Qover

Briefing Deck

What is category design?

Category design

Product design

Company design

Category Leader
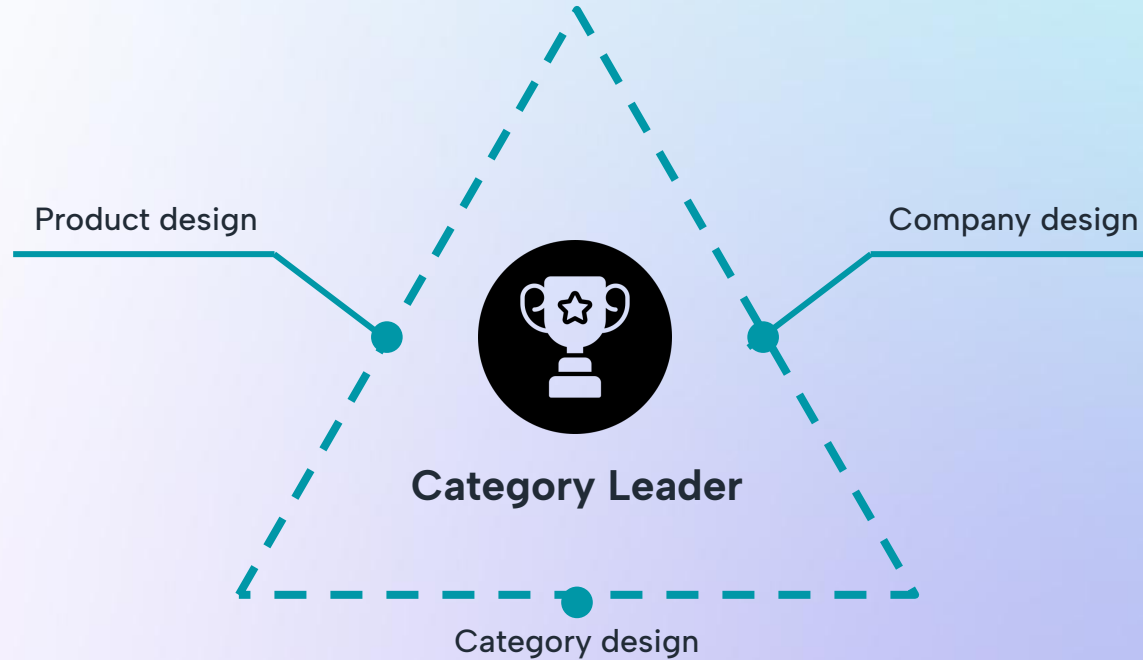
Category design

From **here** to **there**

Problem

Taxi service is a hassle

Solution

"Transportation as reliable as running water"

They don't sell better.
They sell different.

Category design is about creation

It's about solving a problem people didn't know they had,
or didn't pay attention to.

It's not about selling or improving what came before.

It's not about doing something better.
It's about doing something different.

How categories help

It's about creating new conditioning in people's minds to move to a different place with you

Be really clear about what you want people to know about you

Define your container so it feels big, important and urgent

Why it matters

People should feel they need to allocate big budgets to this container

And why they should join your cause

Category
point of view

Why?

Insurance dates back to the ancient world.
Created to protect people when bad things happen.
A product you need, but don't often use.
Naturally, it's hard to see the value.

And whilst insurance is needed, it's not always liked.

Insurance products are **complicated** and hard to understand.
With small print that leaves you confused about what's covered…
…and claims processes that are **hard to navigate.**

Insurance is **disconnected** from our everyday lives.
From the experiences we value, the things
we love and the digital lives we lead.

**The system we rely on hasn't adapted
to the 21st century.**

Brands and customers are increasingly **global**,
yet insurance has remained **local**.
Traditional providers are bogged down by **long–established infrastructure**.
A simple experience across borders is impossible due to **complex regulation**.

Companies have been unable to add value
to their communities, and even fewer people benefit.

This makes for an ineffective, clunky and
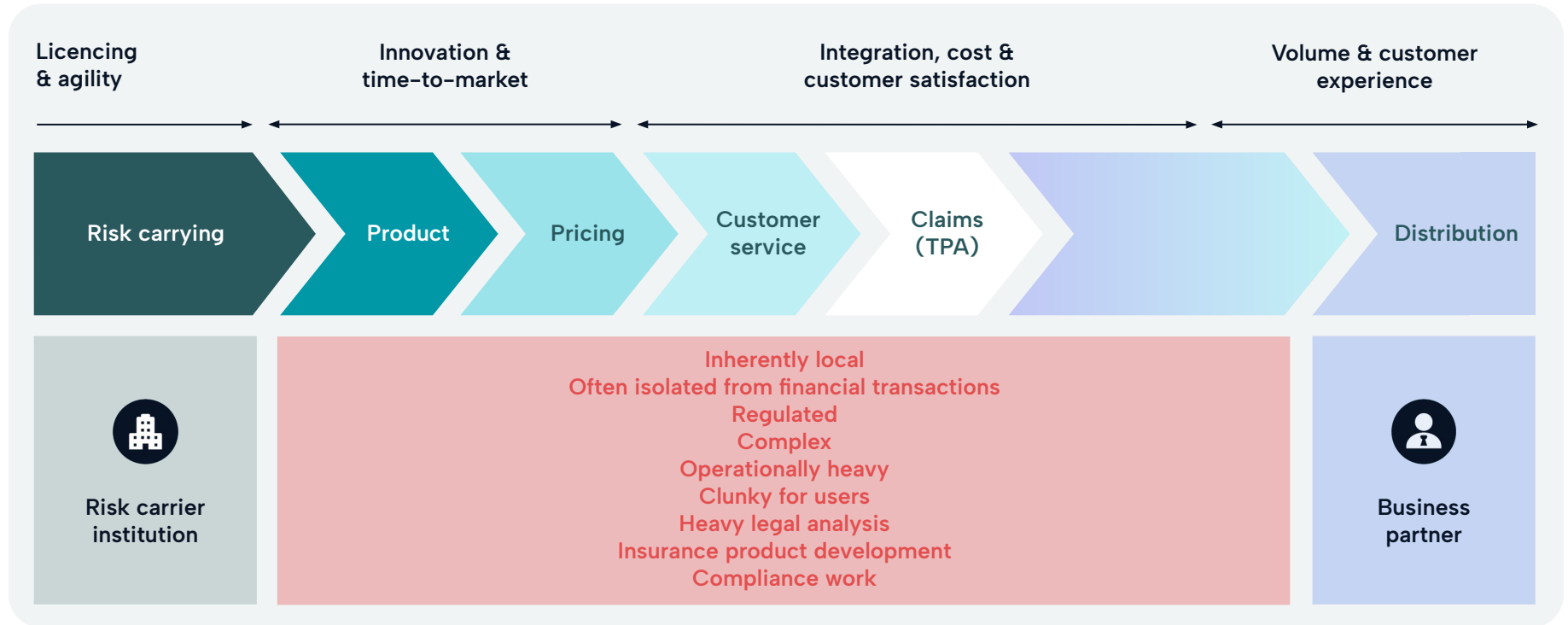expensive experience.

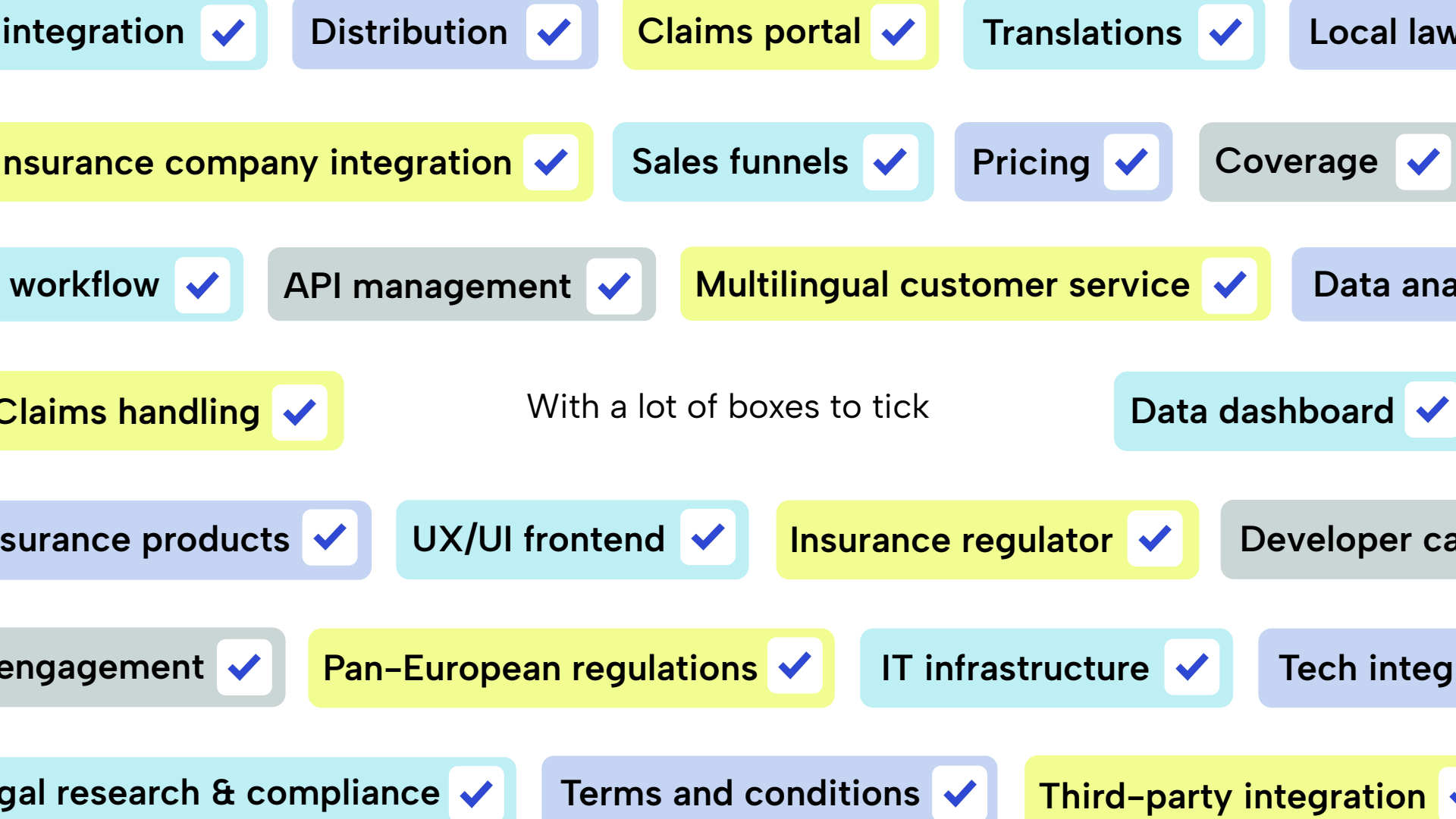# The clunkiness can also be found in many new digital providers

The insurance fabric behind today's businesses
is a very **complex landscape**
– either for the insurance enabler or the business itself.

Trying to cover the entire **insurance value chain** at once
is not easy – there's a lot that goes into it.

Some might be able to cover certain aspects,
but there will always be more.

It's a very complex roadmap that requires many factors to be successful

Licencing & agility	Innovation & time-to-market		Integration, cost & customer satisfaction			Volume & customer experience
Risk carrying	Product	Pricing	Customer service	Claims (TPA)		Distribution

Risk carrier institution	Inherently local Often isolated from financial transactions Regulated Complex Operationally heavy Clunky for users Heavy legal analysis Insurance product development Compliance work	Business partner

integration ✓ | Distribution ✓ | Claims portal ✓ | Translations ✓ | Local law

Insurance company integration ✓ | Sales funnels ✓ | Pricing ✓ | Coverage ✓

workflow ✓ | API management ✓ | Multilingual customer service ✓ | Data ana

Claims handling ✓

With a lot of boxes to tick

Data dashboard ✓

surance products ✓ | UX/UI frontend ✓ | Insurance regulator ✓ | Developer ca

engagement ✓ | Pan-European regulations ✓ | IT infrastructure ✓ | Tech integ

gal research & compliance ✓ | Terms and conditions ✓ | Third-party integration

Having said all that, insurance remains too **disconnected** from its purpose to effectively carry out its mission. It should be about **caring** for and **protecting** people, so they can live life to the fullest.

The way we access insurance has to change.

There's a different way.

Introducing

Embedded insurance orchestration

First of all: What is embedded insurance?

A tech-powered insurance solution that enables any business to incorporate insurance as an add-on or native component of its value proposition

Embedded insurance: What's the value for the end customer?

As an add-on:
- Makes it easier to understand insurance & which cover they need
- Avoids risk agents/brokers mis-selling insurance
- Personalised solution adapted for the good/service
- 'Mutualisation of risk' as a core principle over individualised pricing
- Reduces distribution costs
  - ex: bike insurance activated at delivery

As a native component:
- Fills potential insurance gaps
  - ex: gig & delivery platforms

Embedded insurance: What's the value for the distributing partner?

- Generates added revenue (upsell/cross-sell)
- Builds a unique value proposition for market differentiation
- Enables businesses to reach their strategic goals & drive behaviour (customer acquisition, retention, etc.)
- Fosters closer relationships & better engagement with their customers

What is embedded insurance orchestration?

A full InsurTech fabric that can **build** and **integrate**
any program, anywhere.

Designed from top to bottom for embedded insurance programs.
Free from legacy infrastructure.

Adaptable to any new or existing **program in any country** and **product**.

It doesn't end at the launch, it only starts **at the launch of the program!**

Insurance, embedded where people already **buy** and **engage** – when and where it's needed the most.

Simple and **customisable** on demand.

Safeguarding people against life's worst outcomes.

Enabling people to have **confidence** in their everyday lives.
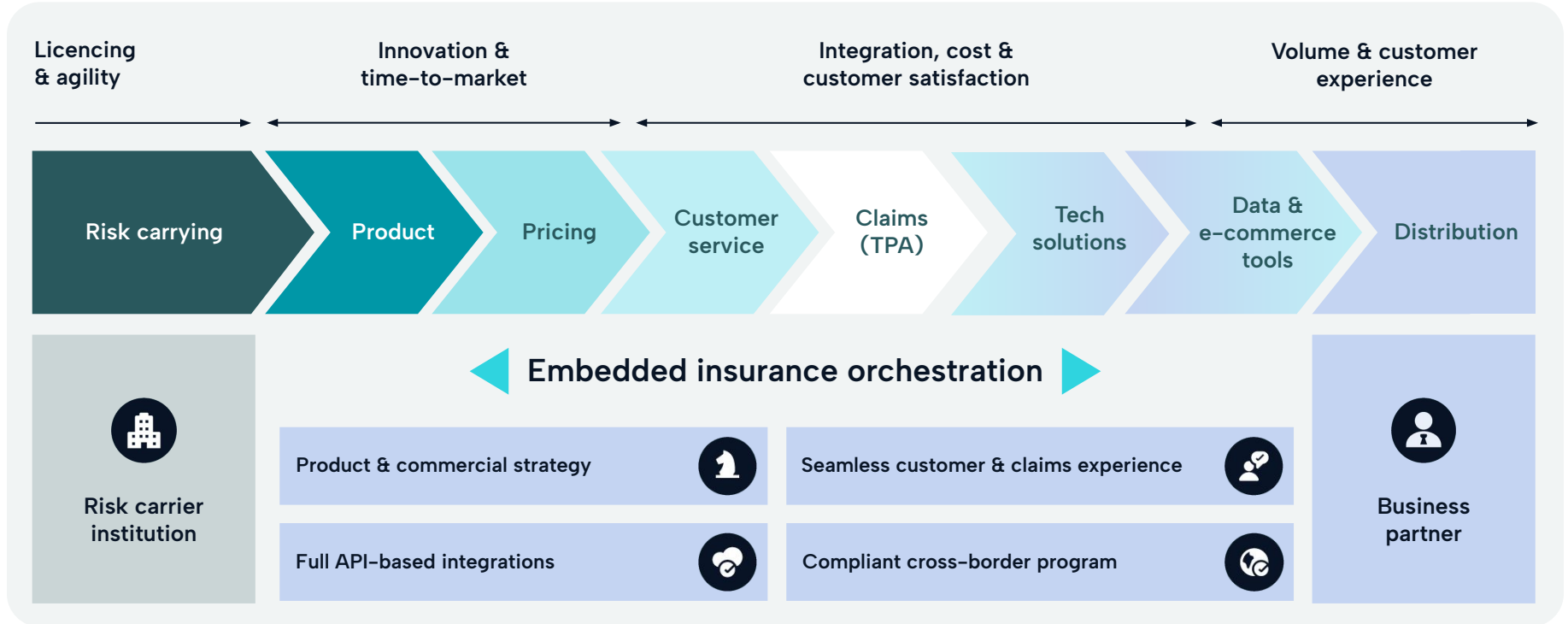
And helping companies create amazing experiences:

Building a more **meaningful connection** with their community.

And driving the behaviours they desire most – acquisition, loyalty and retention.

A **global safety** net that protects us all.

The InsurTech fabric
that's bridging the gap

Licencing & agility

Innovation & time-to-market

Integration, cost & customer satisfaction

Volume & customer experience

| Risk carrying | Product | Pricing | Customer service | Claims (TPA) | Tech solutions | Data & e-commerce tools | Distribution |

Embedded insurance orchestration

Risk carrier institution

Product & commercial strategy

Full API-based integrations

Seamless customer & claims experience

Compliant cross-border program

Business partner

Bringing the full potential of embedded insurance orchestration to any business

Orchestrate any insurance experience

Integrate tailored insurance products at scale and eliminate complexity. Provide seamless insurance experiences to customers and employees in any industry.

Drive the right behaviour

If your objective is to increase acquisition, facilitate greater engagement or differentiate your brand, insurance is an effective driver of customer and employee behaviour.
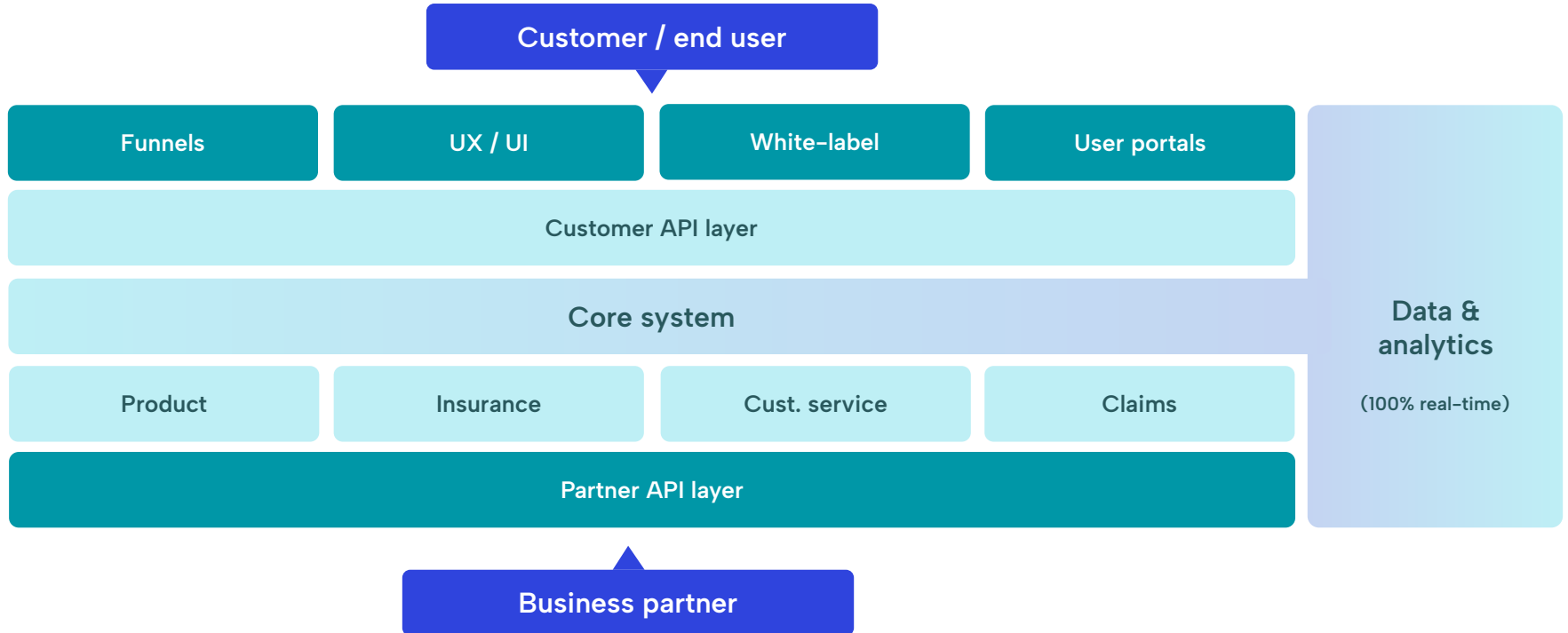
Enhance your value proposition

Provide customers and employees with relevant, simple and low-cost insurance embedded within your experience.

Unlock completely new value

From new high-margin revenues to increased customer acquisition and lifetime value, embedded insurance generates proven value.

The tech layer connecting enterprise systems with modern consumers

Customer / end user

Funnels	UX / UI	White-label	User portals

Customer API layer

Core system

Product	Insurance	Cust. service	Claims

Partner API layer

Data & analytics

(100% real-time)

Business partner

Each program is unique – a platform needs to be fully modular, adaptable to any need

Setup examples

Option 01

Funnels	⬤
Claims	⬤
Data	⬤
User portals	⬤
Balance sheet solution	⬤

Option 02

Funnels	⬤
Claims	○
Data	○
User portals	⬤
Balance sheet solution	○

Option 03

Funnels	○
Claims	⬤
Data	⬤
User portals	⬤
Balance sheet solution	○

Positioning the new category

The category's mission
is to remove the complexity

Business partners

Products · Regulation · Customer care · Claims · Finance

wakam · CHUBB · Baloise Insurance · AIG · NN

Business partners

Embedded insurance orchestration
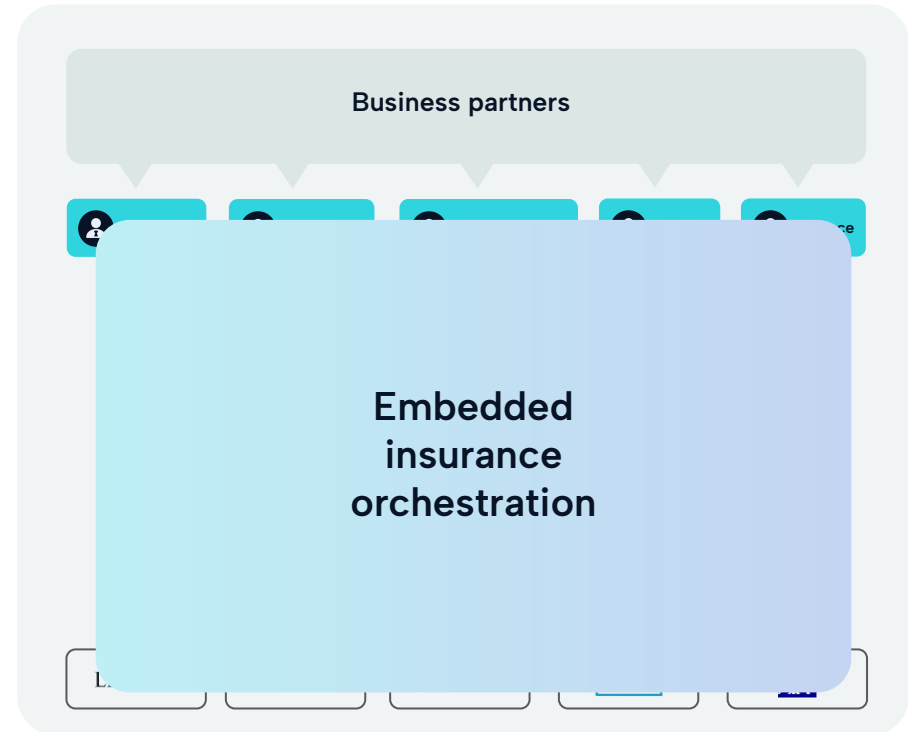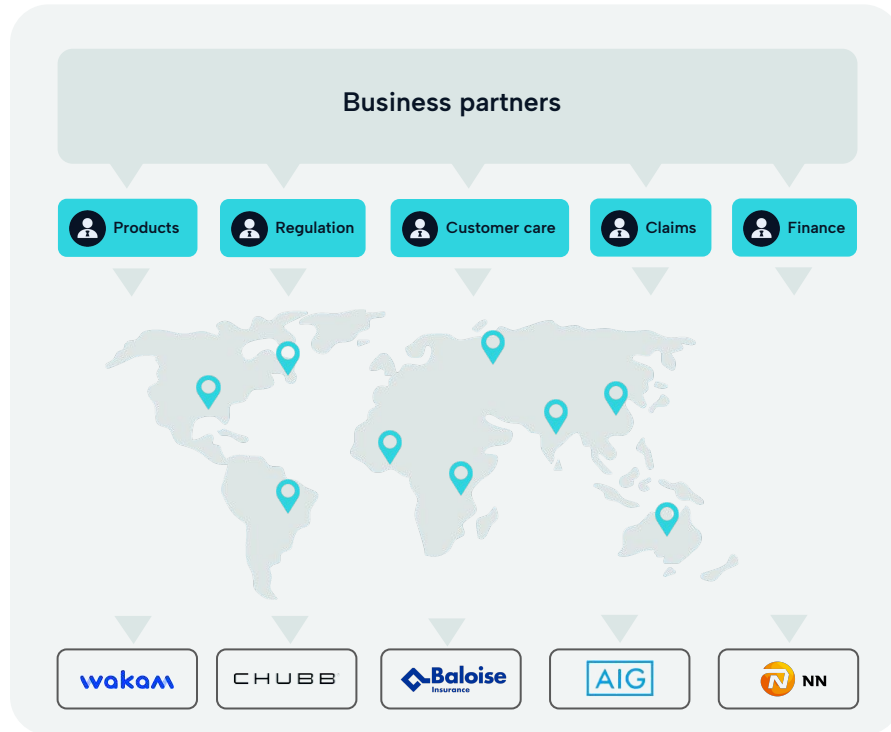
New category statement

For disruptive businesses who understand the value of customer and employee experience.

Who have customers or employees to nurture, care for and protect.

The product is an embedded insurance orchestration platform, helping brands enrich their value propositions by using insurance to protect what matters most to their customers or employees.

That provides unique and tailored cover built around the individual.

Unlike traditional insurance providers that offer clunky and impersonal cover.

The product protects your customers and employees – by providing an altogether better experience, it drives the behaviours that create the outcomes your business desires.

About Qover

Who is Qover?

Qover is a Pan–European InsurTech that adds completely
tailored cover to a company's digital experience, increases
its opportunities to grow and decreases
the cost of insurance as the business scales.

Tagline

Success ensured.

Value Proposition

Ensuring great experiences,
enabling your success.

#WeGotYouQovered

Qover

qover.com