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EMBEDDED INSURANCE SOLUTIONS

FOR MID-SIZED
DISTRIBUTION PARTNERS



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Insurance sales partner for any mid-sized distribution partner

With our technology mid-sized banks, consumer loans providers, loan brokers or others can start up selling its end users with insurance products without using own IT recourses and get additional income from this

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Insurance sales technology partner for insurance companies

Our system allows to consolidate mid-sized partners into one program from technology, sales, and administrative perspective and open gates for insurance companies to access it as one program in efficient way

EMBEDDED INSURANCE

Today

Estimated size of the global Insurance market

USD 5,5T

Embedded
(broader definition)

USD 1,8T

Not Embedded

USD 3,7T



Growth potential within 10 years

New Embedded

USD 0,5T

Will migrate from non embedded to embedded

USD 0,7T

New Embedded Insurance potential

USD 1,2T

Source: Open and Embedded Insurance 2022 Report, beesure_ analysis

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PROBLEM / OPPORTUNITY

60% of all non-life insurances
will be distributed by non-insurance brands over 10 years

Current embedded market USD 1,8T



Big banks



Big retailers



Other big affinity companies

New embedded potential USD 1,2T



Mid-sized banks & Loans Providers



Mid-sized retailers



Marketplaces & Apps

Source: Embedded Insurance 2.0 - Swiss Re

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beesure_ is addressing

~7B/Y embedded insurance market related with financial institutions as banks/loans providers/loans brokers and etc.

USD 1,2T
new embedded insurance market

USD 7 B/Y Financial Institutions market

Retail market

Other markets

Source: Open and Embedded Insurance 2022 Report, beesure_ analysis

Why companies such as mid-sized banks, Loans Providers and others still do not sell insurance?



No experience in the insurance industry

For non-insurance brands, finding suitable insurers and customizing products for their specific needs can be challenging



Lack of IT and time resources

IT resources of mid-sized companies are most often fully booked for the main product



Difficult product from selling perspective with low conversion rates

Digital insurance sales are suffering from low conversion rates and require attention and an experienced approach

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SOLUTION

We enable distribution partners to sell insurance and get additional income

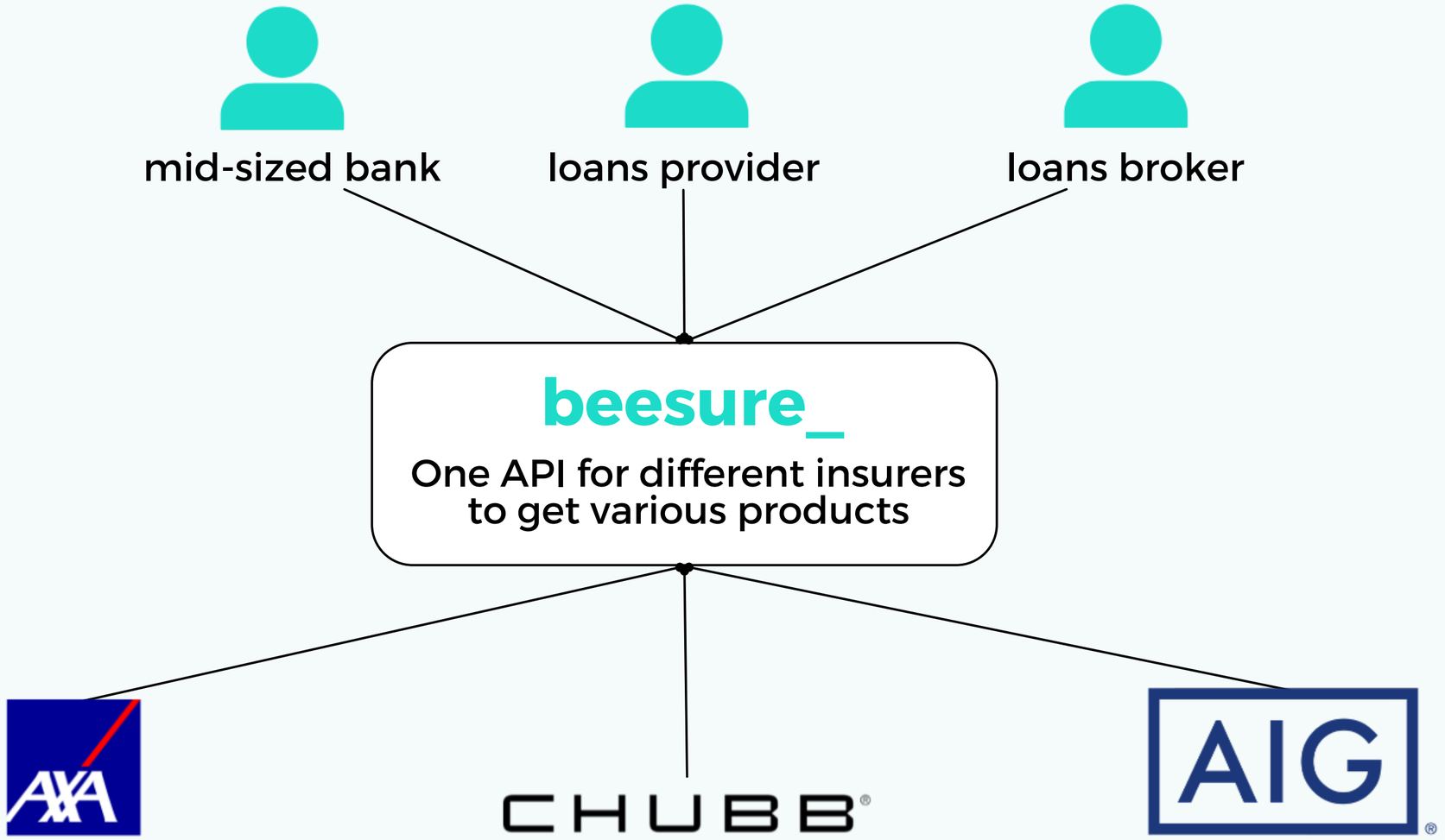
1 ACCESS TO INSURANCE PRODUCTS GLOBALLY

2 PLATFORM FOR DISTRIBUTION

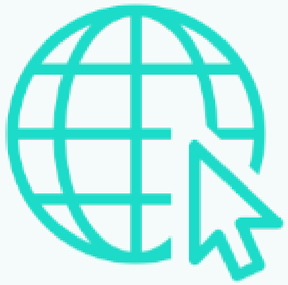
3 TOOLS TO REACH GOOD CONVERSION RATES

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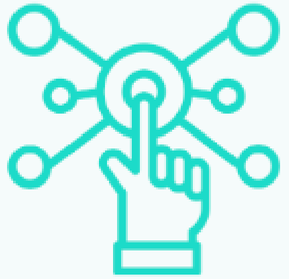
Access to insurance products globally



Platform for insurance distribution & administration



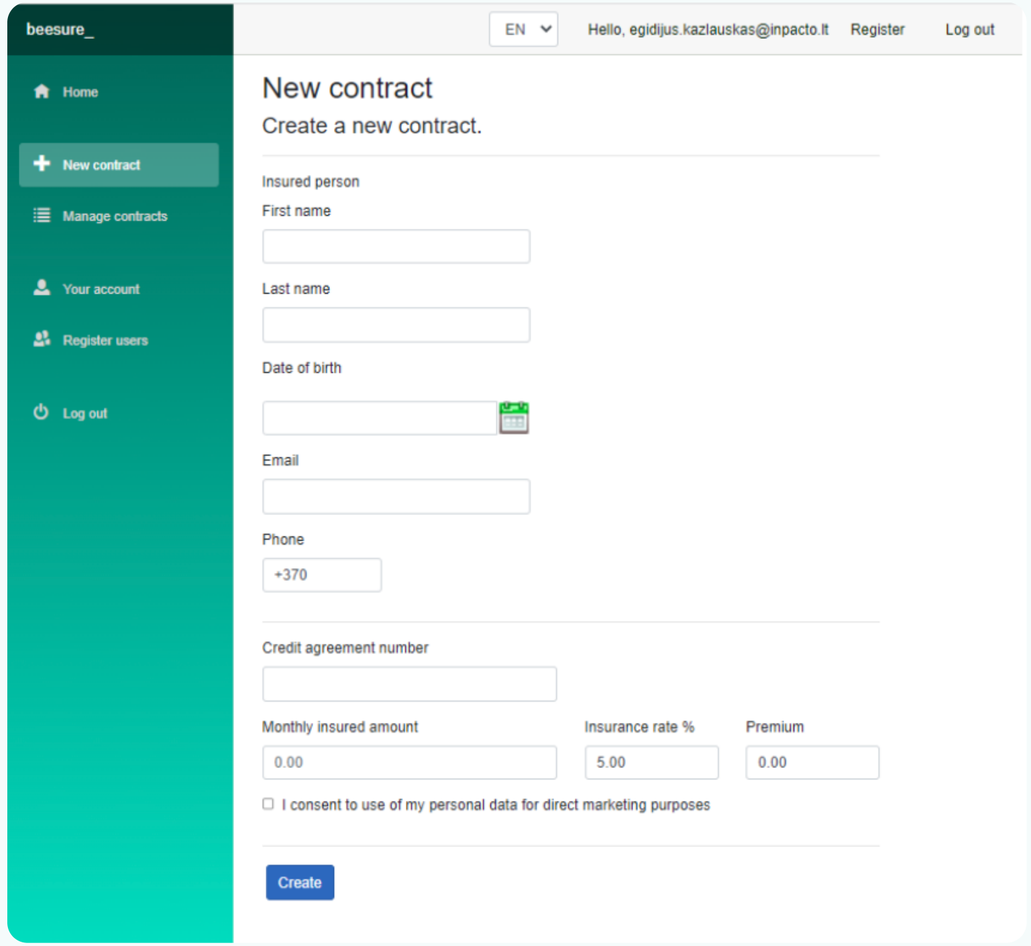
WEB, for employees of distribution partners, immediately starts selling insurance **without any integration**



API integration for full digital insurance distribution in any digital environment of distribution partner

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Platform for distribution: web solution for quick launch of insurance sales without any integration



No integration required

Could be launched in 1 week

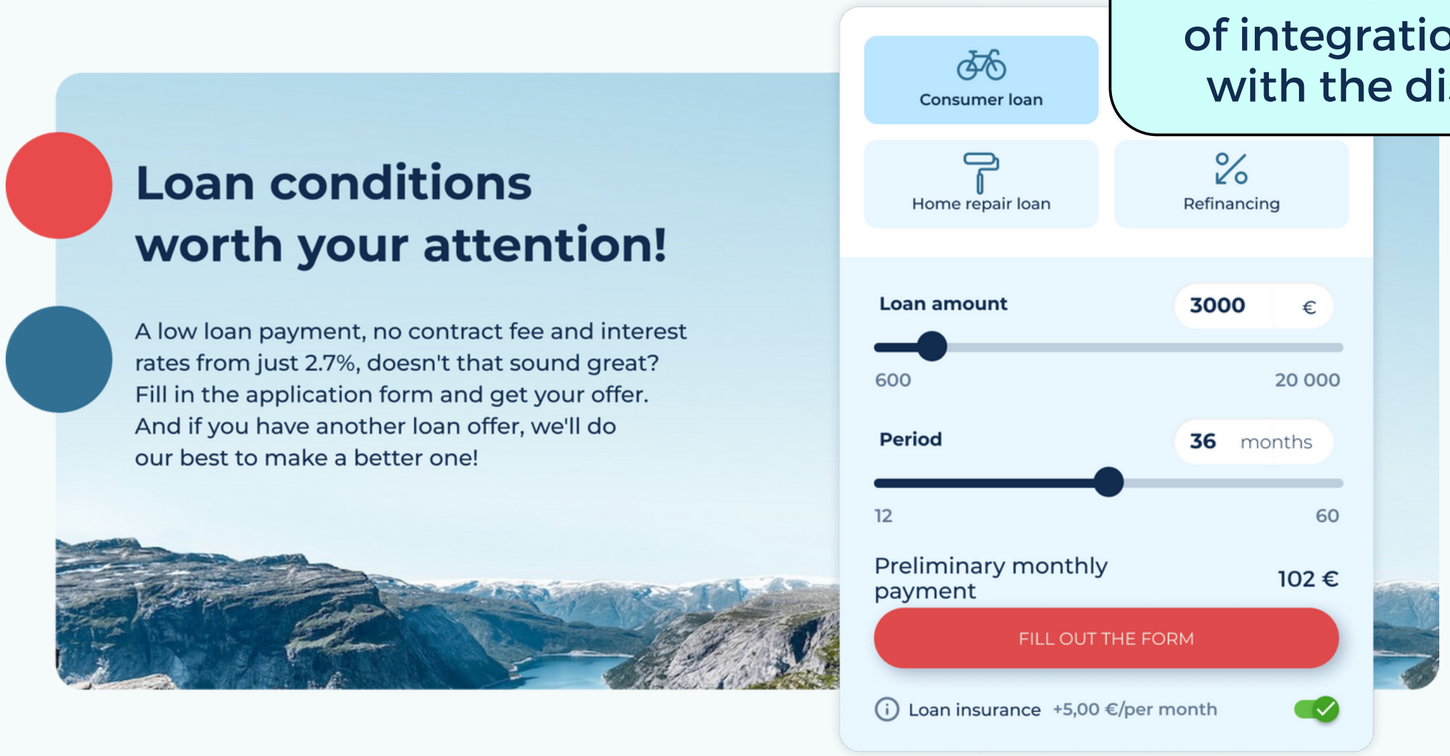
Personal customization for every distribution partner and product

Ideal for quick product's testing

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Platform for distribution: API integration for digital sales in any step of Distribution Partner's user experience

Flexible API allows different levels of integration for quick plug-in with the distribution partner





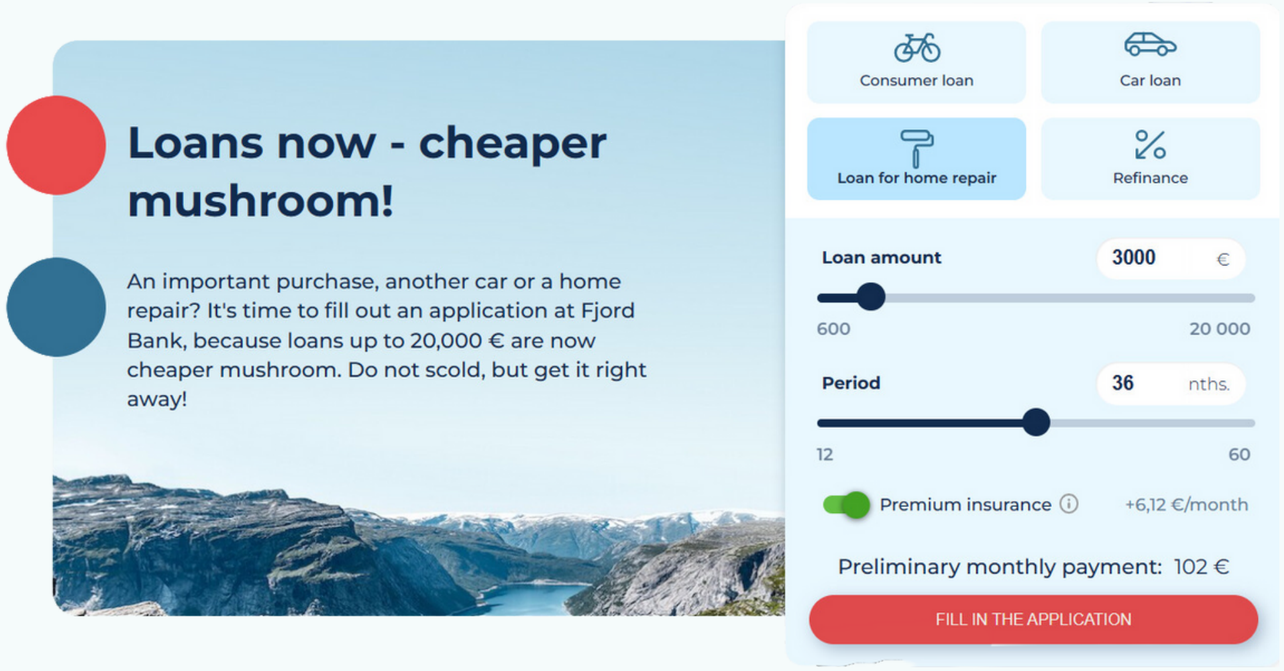
Insurance integrated in Loan application process

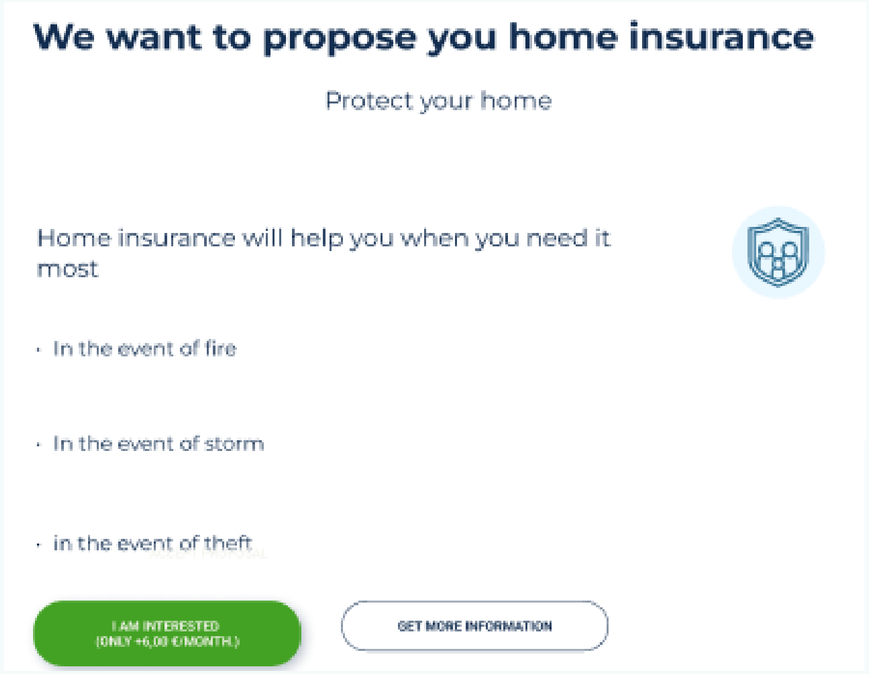
Insurance integrated in summary of Loan proposal

Tools to reach good conversion rates:

Proposing right product at the right time and in the right place makes huge impact on customers decision

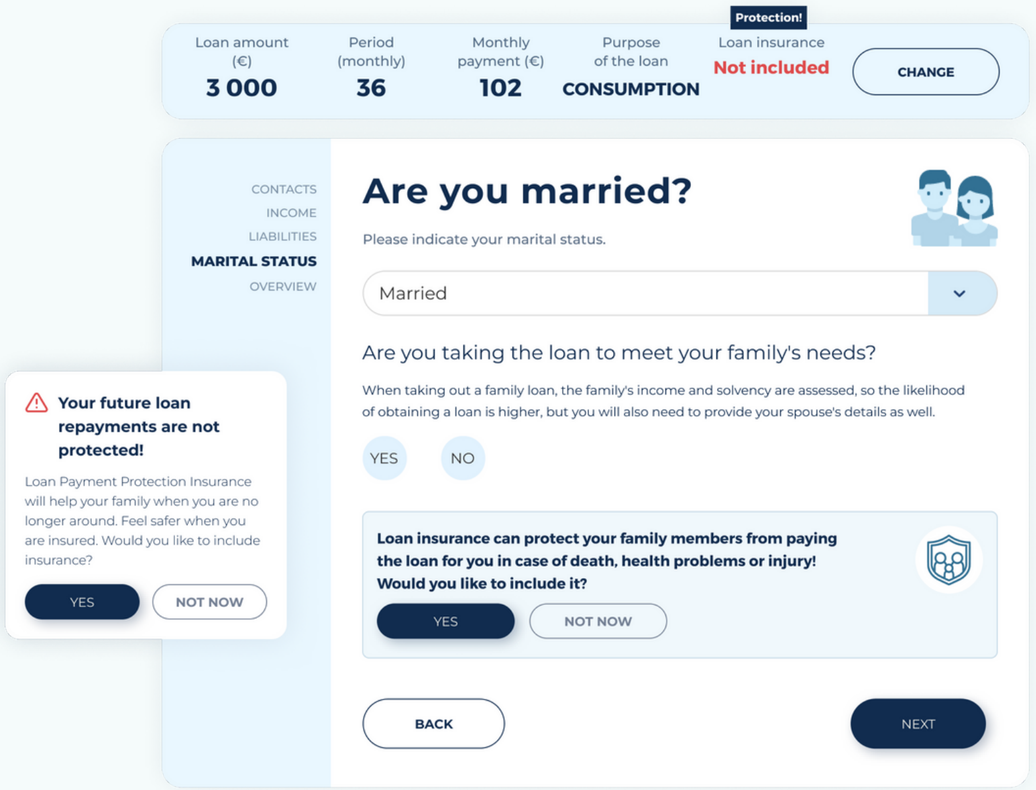
System recognizes purpose of loan and opens most suitable product





Tools to reach good conversion rates:

iFrames plugged-in Distribution Partner's Front End



Partner's Front End provides info about Final customer's family status to beesure_ system

beesure_ system selects best personalized marketing message for married person

beesure_ system opens iFrame in Partner's Front End with personalized message for married person

Tools to reach good conversion rates:
Personalized communication for every distribution partner

Dear Customer,

You have just purchased **VIVUS FINANCE** Loan Payment Protection Insurance, which provides financial protection for you and your family.

Please click the button below and pay for the insurance with your card (all bank payment cards are accepted).

€225 - that's the average amount we reimburse each month until the client recovers or finds a job

As many as 60% of insurance claims are related to job loss.

PAY FOR INSURANCE

In the event of an insured event, please get in touch with our partners for reimbursement of your loan repayments:
ADB Compensa Vienna Insurance Group
Telephone: 19111
Email: zalos@compensa.lt

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Personalized communication for final Customers of every Distribution Partner

Hello,

We kindly remind you that we await your payment for **VIVUS FINANCE** Loan Payment Protection Insurance.

Please click the button below and pay the insurance with your payment card (all bank cards are accepted).

€225 - that's the average amount we reimburse each month until the client recovers or finds a job

As many as 60% of insurance claims are related to job loss.

PAY FOR INSURANCE

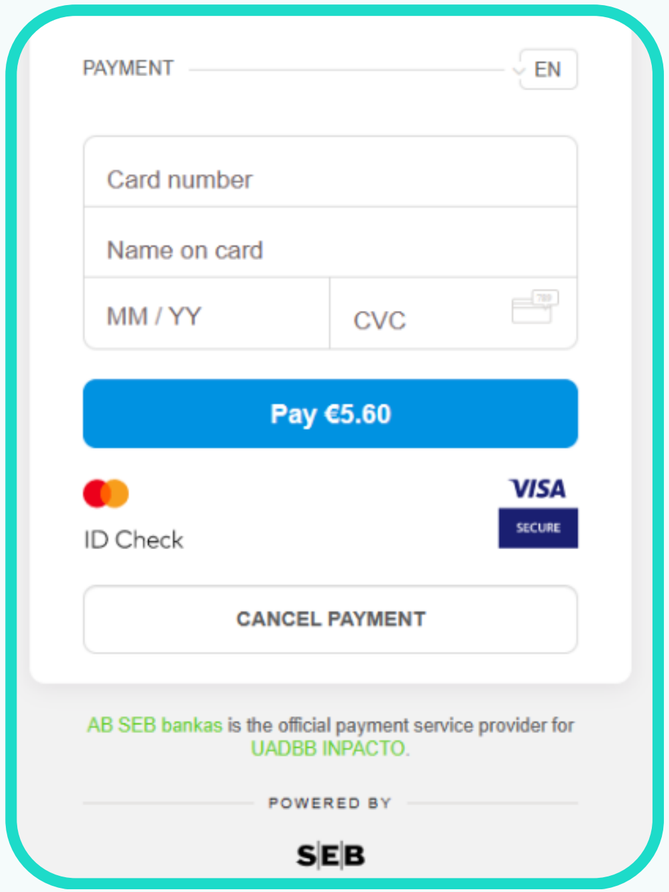
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ADB Compensa Vienna Insurance Group
Telephone: 19111
Email: zalos@compensa.lt

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Notifications system to push final Customers to confirm the payment

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PREMIUMS COLLECTION TOOL





Payment tool could be integrated into Distribution Partner's environment or opened as a stand-alone feature in our e-mails, sms or other channels.

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Why insurance companies do not launch programs for mid-size distribution partners?



No technology for embedded insurance programs

Insurance companies have a wide range of activities as direct insurance to privates, business insurance and other so they don't have specialised system for embedded insurance programs



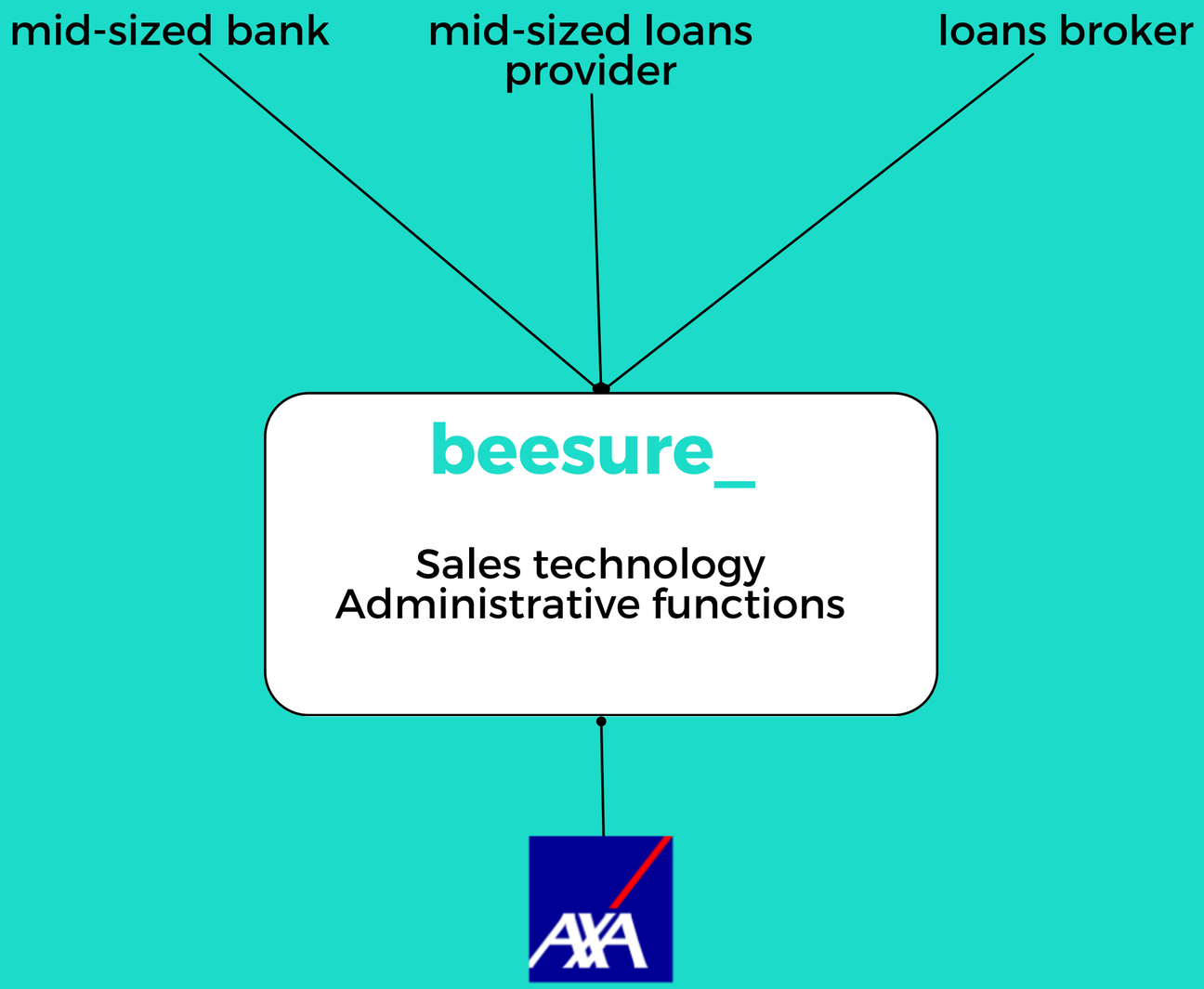
Too small as stand alone program

Mid-size distribution partner as stand alone insurance program is not efficient for insurance company

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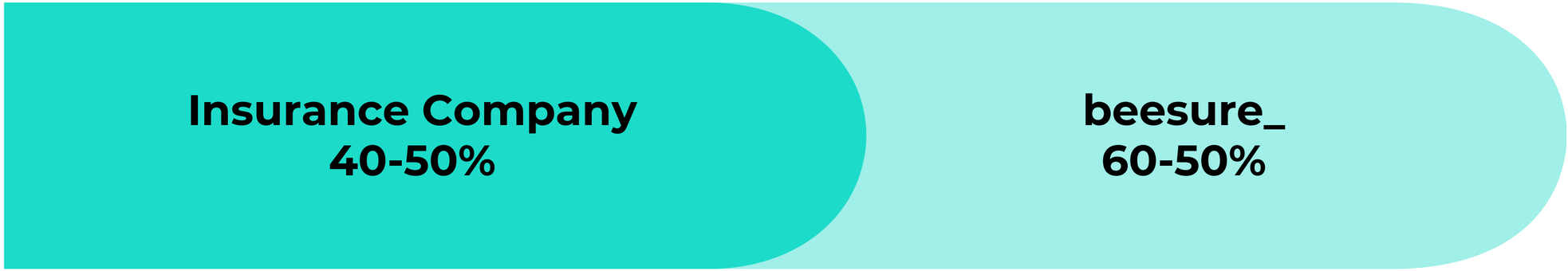
SOLUTION

We consolidate mid-size distribution partners into one program and open gates for insurance companies to access it as one program

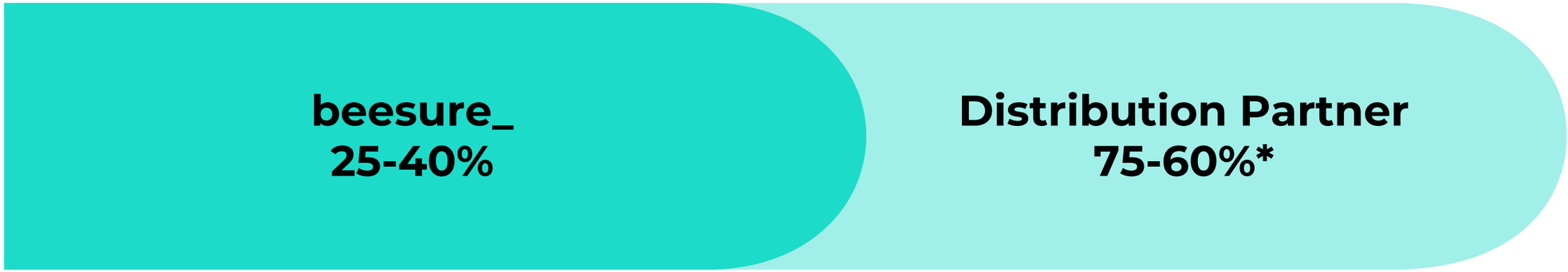


BUSINESS MODEL B2B2C

Split of gross insurance premium



Split of beesure_ Gross MRR



*Distribution Partner’s part depends on size, sales volumes, period of cooperation.

ACCUMULATIVE BUSINESS MODEL

Average lifetime of final insurance user is 22 months (average monthly subscription period)

This means that every new sale goes on top

To reach maximum volume from Distribution Partner takes ~ 2 years

This means that current MRR from Distribution partner automatically increases in the future without additional resources

COMPETITION

	Bolttech	INSURANCE COMPANY ELEMENT	COVER GENIUS	BSURANCE	BEESURE_
Distribution Partner's launching duration	6-9 months	9-12 months	9-12 months	9-12 months	**3 months**
Technology allows distribution of various products without any integration	No	No	No	No	**Yes**
Different levels of API integration	No	No	No	No	**Yes**
Sales strategy & assistance to reach good conversion rates	No	No	No	No	**Yes**
Co-owning of products and participation in insurance risk business-possibility to earn us & companies more	No	No	No	No	**Yes**
Focus on Distribution Partner's size	Large	Large	Large	Large	**Mid**
Focus on segment of Distribution Partner	Retail	Retail	Retail	Retail	**Financial Institutions**

- Web solution without integration
- Same Post allows to launch various products very fast

- Flexible API accelerates integration process
- Prepared iFrames with purchase option easy plugged-in Company's Front End

- Prepared iFrames for personalized marketing easy plugged-in Company's Front-end
- Prepared iFrames with purchase option easy plugged-in Company's Front End
- Personalized notifications system

Business forms as captives and others allows to participate in insurance risk business and earn more

Technology dedicated precisely for mid-sized companies

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METRICS

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Launched Distribution Partners in Baltics and Poland

€1MIO

Gross Written Premiums

€29K

MRR

40%

Conversion rate

6000

Monthly Subscribers

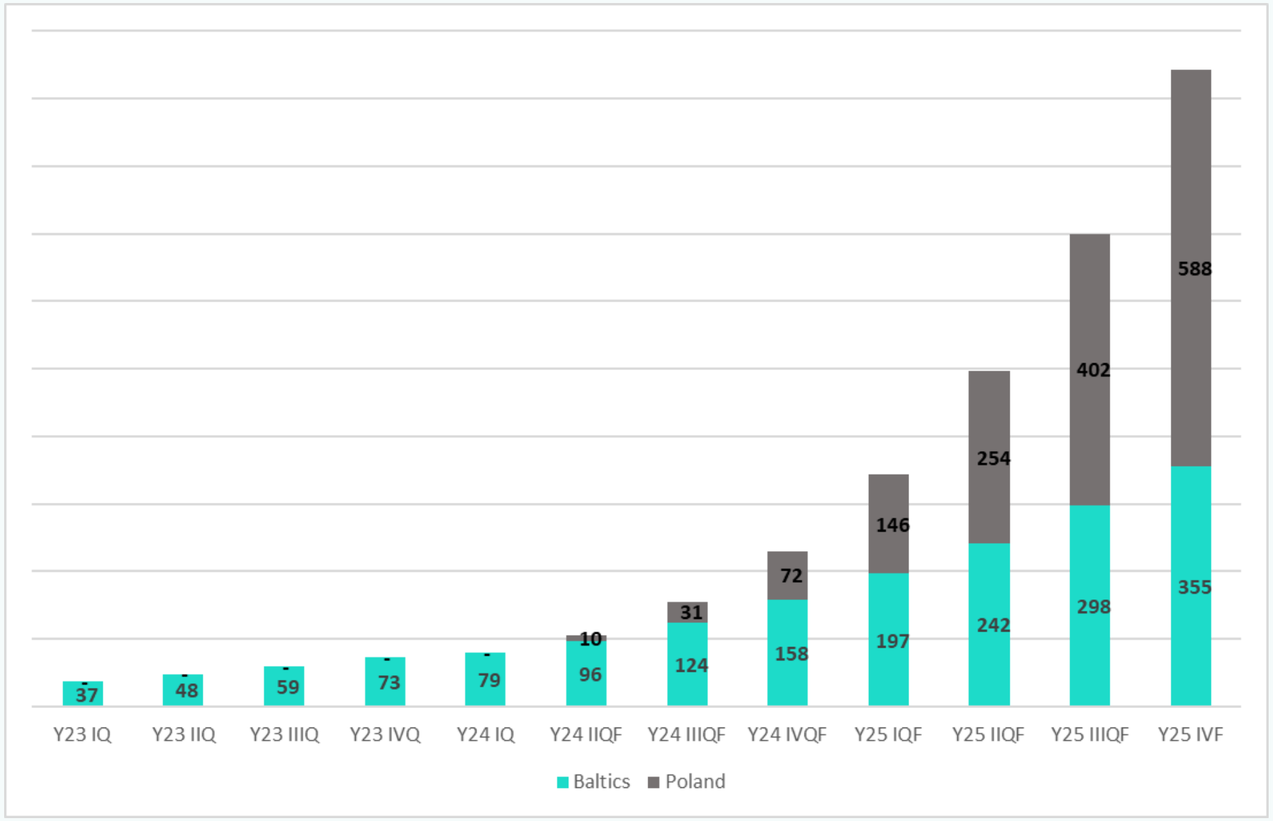
22 MONTHS

Average insurance policy lifetime with final user of Distribution Partner

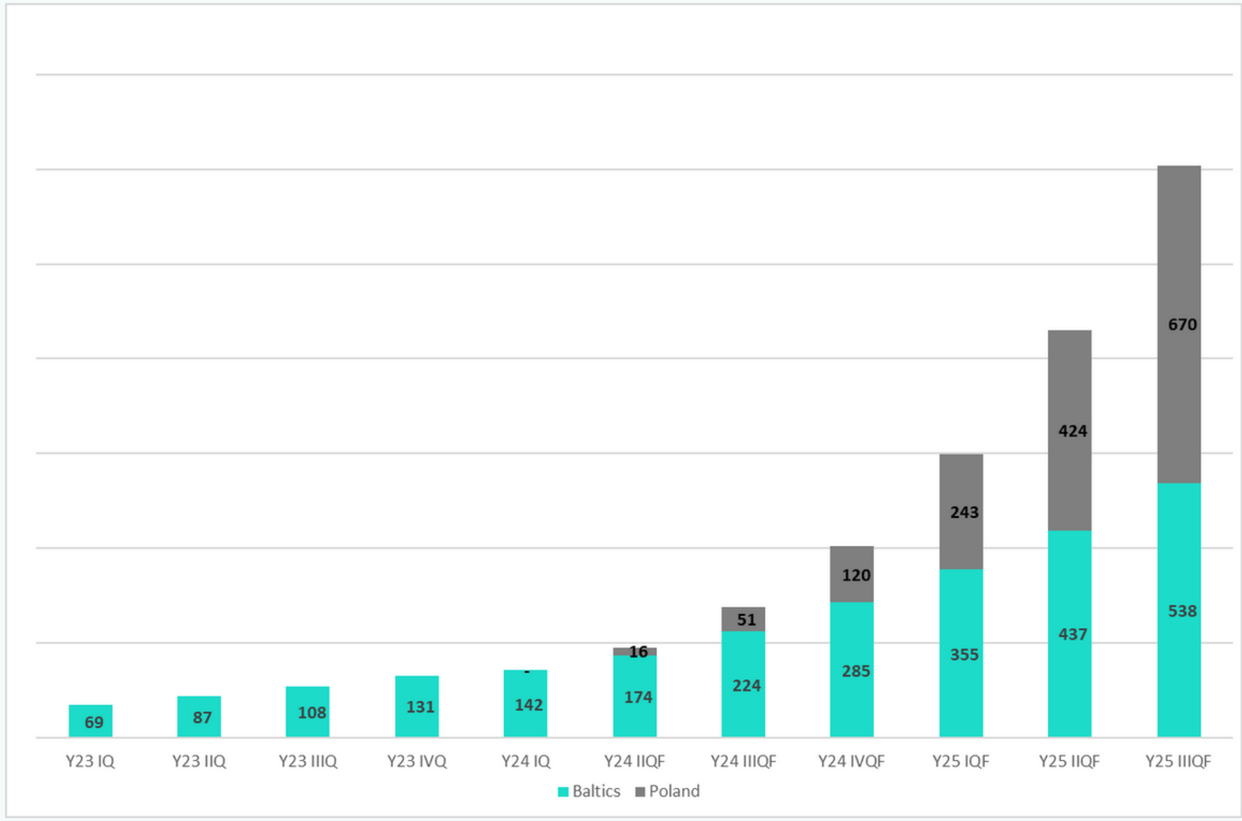
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Metrics & Forecast

Recurring Gross Revenue per Q, K Eur



Collected gross premiums per Q, K Eur



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Launched in Baltics

GeneralFinancing bankas

ignitis group

SAVY

VIVUS FINANCE

in bank

PASKOLŲ KLUBAS

FJORD BANK

LIETUVOS CENTRINĖ KREDITO UNIJA

Launching in Latvia & Estonia

altero.lv
Finanšu salīdzināšanas platforma

FJORD BANK
ESTONIA

Raha24

MONEYZEN

Launched in Poland

LOANDO

Launching in Poland

viasms.pl
Szybka pożyczka

Aventus Group
Since 2009 together

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ESTABLISHED PARTNERSHIPS WITH INSURANCE COMPANIES

Our infrastructure and partnerships with global insurance companies allow us to open new markets quickly





TEAM



Egidijus Kazlauskas

Co-Founder, CEO

Experience: over 20 years in finance, banking and economics at companies such as SEB bank and EK Konsultancijos.

Education: A degree in Business at Klaipeda University

LinkedIn: https://www.linkedin.com/in/egidijus-kazlauskas/



Augustinas Zilinskas

Co-Founder, CBDO

Experience: 19 years in sales, business development and project management at companies such as SEB bank and Balticums draudimas.

Education: A degree in Business Administration and Management at Vilnius University

LinkedIn: https://www.linkedin.com/in/augustinas-zilinskas/



Kamil Pekacz

Country manager, Poland

Experience: 13 years in marketing and sales at Latam Consulting, Kontekts Translations, etc.

Education: International Relations degreet at University of Lodz

LinkedIn: https://www.linkedin.com/in/kamilpekacz/

Strong Outsource Partners

CTO
Michailas Traubas, Etronika

UX/UI
Dmitrij Berlinskij, NFQ Technologies

Marketing and Communication
Kotryna Kurt, Linkedist

Legal advisor
Dalia Augaitė, TGS Baltics

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RAISING

Now raising a Pre-Seed round – **400K EUR**

(200K EUR committed by initial investor FIRSTPICK VC)

to expand business to Poland and open one additional market from tested ones (Romania, Spain, Scandinavia)

400K EUR investment will allow to achieve 140K MRR in 12 months by spending:

- 50K EUR for Platform’s development
- 300K EUR for building a team
- 50K EUR for marketing and sales support

Closed 130K EUR Accelerator round in Q4 2022 with FIRSTPICK vc and angel investor Venantas Miskinis

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WITH THIS INVESTMENT WILL BE ACHIEVED AT THE END OF Y2025

- Launched 35 Distribution Partners

- EUR 350K Gross MRR (including distribution partners) at the end of Y2025
- EUR 925K earned GROSS MRR from same 35 partners in Y2027 without using additional resources

- EUR 140K NET MRR (only our part) at the end of Y2025
- EUR 370K earned NET MRR from same 35 partners in Y2027 without using additional resources

- Technology provider for AXA Partners in Poland and Nordics

- Active in Baltics and Poland

- Valued at EUR 10M (due to ensured future earnings from already launched 35 distribution partners)

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