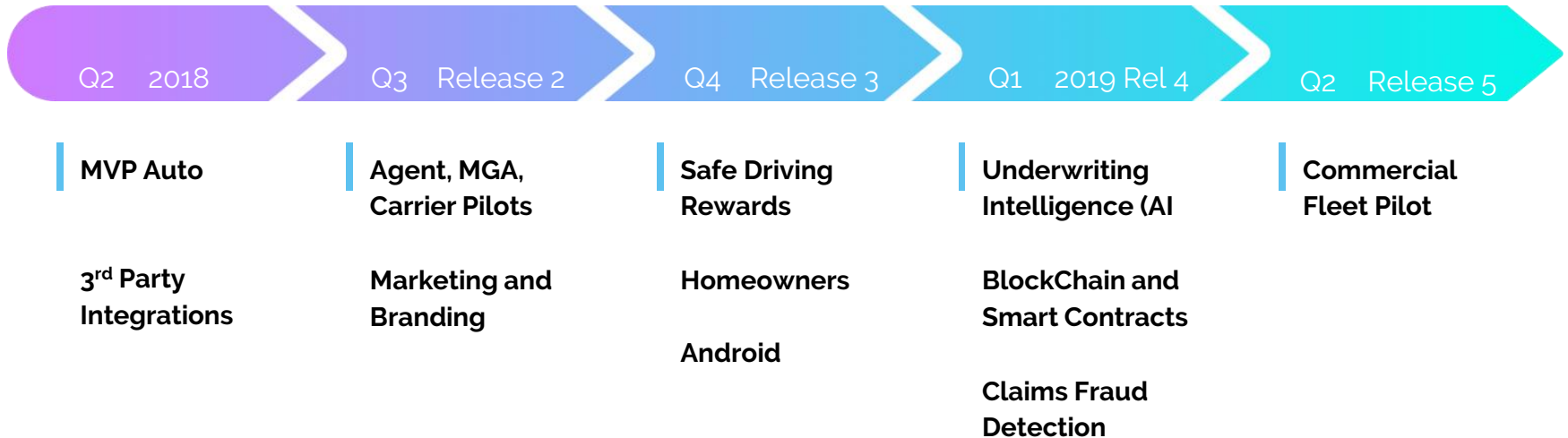
Insurance Companies

With InsureScan, carriers get data about all of our users' assets, and not just what they insure.

Each member of InsureScan's leadership team has decades of experience in the insurance industry.

InsureScan is patent protected for "connecting an Insured to an Insurer using a Mobile Device" using Mobile, Cloud, AI and Blockchain Technologies.*

Roadmap.....on Track



The Technology Behind

- **Native Mobile App:** "True" Mobile features like Camera, Location, Audio, Video, Phone Accelerometer, Multi-Factor Security create seamless experience
- **Built Native to the Cloud:** Built on AWS cloud, InsureScan makes use of features like Auto Scaling, Continuous Integration and Continuous Delivery.
- **Rigorous Security:** AWS Cloud Security features encryption at rest and in motion, token-based security, OpenID, and OAuth.
- **ACORD Standards Based APIs:** Utilizes APIs to connect mobile to cloud and cloud to third-party using ACORD standards when applicable.
- **AI (Q3 2018):** Photo recognition, rules, machine learning will improve underwriting and detect claims fraud.
- **Smart contracts (Q4 2018):** Binding Agreements between Agents and Carriers.

The Security Behind

There are six aspects to InsureScan security:

1. Data in flight
2. Data at rest
3. Password storage
4. Document storage
5. Authentication
6. Authorization

Data in flight

1. All information moving between the the Mobile App and the Amazon Cloud is encrypted.

Data at rest

2. Data is stored in Amazon RDS and encrypted at rest.

Document storage

3. Documents are stored in non-public S3 publics and can only be accessed by valid InsureScan components with credentials unique to those components and can't be accessed by rogue code.

Password storage

4. User passwords are encrypted using SCrypt with individual salts.

Authentication

5. The user is issued a signed JWT upon login. The signing keys for these JWTs are not checked into source code and cannot be hijacked.

Authorization

6. The API is secured with Spring Security rules annotations. (Ex. Only the Head of household can delete a policy).