



Embedded Insurance

Prepared for 

19 September 2018

Known from:



DIGITAL
INSURANCE
AGENDA



Insurtech
Insights

InsurTech Rising
Europe



Insurance CIO & COMPANIES
Outlook IN EUROPE - 2018

The highly experienced bsurance team provides a thorough foundation for success

Lorenz Gräff



Founder and CEO

- Serial entrepreneur with hands-on attitude
- Successful exit eRecruiter
- Over 20 years of cross-industry digitalization experience (finance, telco, retail, media)



Diana Medanova



COO

- Serial entrepreneur, founder of versichern24 (exited)
- 11+ years experience in insurance distribution and consulting
- Licensed insurance broker
- Insurance product development and process design



Franz-Xaver Burner



Sales

- >25 years experience as a sales leader for digital services and IT-products
- Digital marketing & sales pioneer
- Sales out of passion
- Business development expert



Alexander Geier



CMO

- ~20 years experience in brand management, marketing, sales and communication
- 360° Marketer - offline and online
- Brand Strategist
- Startup and Big Corporation approved



Michael Leitner



Product Delivery

- Digital Native and technology addict
- Worked for leading online media agencies
- Full-stack DevOpt crack
- Skilled project management
- Get it done attitude





 Insurance

Embedded Insurance directly at PoS

This creates a win:win:win situation for consumers, B2C partners and insurers

Consumer



Great consumer experience through **embedded protection at the POS**

B2C Partner



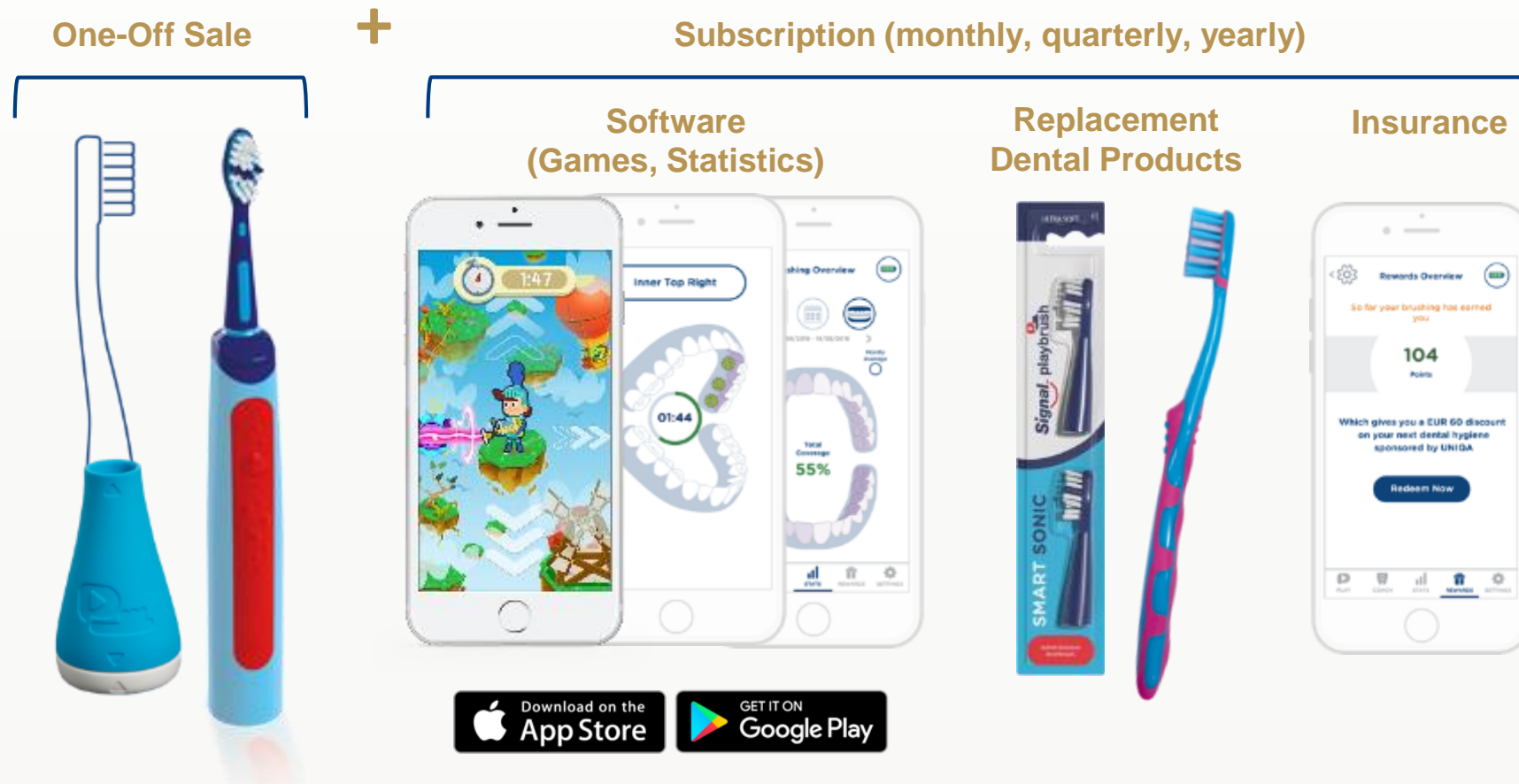
Enhanced customer proposition via **value addition to products and services** of large scale consumer platforms

Insurer



Profitable growth opportunities for insurers through **end-2-end digital platform** providing highly **cost and capital efficient setup**

Example: How the “playbrush” case works



Get in touch **with us.**



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