



INSURTECH

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PIER.



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Don't wait around for the next one!

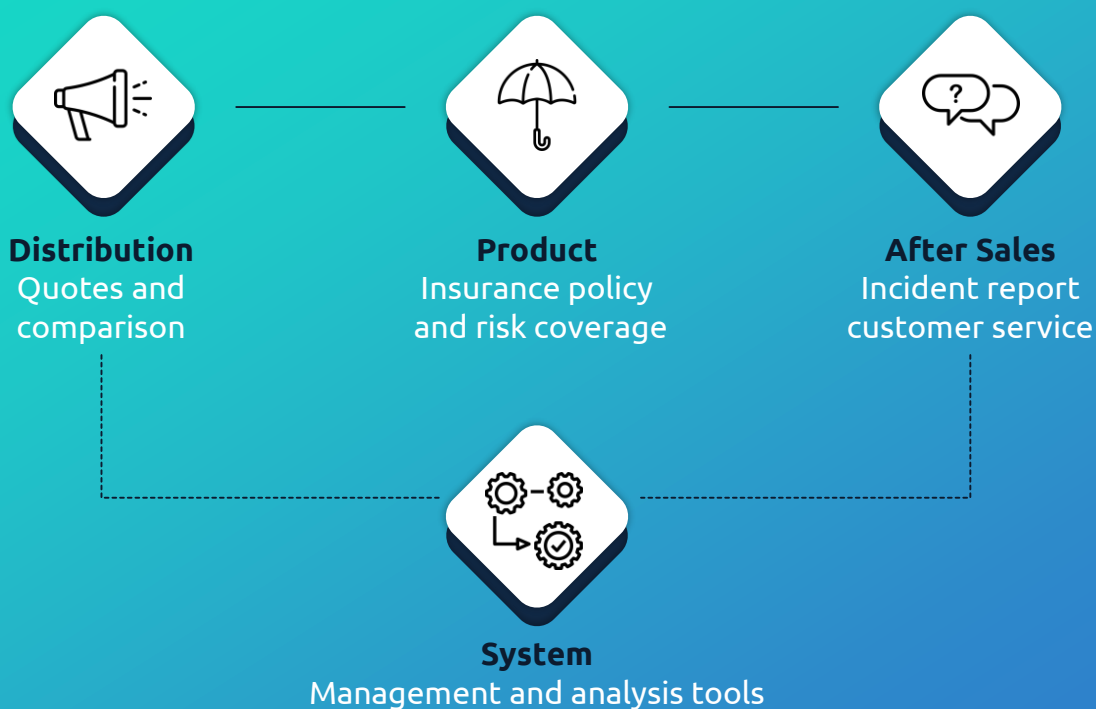
SIGN UP!

INSURTECH
WORLDWIDE

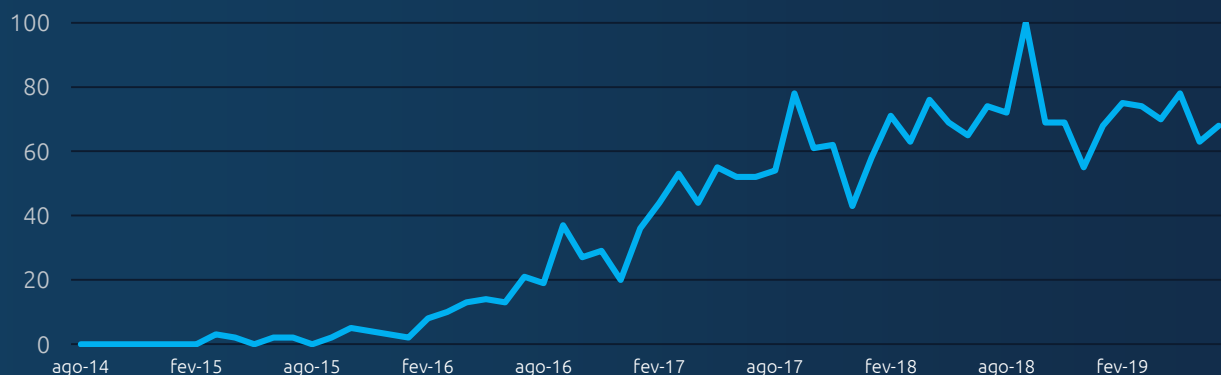


The term Insurtech is a combination of the words **INSURANCE** and **TECHNOLOGY**. The segment can be considered a sub-group of Fintechs and includes startups that operate in the insurance sector.

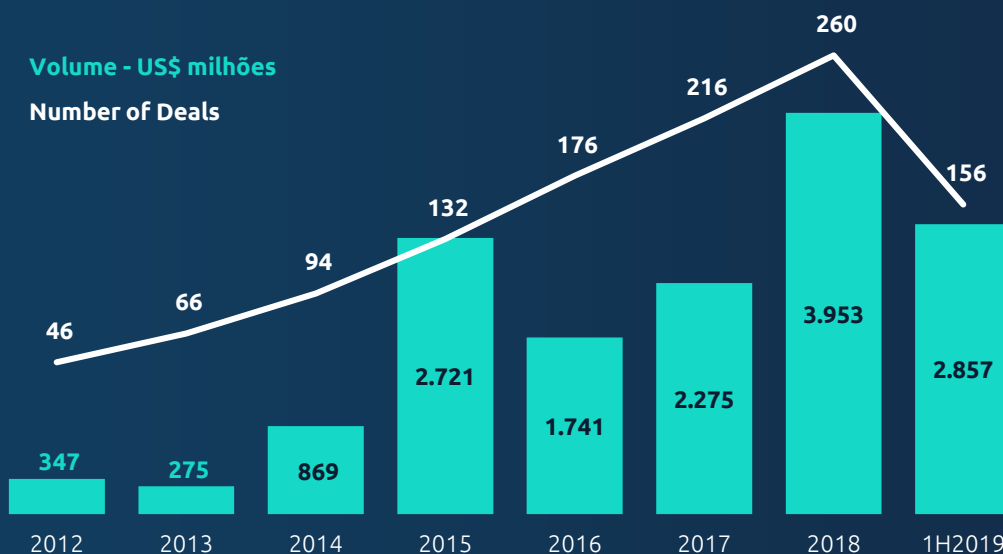
Insurtechs can operate in any of the phases of the insurance lifecycle:



GOOGLE TRENDS (Insurtech search word- global)

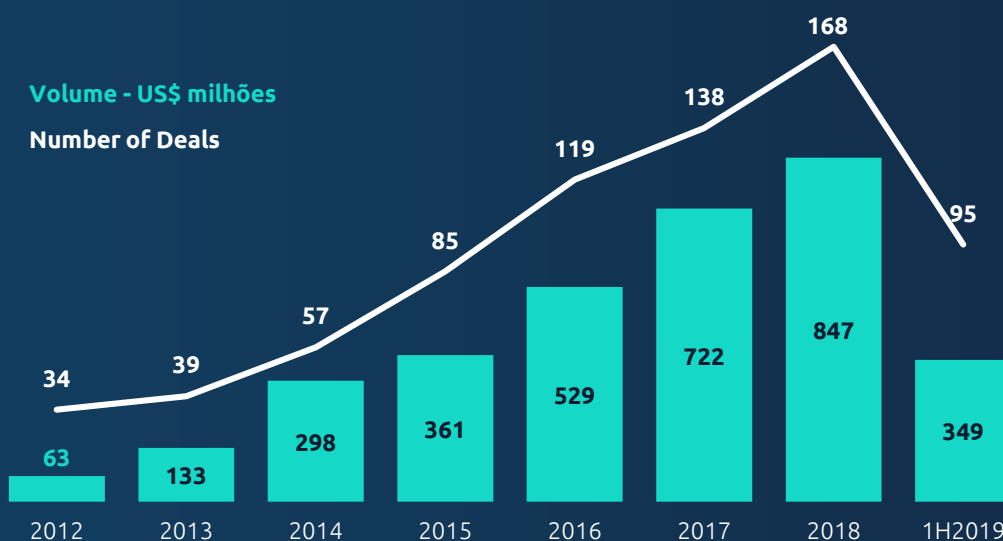


GLOBAL FUNDING VOLUME – ALL STAGES



Source: Quaterly InsurTech Briefing Q2 2019 - Willis Towers Watson, Willis Re, CB Insights

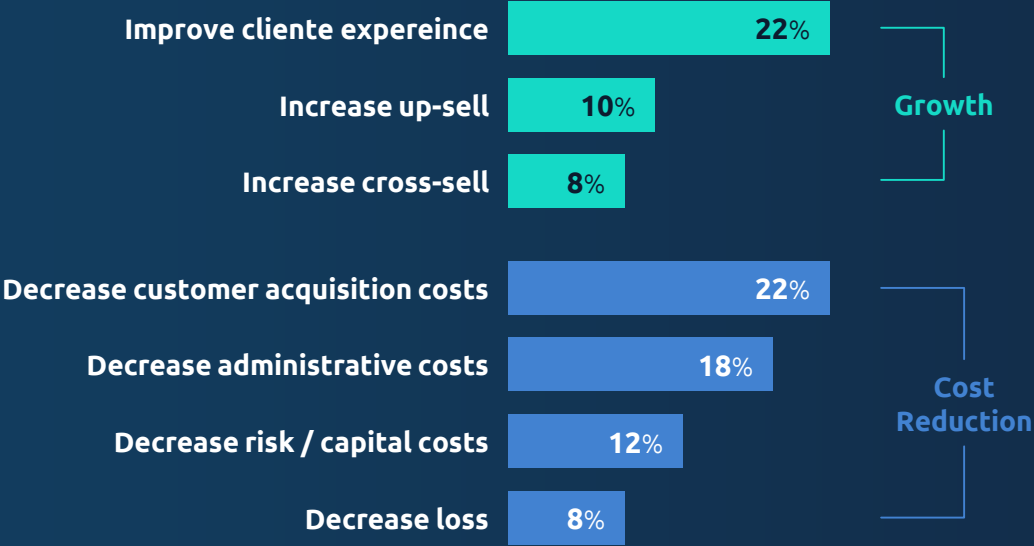
GLOBAL FUNDING VOLUME – EARLY STAGE



Source: Quaterly InsurTech Briefing Q2 2019 - Willis Towers Watson, Willis Re, CB Insights

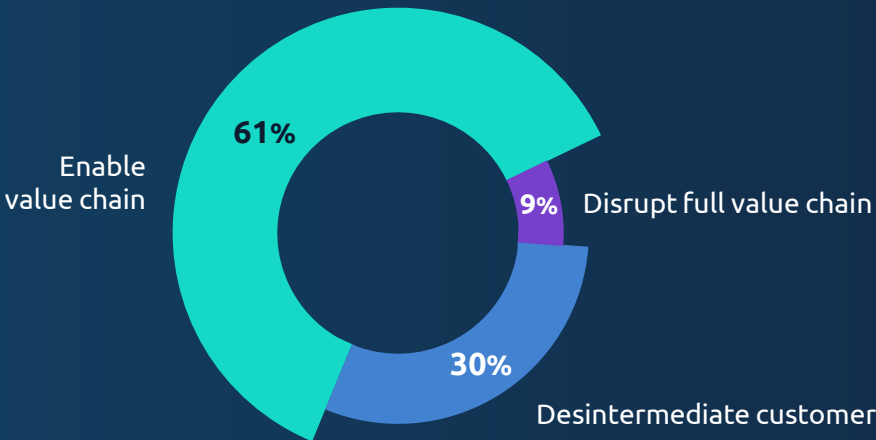
A McKinsey & Company study analyzing 500 cases of insurtechs showed that their main focus is on improving the customer experience and reducing customer acquisition costs.

INSURTECH VALUE DRIVERS



The same study showed that most insurtechs are focused on creating solutions for the insurance chain, not removing the middleman or disrupting the chain as a whole.

ROLE IN THE INSURANCE VALUE CHAIN (%)



There already are some 'confirmed' and some likely unicorns among global insurtechs. In 2018 alone, there were 28 rounds that raised US \$30 million or more each. The largest round was US\$ 500 million for Cambridge Mobile Telematics, followed by a \$ 375 million round for Oscar Health.

DEALS GLOBAIS RELEVANTES

OSCAR

US\$ 1.3 B
raised

US\$ 3.2 B
valuation

GUSTO

US\$ 516 M
raised

US\$ 3.8 B
valuation

Lemonade

US\$ 480 M
raised

US\$ +2 B
valuation

**brightSM
HEALTH**

US\$ 440 M
raised

US\$ 950 M
valuation

DevotedHealth

US\$ 362 M
raised

US\$ 1.8 B
valuation

policybazaar 
Compare. Buy. Save.

US\$ 347 M
raised

US\$ +1 B
valuation

Hippo

US\$ 209 M
raised

US\$ 1 B
valuation

ROOT

US\$ 178 M
raised

US\$ 1 B
valuation

Clover

US\$ 925 M
raised

**CAMBRIDGE
MOBILE TELEMATICS**

US\$ 503 M
raised

metromile

US\$ 295 M
raised

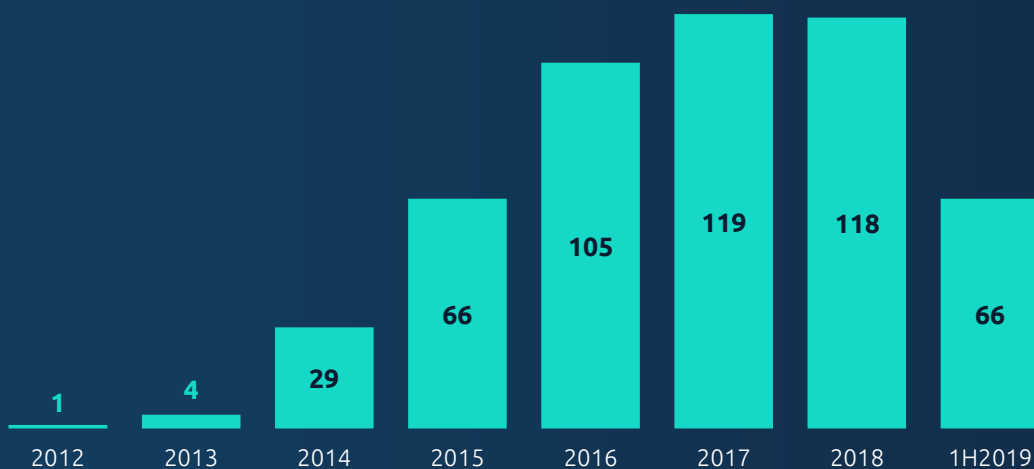
Goji

US\$ 104 M
raised

(Re) insurers remain very active in their investments in insurtechs, the US remains the most relevant country. But seed rounds represent only 3% of

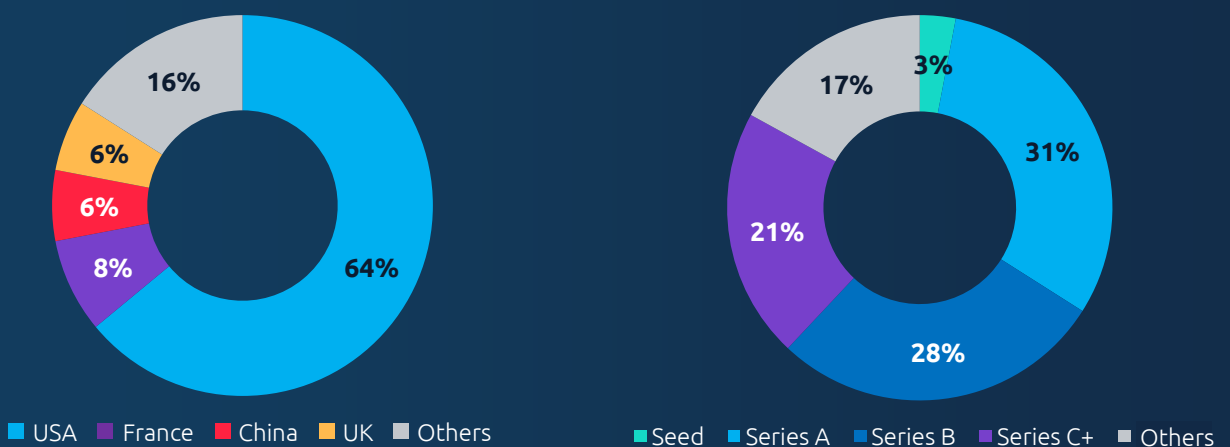
Q2019 transactions, compared to 15% for the 2012-Q2019 period as a whole. Series A and B, however, remain preferred by (re) insurers.

INSURTECH INVESTMENT BY (RE)INSURERS



Source: Quaterly InsurTech Briefing Q2019 - Willis Towers Watson, Willis Re, CB Insights

(RE)INSURERS INVESTMENT (2Q2019 – transaction numbers)



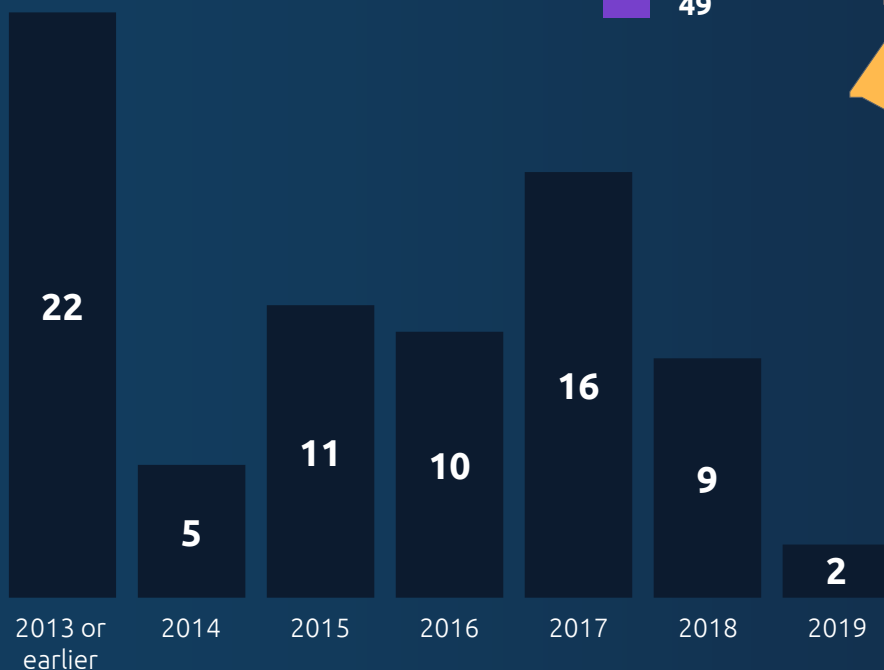
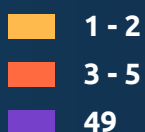
Source: Quaterly InsurTech Briefing Q2 2019 - Willis Towers Watson, Willis Re, CB Insights

INSURTECHS IN **BRASIL**



WE MAPPED 75 INSURTECHS

BY STATE



BY YEAR FOUNDED

BY CATEGORY

DISTRIBUTION

Brokers, comparison, simulators,
lead generators



PRODUCT

Stipulatns, insurers, re-insurers,
administrators, shared protection, assistance

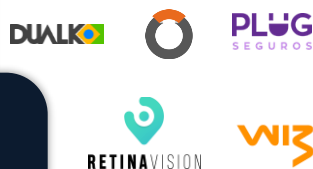
TOOLS

Management software and platforms,
analyses, control or efficiency improvement

TOOLS



OTHERS



PRODUCTS



DISTRIBUTION



TRANSFORMING THE RELATIONSHIP BETWEEN PEOPLE AND INSURANCE COMPANIES

PIER.



"After the great experience of being part of this beautiful project, the least I can do is recommend it to my close contacts (...) In spite of all the inconvenience of not being able to communicate, I learned that it is possible to be disconnected, and it can actually be good as to gain back the use of other perceptions."

Would you imagine this message could be related to an insurance company?

Unlikely right? Well, believe it or not, this message comes from a handwritten letter by one of Pier's members - a startup created to transform the relationship between people and the insurance industry. The author of the letter had his cell phone stolen and wanted to show his satisfaction with the service provided.



Hire cell insurance for carnival?



Reimbursement in minutes?



Cancellation in a few clicks on the app?

How about hiring a smartphone insurance only for carnival, for example? Or having the ability to cancel your insurance with an app without having to call anywhere? Or receive reimbursement for a stolen or pickpocket mobile phone in less than 5 days or even minutes?

To do things differently, Pier bets on trust and technology. Trust - because you need to ask for an invitation to enter the community. Technology - because large amounts of data analysis is used to accept each new member.

The hiring process is by the application, and the monthly fee is shown on time. Pier protects against simple theft, a type of insurance not covered by the traditional market and also accepts semi-new devices, purchased abroad and/or without a receipt.

A result of the prevailing sense of trust is that a member once returned a reimbursed (and brand new) mobile phone after his old handset was found and was functioning.

In the market since 2018, Pier has more than **7,000 members** e **grew 300%** since January 2019. **R\$ 1.7 milhão premiums** in the first semester of 2019.



We want to reach all areas that need to be insured in one's life. The cell phone was just the beginning.

Lucas Prado, Pier co-funder

TRENDS



We could focus on how each type of technology (IA, Big Data, Blockchain ...) will impact the insurance Market. But we believe it's a combination of these technologies, applied to different stages of the process, that will eventually lead to new products and improved customer experience.

Therefore, we divided our vision of the insurance into 6 pillars:

1

User Experience

A key factor, that ultimately drives every startup, is user experience. In general, the insurance industry still "treats" its customer poorly. The sector is perceived as bureaucratic, time consuming and manual. The improved digital experience achieved by other sectors in recent years further contributes to this perception.

Whether in the purchasing process or incident reporting, the customer experience should not only be fully digital, but also as frictionless as possible. The product offer must adhere to increasingly more demanding customers

Automatic data collection so customers don't have to fill out forms manually, instant quotes, one-click payment with digitally signed contracts and instant and automatic reimbursements are just a few of the improvements already made possible by currently available technologies.



With increasing number of connected devices, there is a massive amount of diverse data generated daily. This data is the basis for insurers to increasingly, accurately price external risks and the behavior of their policy holders. At the same time, analysis and interpretation technologies enable the automatization of this process.

Data

2

3

Personalization and Flexibility

Large amounts of data and automated analysis models, make it possible to scale and offer customized products that truly meet each customer's specific needs as well as price them fairly, at the same time.

As a result, on-demand or usage-based insurance has become increasingly common, and can be hired for short periods of time (a weekend or for a single day, for example) or even insurance that varies according to asset use (per km traveled, for example).



Distribution channel



It's already clear that premiums will increasingly be issued digitally, but brokerage as a distribution channel will also change. The marketplace concept is becoming commonplace, and offering insurance along with the acquisition of other products and services streamlines the customer experience. This model is perceived by many platforms as a way to increase the profitability of current customers. In this model, selling insurance becomes more proactive and tends to be faster and easier, allowing for impulse buying.

4

5

Regulation

In the last decade, we have seen relevant regulatory changes - mainly from the Central Bank - aiming to develop the financial market. Based on recent work by SUSEP, Brazilian insurance regulator, we believe the insurance market will follow suit.



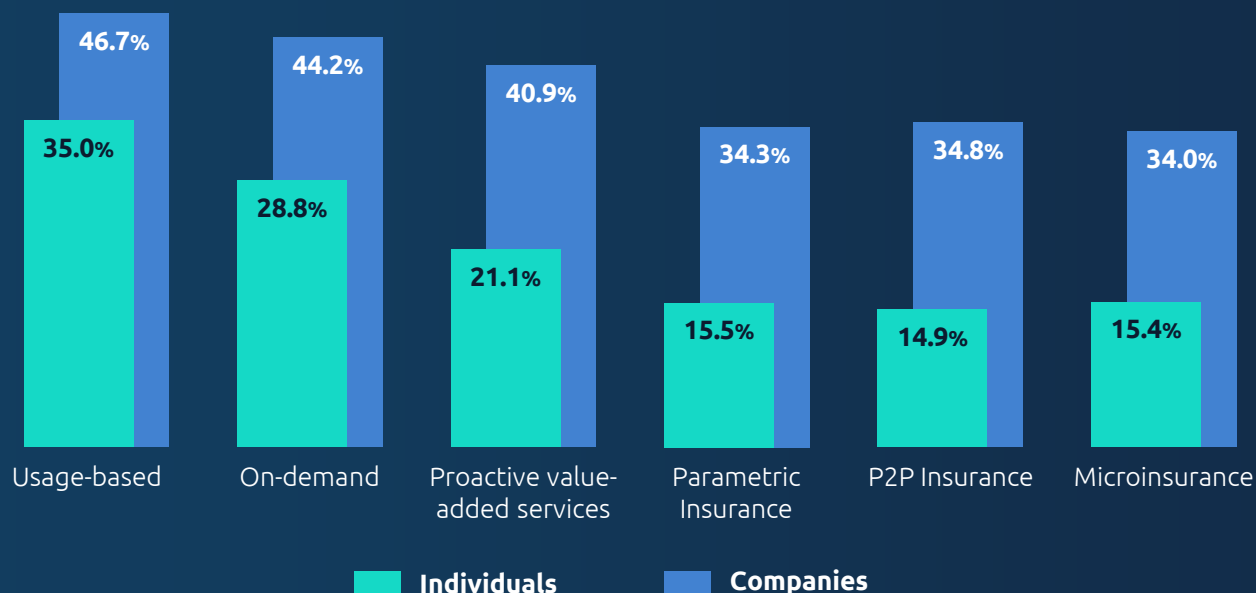
New risks and new products

6

Advances in new technologies, new connected devices, new business models, and changing consumer behavior pose new risks and demands, requiring insurers to meet new customer needs and incorporate these new risks.

Cyberattacks, drone delivery, autonomous vehicles, objects and even buildings made by 3D printers ... are just some examples of variables that did not exist until recently.

INTEREST IN NEW TYPES OF INSURANCE



Source: Capgemini Financial Services Analysis, 2019



Convenience, transparency, flexibility, effectiveness and fair pricing are key customer demands and will determine the future of insurance.

Pietro Bonfigliol, co-founder Fisher VB

We recently chatted with some of the founders in our selection of **51 Great Ideas** transforming the Brazilian Market. They shared some fascinating, often funny and mostly challenge-filled stories about their journeys. Check them out [here](#).



51 GREAT IDEAS

FINTECHS



LAWTECHS



PROPTECHS



IT TECH



HR TECHS



INTELIGÊNCIA



HEALTHTECHS



LOGÍSTICA



EDTECHS



SPORTECHS



Let us know if you would like to meet any of them!
Send us an email at: 51boasideias@fishervb.com

SPONSORS



APOIADORES



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Roberta Figueiredo
roberta@fishervb.com

