



ReImagine

insurance



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The role of VCs and Accelerators in Insurtech

How Venture Capital and Technology Accelerators are paving the way for Insurtech Startups to reinvent the insurance value chain

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THE EARLY DAYS



The Tenants of
the "Lucky"
Building

Google

logitech

 PayPal

DANGER



Investments



**Innovation should
be open to anyone,
anywhere.**

WHAT WE DO

I. We accelerate and invest in startups.

Over 28 stage-agnostic programs a year and invest in over 250 companies.

II. We matchmake startups and corporations.

+250 multinational corporate partners, +10000 world-class technology vendors, +200 investors

III. We provide flexible co-working space.

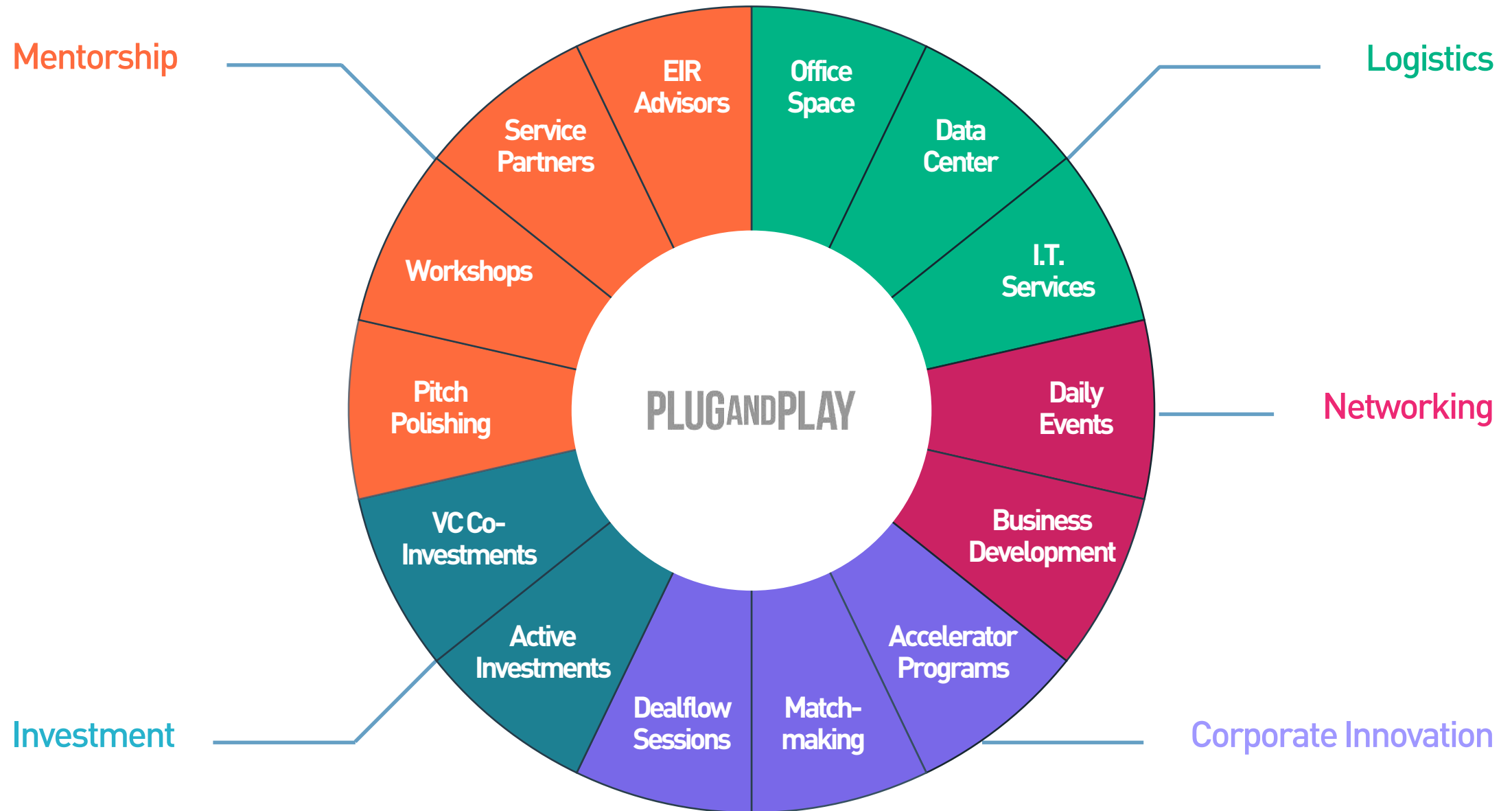
180,000 sq. ft. building in the heart of Silicon Valley, tiny teams to rapidly growing startups.

IV. We host major industry events daily.

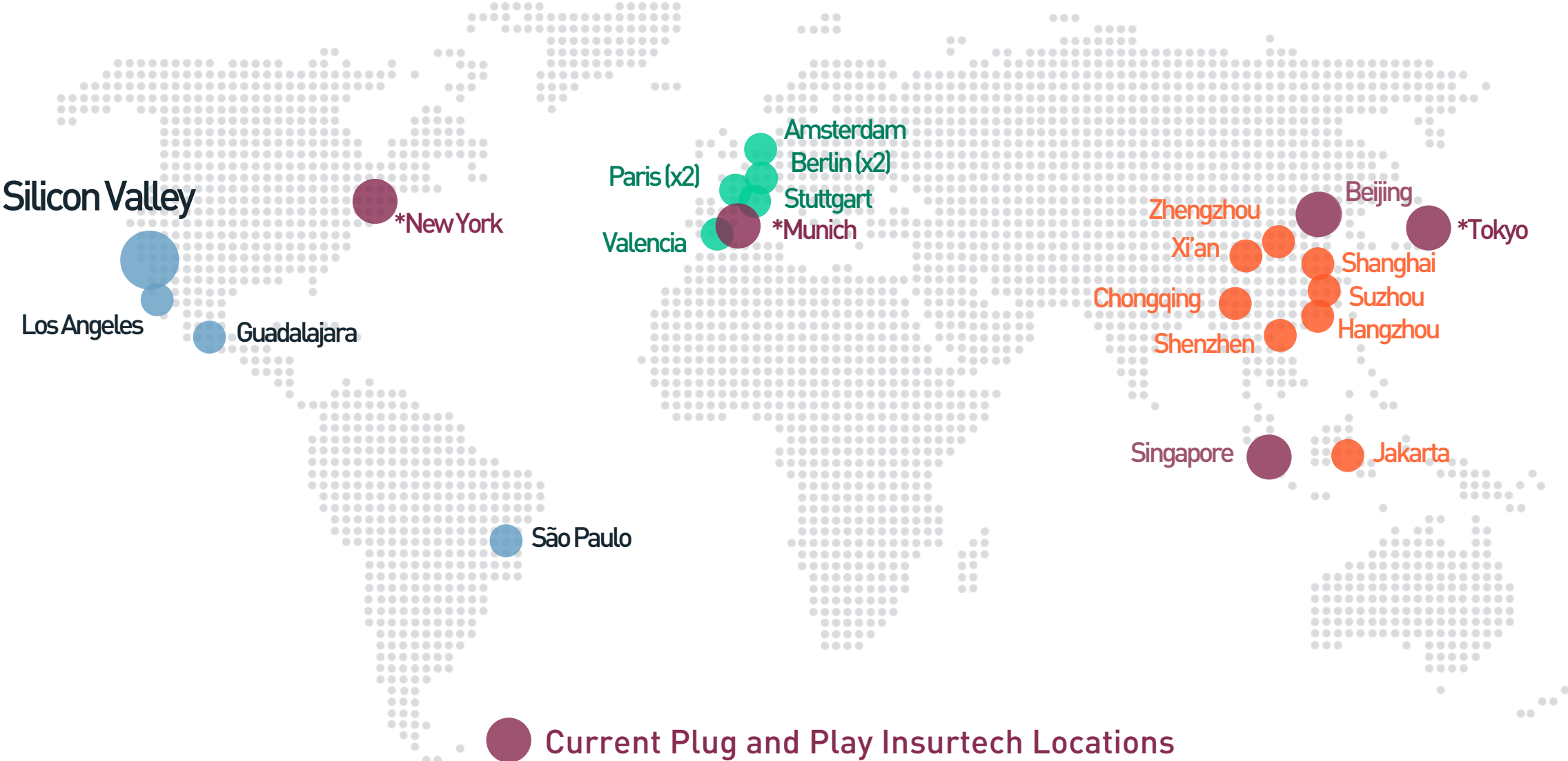
700+ events a year, great networking opportunities



ALL-IN-ONE STARTUP ECOSYSTEM



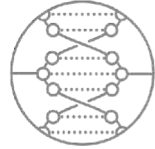
OUR GLOBAL REACH



INNOVATION PLATFORMS



Brand & Retail
Est. 2013



New Materials & Packaging
Est. 2015



Supply Chain
Est. 2017



Fintech
Est. 2014



Insurtech
Est. 2016



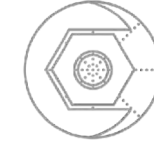
Real Estate
Est. 2018



Internet of Things
Est. 2014



Mobility
Est. 2016



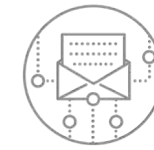
Cyber Security
Est. 2018



Health & Wellness
Est. 2015



Food & Beverage
Est. 2016



Enterprise Tech
Est. 2018

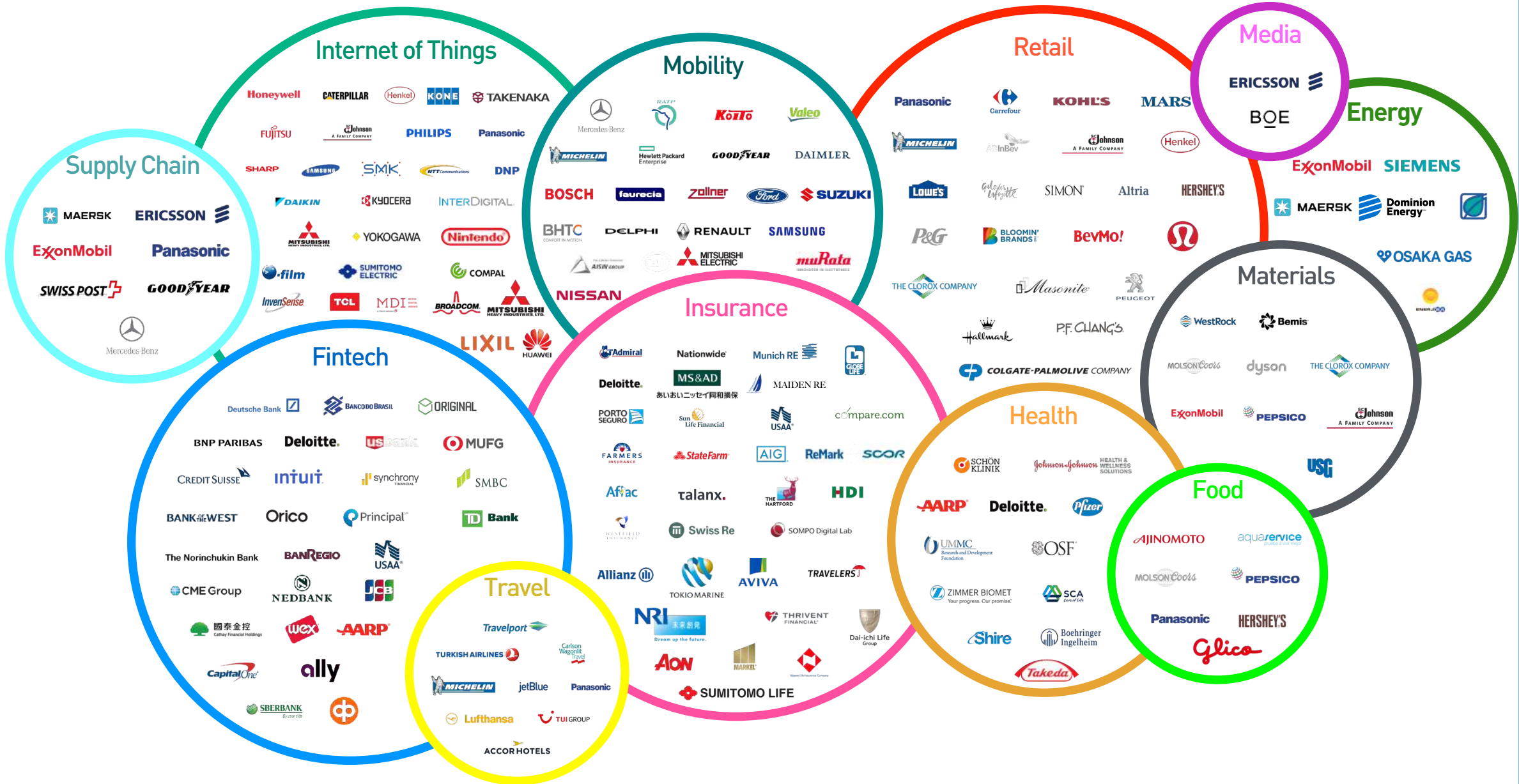


Travel & Hospitality
Est. 2015



Energy & Sustainability
Est. 2017

OUR CORPORATE ECOSYSTEM



OUR GLOBAL REACH - SILICON VALLEY



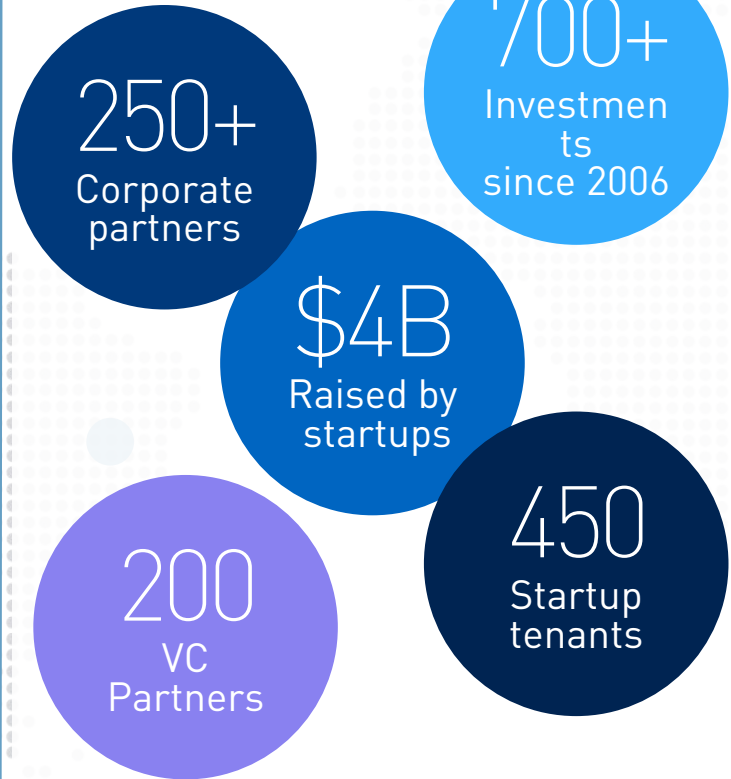
PLUGANDPLAY

Silicon Valley

Founded: 2006

Location: Sunnyvale, CA

Size: 180,000 sq. ft.



Plug and Play 2017 Growth

- 16** New Programs Internationally
- 426** Startups Accelerated in Silicon Valley
- 1,398** Private *Deal Flow*Sessions
- 733** Hosted Tech Events at HQ
- 88** New Corporate Partner!
- 110%** Staff Growth! (Were Hiring!)



SOURCING PROCESS

VC Partners

E.g. Canvas, Canaan, Norwest, Bessemer

Universities

E.g. Harvard, MIT, Stanford, Berkeley

Active Sourcing

E.g. News, websites, CB Insights, etc.

Inbound Applications

E.g. Through websites, cold outreach, etc.

Government Partners

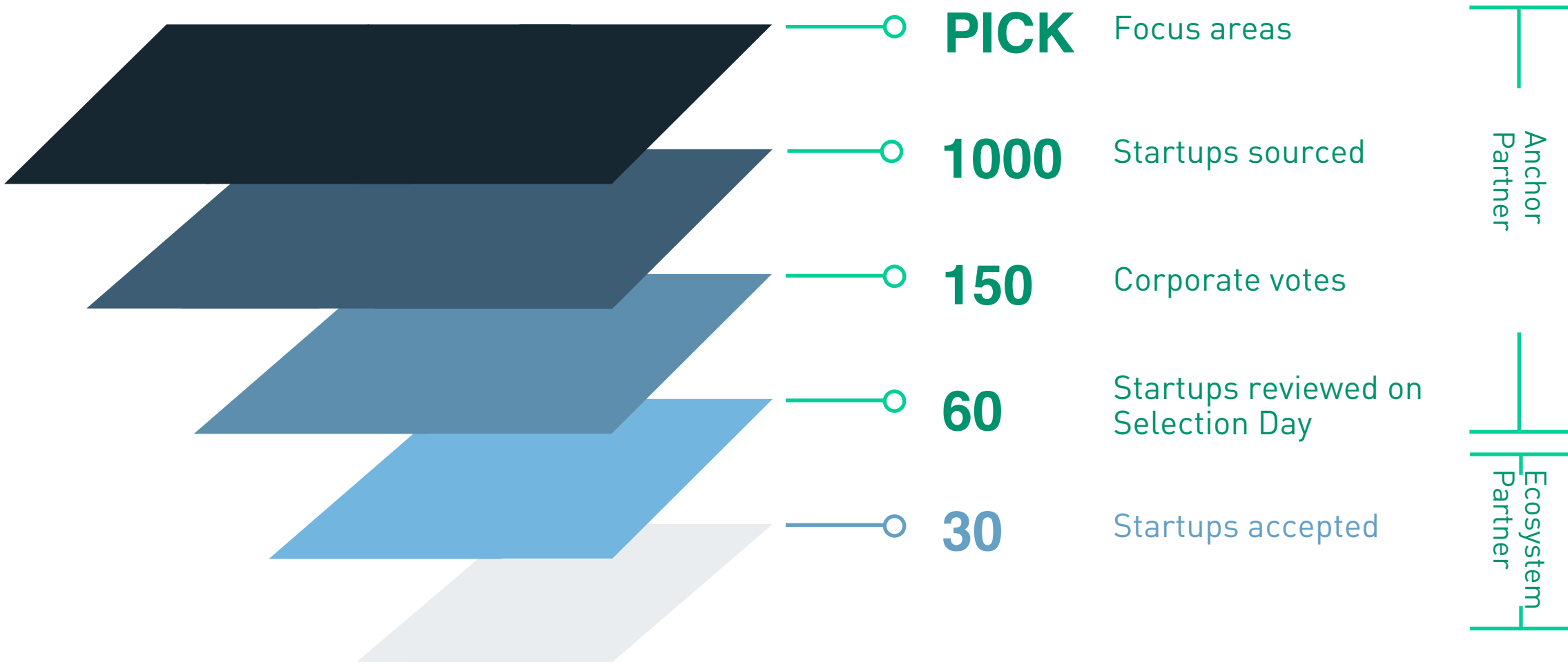
E.g. Oxigenio, Advantage Austria, Tecnológico de Monterrey

Events & International

E.g. Axel Springer-Plug and Play, Money 20/20, Web Summit, CES

+10,000
Startups
Sourced

CORPORATE ACCELERATOR - OUR SELECTION PROCESS



DEEP DIVE

Insurtech

OUR GLOBAL INSURTECH NETWORK

Anchor



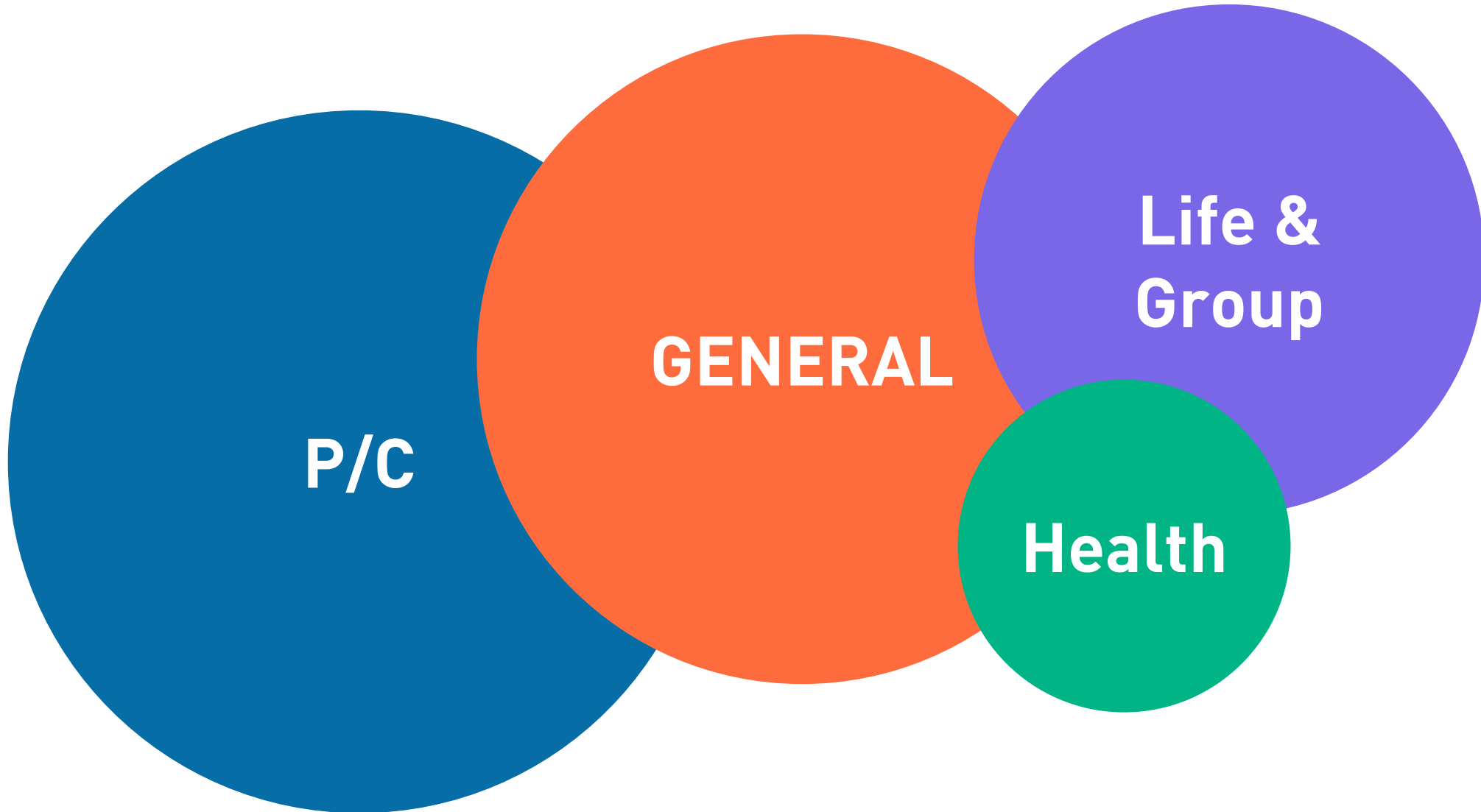
Ecosystem Plus



Ecosystem



HOW WE BREAK DOWN OUR PROGRAM



HOW WE BREAK DOWN OUR PROGRAM

I. Product Innovation

Digital transformation improving user experience and risk assessment.

II. New Sources of Risk

E.g. Cyber security, epidemics, and other modern concerns.

III. Disruptive Ideas

Industry changing business models like the shared economy that are transforming current markets.

HOW WE BREAK DOWN OUR PROGRAM

I. Product Innovation

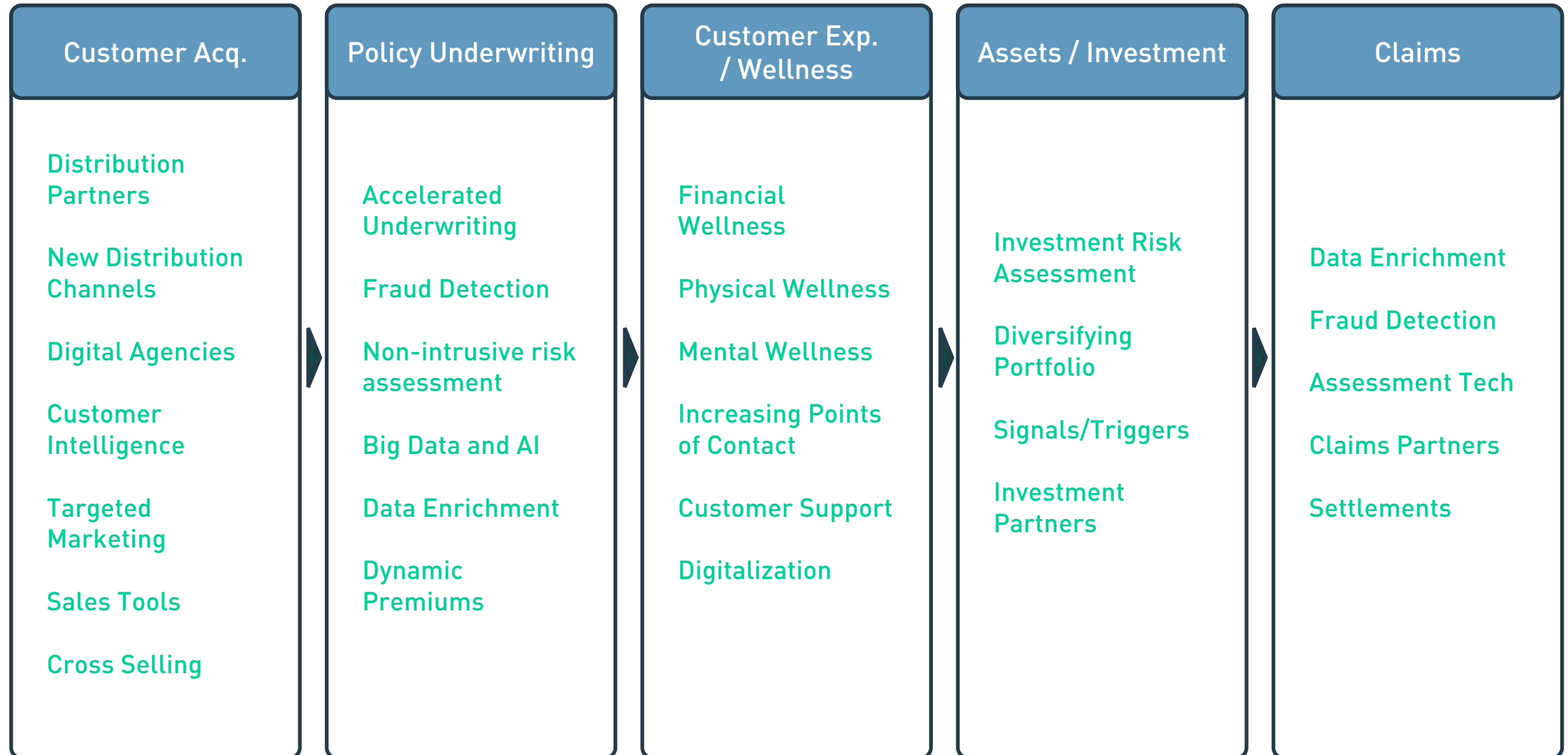
User Centricity: Shifting the industry focus to the user, improving experience, better distribution.

Underwriting: Facilitating more data for better risk assessment.

Mitigation of Risk: Shifting the role of the industry from paying for the loss to preventing the loss.

Cost Reduction: Reducing claim cost, more efficient marketing, better operations, better investments.

LIFE/HEALTH/GROUP INSURTECH



How Our Startups Help Corporate Partners Create New Business



New Sources Of Data

Social Media Data



Weather Data



Sensor Data



Personal Data



Advanced Data Analytics



Product Development Platforms



Distribution

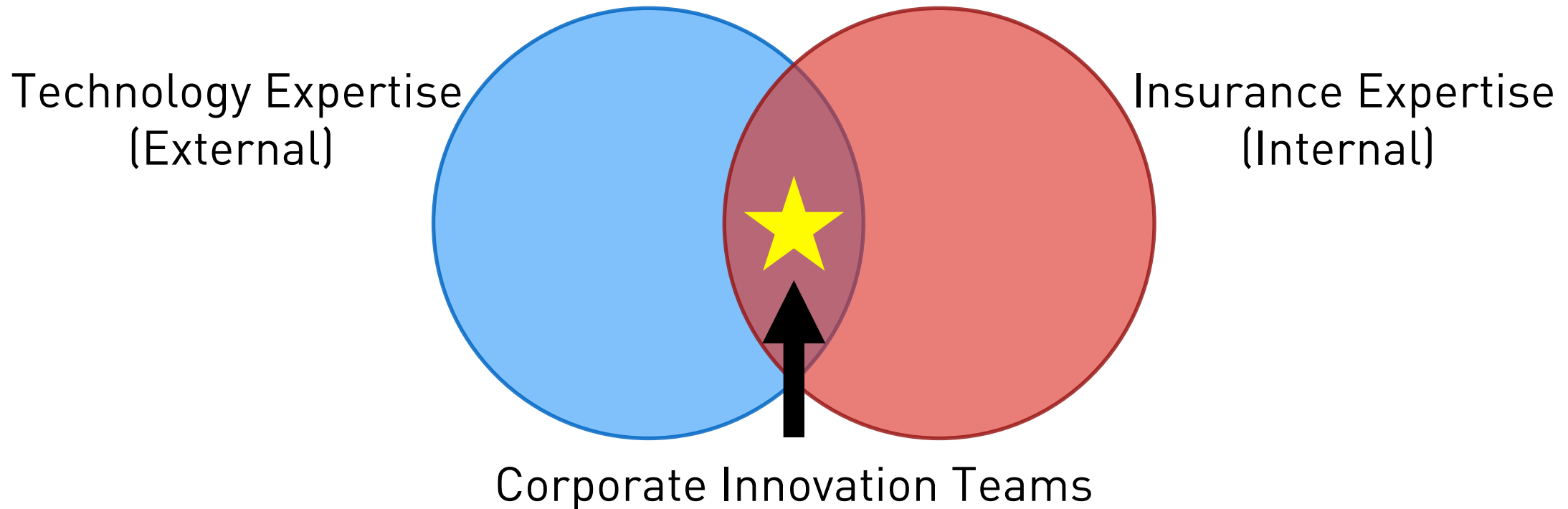


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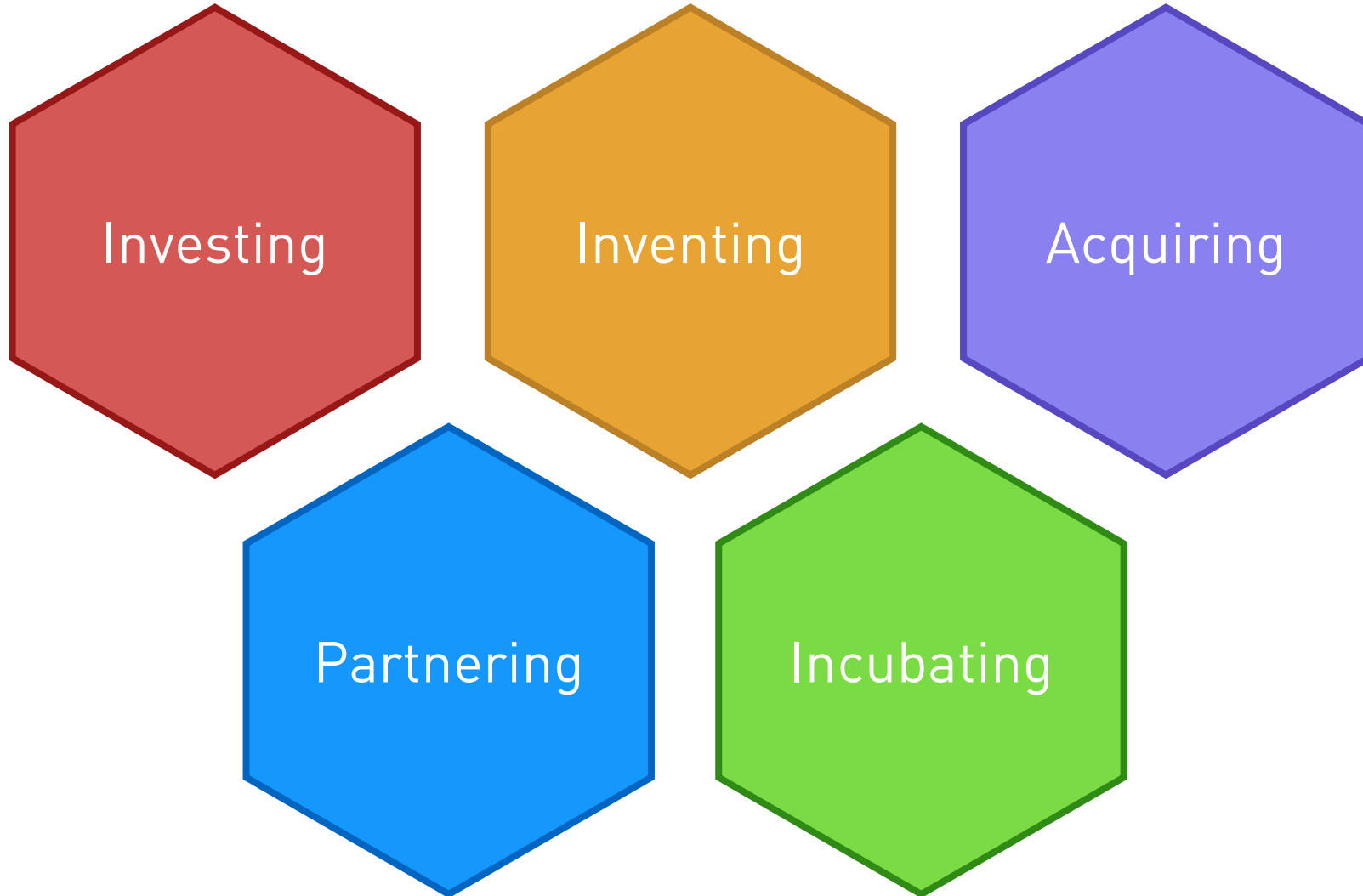


Best Practices

In today's rapidly changing enterprise environment, corporations must re-think and then re-invent their innovation model, blending internally-generated ideas and knowledge with externally-generated innovation



CORPORATE INNOVATION BEST PRACTICES



Corporate Innovation

Corporate VC

Innovation Scouts

Product Teams

Study Industry and Technology Trends

Make Strategic Investments

Make ROI Investments

Identify Corporate Pain Points

Source and Meet with hundreds of startups

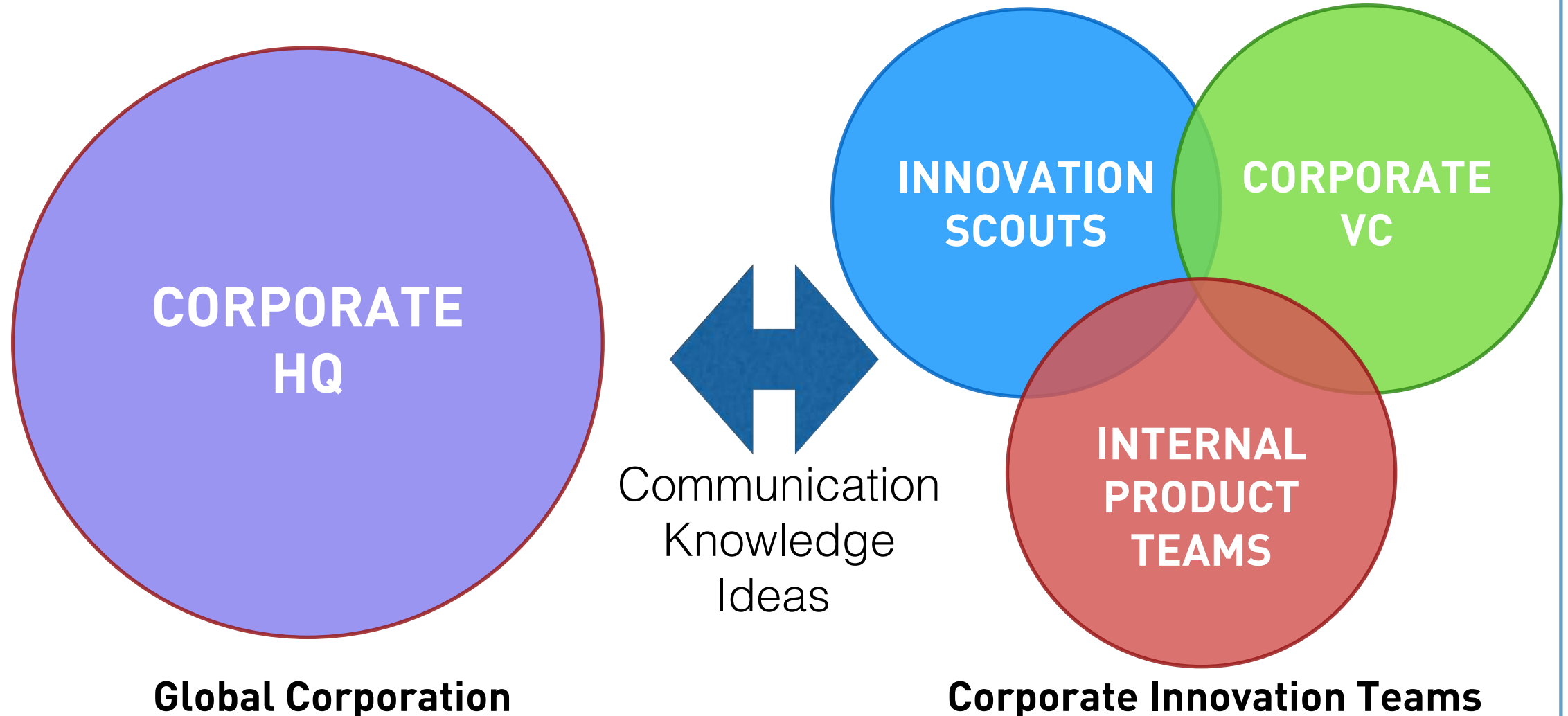
Evaluate Startups for Partnerships

Internal Innovation R&D labs

Integrate Startup Partners

Build New Products Internally

Do not let corporate structure and restrictive culture get in the way of innovation



CORPORATE INNOVATION BEST PRACTICES

Champion	Corporates must dedicate high level executives to prioritize startup integrations
Executive Buy-in	Innovation needs to be supported from the TOP down. Executives must lead by example and create an environment that is safe for employees to explore new ideas
Business Unit Sponsor	Create a definitive list of innovation objectives, friction points, and KPIs from each business unit. Solve the problem together!
Financial Commitment	Reinventing your business isn't free. Its crucial to dedicate funds for Teams, Pilot Projects, Implementations, Partnerships. Its a lot cheaper then loosing business!
Time Commitment	Even more important than money, is time. Everyone from the Executive team to the legal teams down through the business units need to dedicate time to solving problems.



VC

Investing

Strategic vs. ROI

Strategic Focus: More emphasis on impacting current and future revenue streams inside the company

ROI Focus: The main KPI is the returns of the fund (Google Ventures)

Balance Sheet vs. Fund

Balance Sheet Investment: Investments made using money left on the balance sheet

Fund Investment: A dedicated fund created solely for making investments (Allianz and Nationwide)

BENEFITS OF CVCs

Partnerships

Using investments to enhance current business units

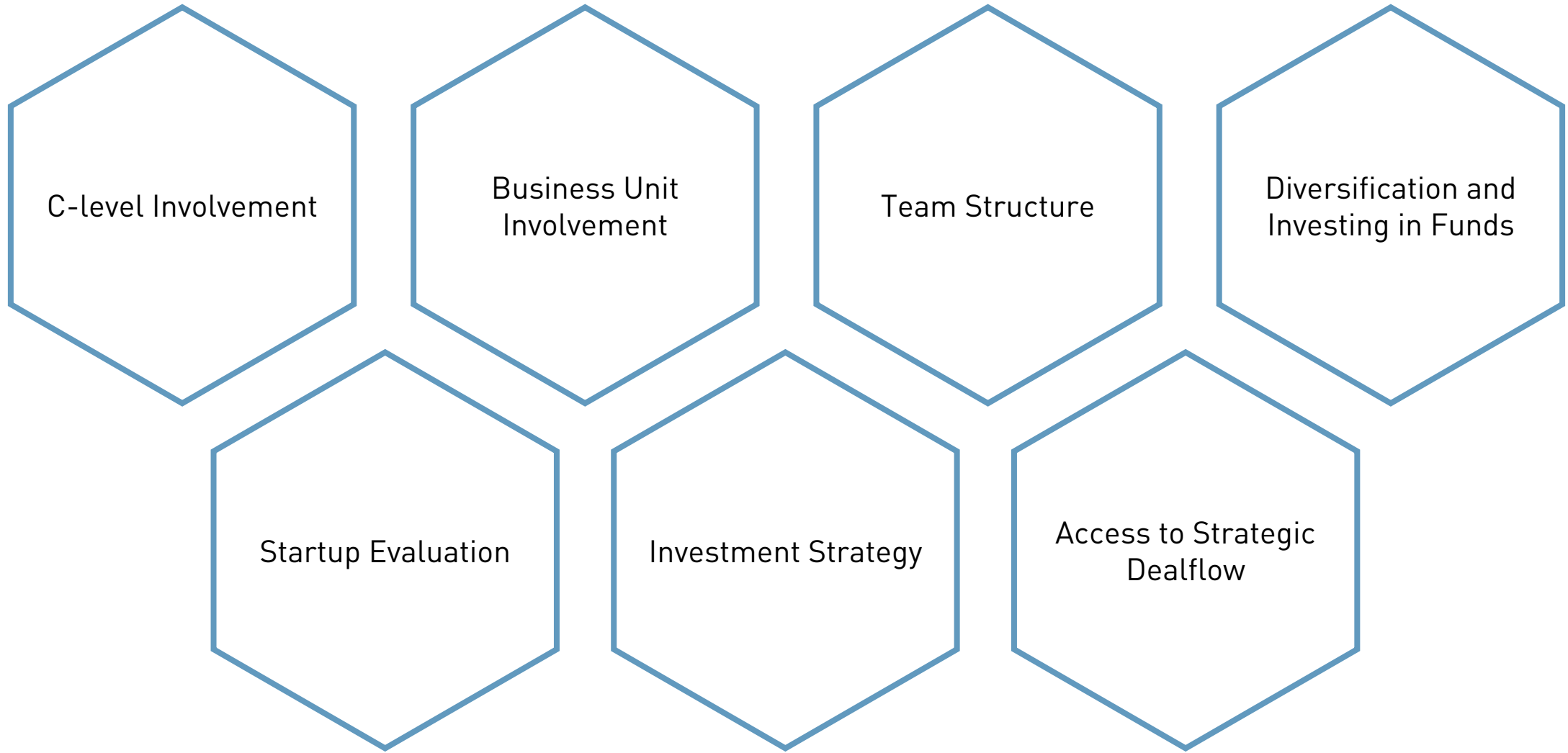
Market Intelligence

Exposure to new tech, talent, and markets

Financial Return

Leveraging cash on your balance sheet and hedging your bets

BEST PRACTICES



“They’re doing business with the devil.”

– Fred Wilson, Managing Partner for Union Square Ventures
(on startups who accept investments from CVCs)

HOW TO AVOID BEING THE DEVIL

Long-term Vision

Venture capital is a risky long-term endeavor

Startup Freedom

Best to let startup operate independently without hindrances

Board Seats and Equity

Objective is not to seem too influential or controlling

The Four "T's"

Team

What makes this team uniquely qualified to succeed where others have failed? What is their unfair advantage?

Technology

What is the technology behind this startup and how will it incrementally increase efficiencies compared to current processes?

Traction

What is the current traction in the market, and is this business model build to scale quickly and cheaply?

Terrain

What is the reasonable addressable market for this product?



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