WTW and Kayna

Unlocking embedded Insurance for SMEs

InsTech.ie

19th November, 2024

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Introducing the team…

ANTHONY BORGMAN
SENIOR DIRECTOR, WILLIS LIMITED

Anthony has an extensive background in the EMEA Affinity insurance industry and has spent the last 25 years working with large multinational insurers, retail banks, retailers, brokers, membership organisations, OEM's and MNO's to deliver new general and lifestyle insurance programme solutions.

He leads WTW's GB Affinity practice which specialises in delivering e2e insurance programme solutions for organisations whose core activities are not insurance.

PAUL PRENDERGAST
CEO & CO-FOUNDER, KANYA.IO

Paul is a serial entrepreneur and former winner of the Deloitte Fast 50 for the fastest growing technology company in Ireland. He co-founded Kayna with Peter Bermingham in 2021.

Kayna is a Lloyd's Lab Accelerator Programme Cohort 9 alumnus and winner of the InsurTech NY's Carrier/Broker Competition for Global Early-Stage Insurtech in 2023.

Their previous venture, Blink Parametric, founded in 2016 and acquired by CPP Group (AIM CPP) in March 2017.
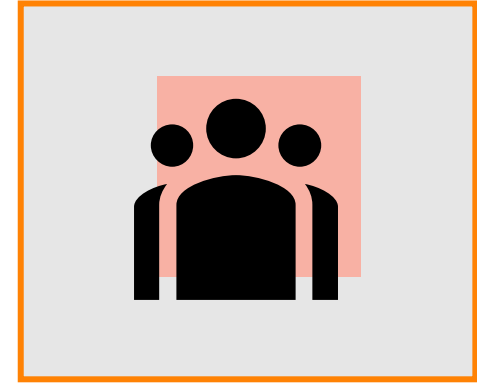
INSURANCE ECOSYSTEM
FUNCTIONAL EXPERTISE

- Technology
- Broking
- Compliance
- Program design
- Regulatory reporting
- Product development
- Actuarial
- Audit

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The Problem with Small Business Insurance – is still BIG

40% **UK** **SMEs are underinsured**

That's 2.2m businesses!

According to Chartered Institute of Loss Adjusters:
40% of UK SME insurance claims impacted by under-insurance

⚠️ **37% - BI**   ⚠️ **65% - PL**

⚠️ **<20% - Cyber**

- **<20%** of SMEs tell their insurer/broker as their needs change

- Reports of SME's cancelling insurance mid-term are on the rise

- **28%** of UK SMEs would go out of business if faced with an unexpected bill of £50,000

Why It Hasn't Been Fixed

- **Brokers often don't make enough commission to:-**

  - Spend time to understand individual needs
  - Innovate solutions for the SME market

- Client engagement is transactional and traditional channel retention rates driven by customer apathy

- Underwriters get little data

And yet…

WE LIVE IN THE AGE OF CONVENIENCE

49%

of **consumers** say they are more likely to **purchase** insurance **online**

LOYALTY COUNTS WHEN DEALING WITH TRUSTED ORGANISATIONS

67%

are more likely to stay **loyal** to and advocate for a brand they **trust**

HUGE INVESTMENT IN INSURTECH

$10bn

has been **invested** into **InsurTech businesses** since 2012

THE WAY WE WILL BUY INSURANCE WILL BE DISRUPTED

20%

CAGR growth in embedded insurance market until **2030**

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WTW & KAYNA: INNOVATING THE FUTURE OF EMBEDDED SME INSURANCE

In today's rapidly evolving digital landscape, the demand for tailored solutions in the insurance industry is at an all-time high.

WTW Affinity

At WTW Affinity, we design and deliver insurance solutions for the customers or members of client organisations whose core business is not insurance

- Dedicated teams in 30 countries
- Collaboration with over 250 partners globally
- 2mn+ insurance policies issued annually
- Over 850 Affinity experts in Europe
- $2bn in insurance premiums annually
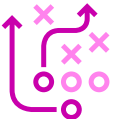
Line of business expertise

Capacity Independence

Trusted brand

Breadth of insurer relationships

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WTW Affinity offers End-to-End Solutions for all Situations seamlessly and methodically
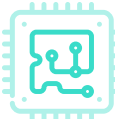
AFFINITY SOLUTIONS

ADVISORY

Program design, compliance and distribution strategy

BROKING

Product design and placement for each market, including captive utilisation options

TECHNOLOGY

Suite of technology to distribute insurance and manage claims maximising sales and customer journey & experience

SALES AND MARKETING

Maximising program performance and developing sales strategies

PROGRAM ADMINISTRATION

Policy and claims administration in some countries full TPA capabilities

DATA AND ANALYTICS

Consistent rolled up program performance reporting and optimisation & transparency

Kayna

Our founding team has a 20year track record of proving, developing and successfully exiting innovative Insurtech businesses

- Built global parametric infrastructure & versatile insurance solutions
- Discovered broken SME insurance model - Founded Insurtech #3 to fix
- Lloyd's Lab Accelerator Programme Cohort 9 alum
- Winner of the 2023 InsurTech NY's Carrier/Broker Competition for Global Early-Stage Insurtech
- Closed EU€1 million pre-seed funding round in 2023.
- Co-led by Delta Partners (Ireland) and MiddleGame Ventures (pan-European) with participation from Aperture (Switzerland) and InsurTech Fund – an affiliate of InsurTech NY (USA).
- Most recent exit:

Blink Parametric

Insurtech Expertise – Proven platform integration specialists

Insurer and platform agnostic

Low code tech and data orchestration

Enables new distribution channels for incumbents

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Fixing the SME problem with Affinity distribution and Insurtech

vSaaS	Agent Networks	Franchised businesses

Integrally important to how the SME's they support operate daily

1. Lead generation

2. Back-office support including compliance standards

3. The ability to unlock data to simplify insurance purchase

4. Common business / trade characteristics support tailoring of cover+

Opportunities for vSaaS providers

- Designed to support specific industry types

- Leverage operating system integral to SMEs activities, managing:

  - Customers
  - Employees
  - Stock inventory
  - Finance
  - Compliance
  - Supply chain / sub-contractors
  - Projects

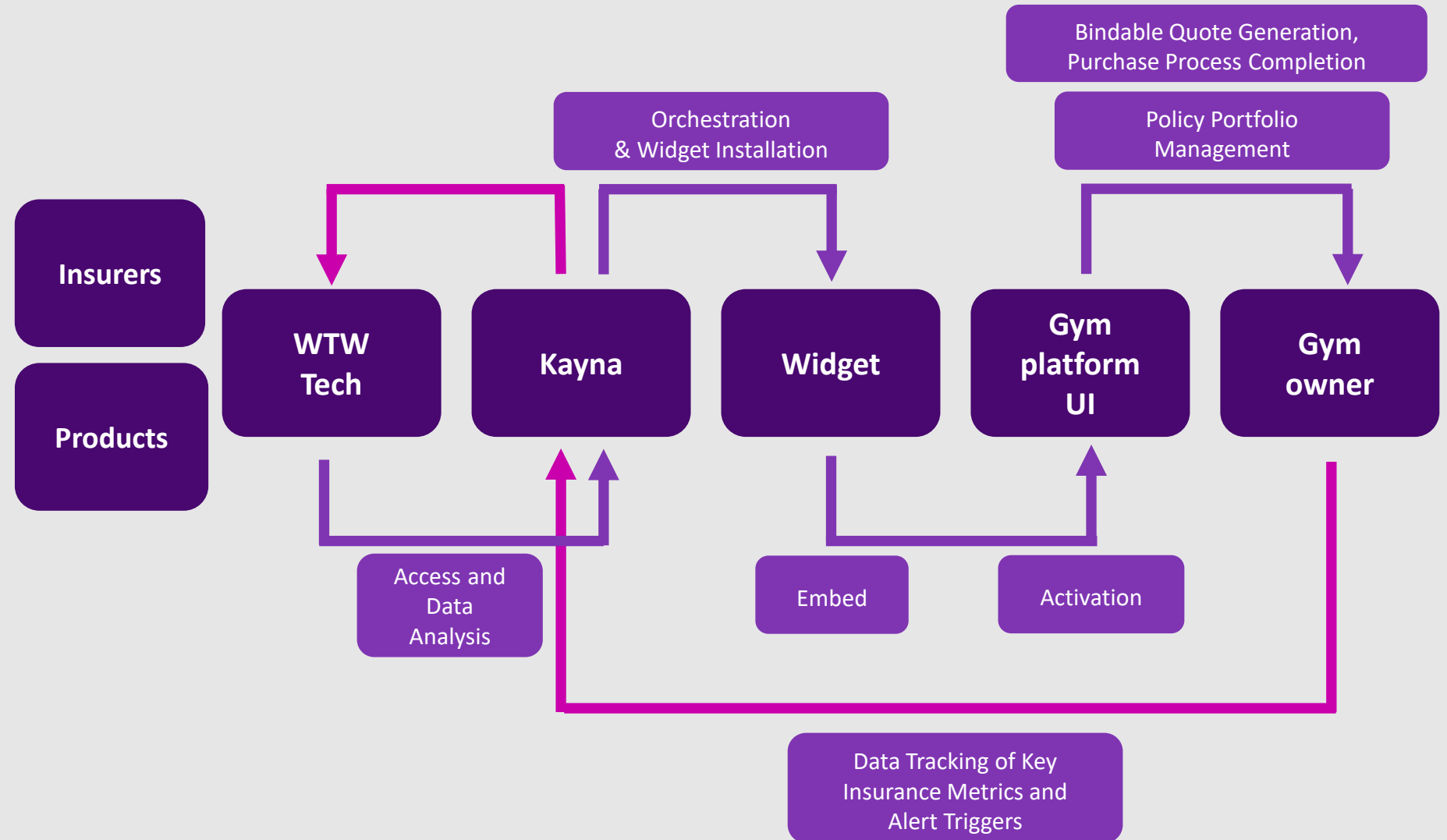- Leverage distribution and Unique Data

Step 1: Access & Analysis

- Access vertical SaaS platform

- Analyze the unique SME platform business operations and activity data for key insurance product metrics
  - Profile & data
  - Insurance policy information
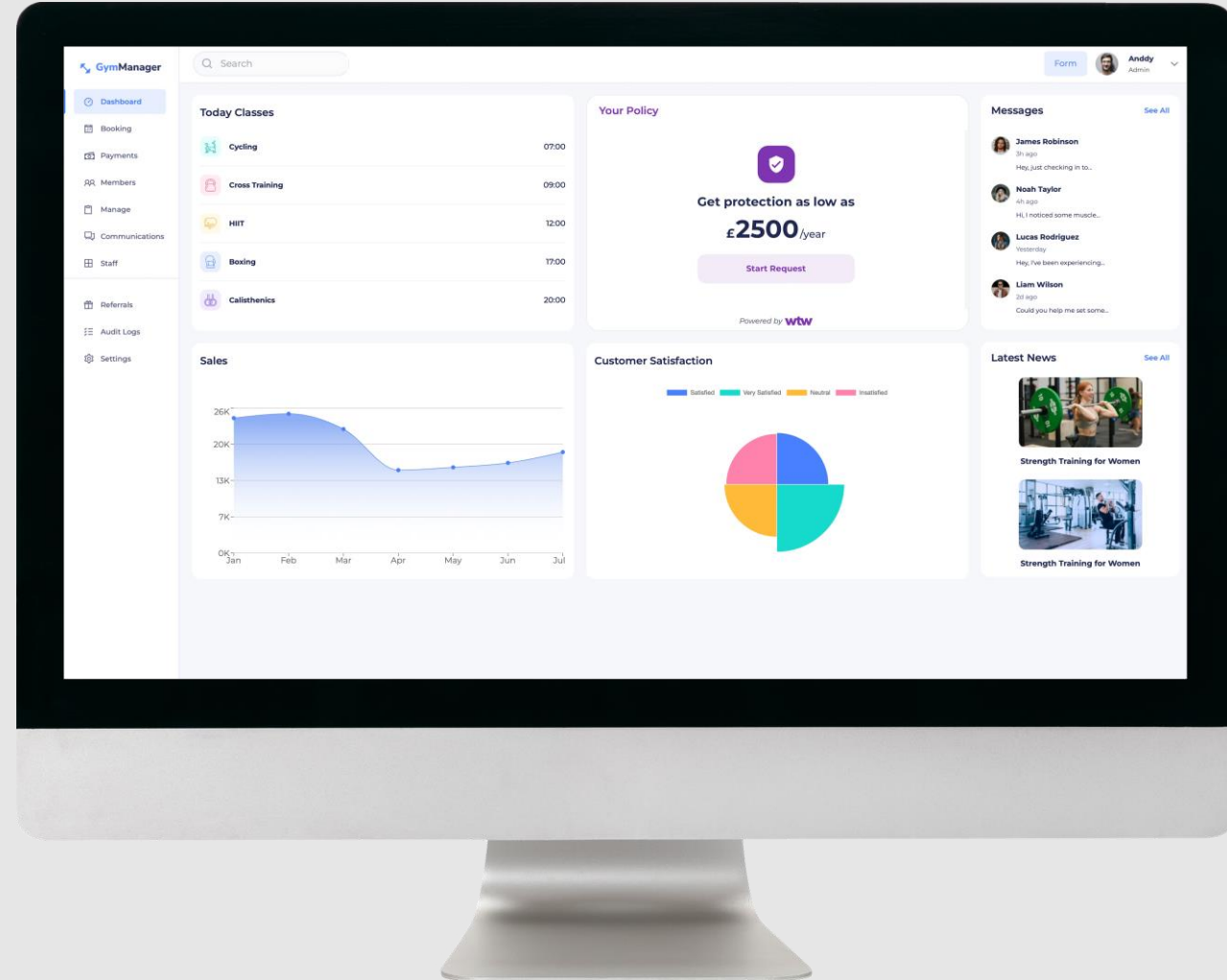
Step 2: Orchestration

- Embed Low-Code on vertical SaaS platform

- Kayna widget and back-end servers manage the customer experience UI and data flows related to the insurance products. This ensures compliance and removes the need for dedicated platform teams to implement and support insurance

Bindable Quote Generation, Purchase Process Completion

Policy Portfolio Management

Orchestration & Widget Installation

| Insurers | | WTW Tech | Kayna | Widget | Gym platform UI | Gym owner |

Access and Data Analysis

Embed

Activation

Data Tracking of Key Insurance Metrics and Alert Triggers

Step 3: Embed

WTW brokered Insurance product is embedded eg:

- **Property**
- Buildings & Structures
- Business Personal Property
- Business Interruption: Actual Loss Sustained for 12-24 months

- **Professional Indemnity**
- **Public Liability**
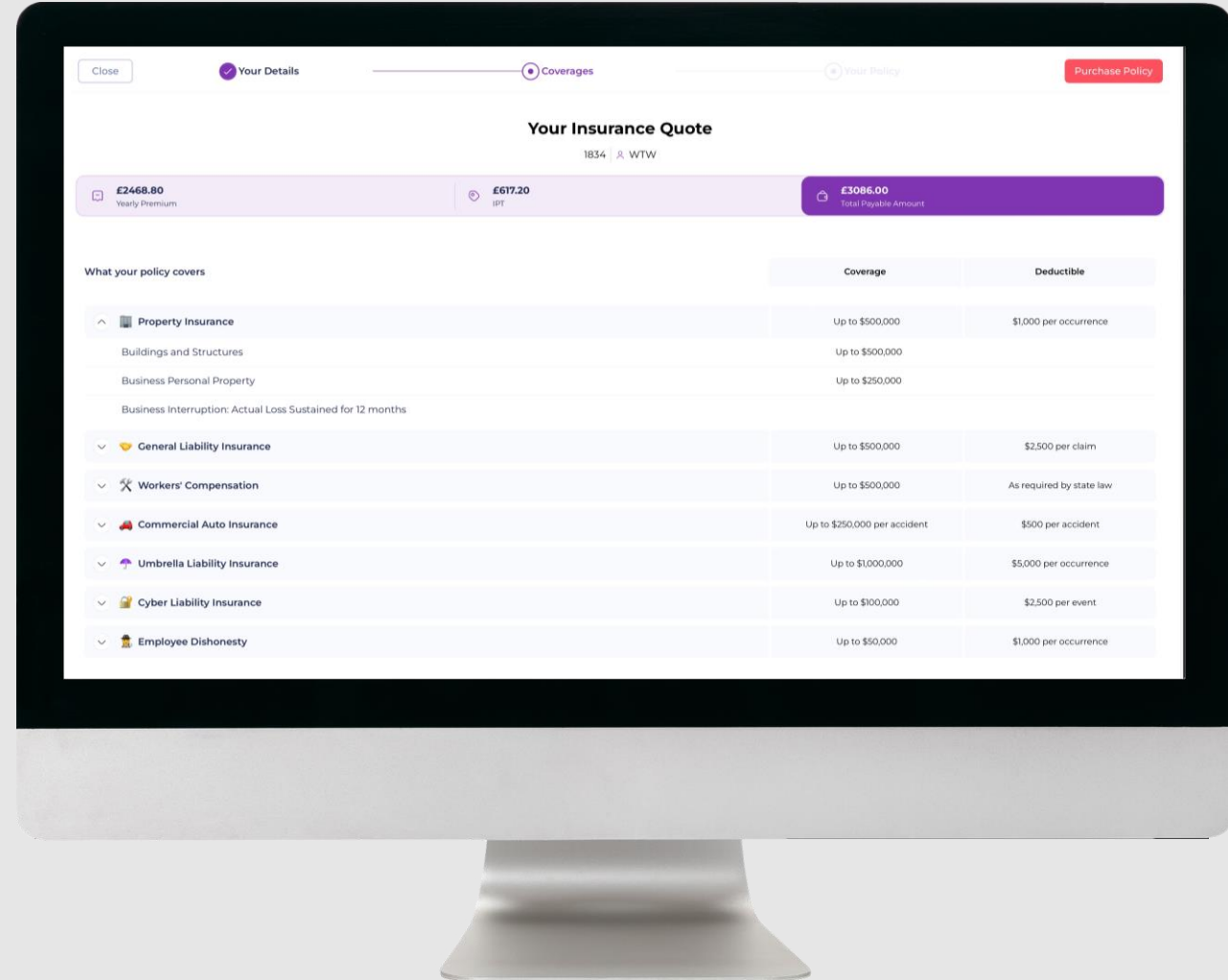- **Employer liability**
- **Commercial Auto**
- **Cyber**
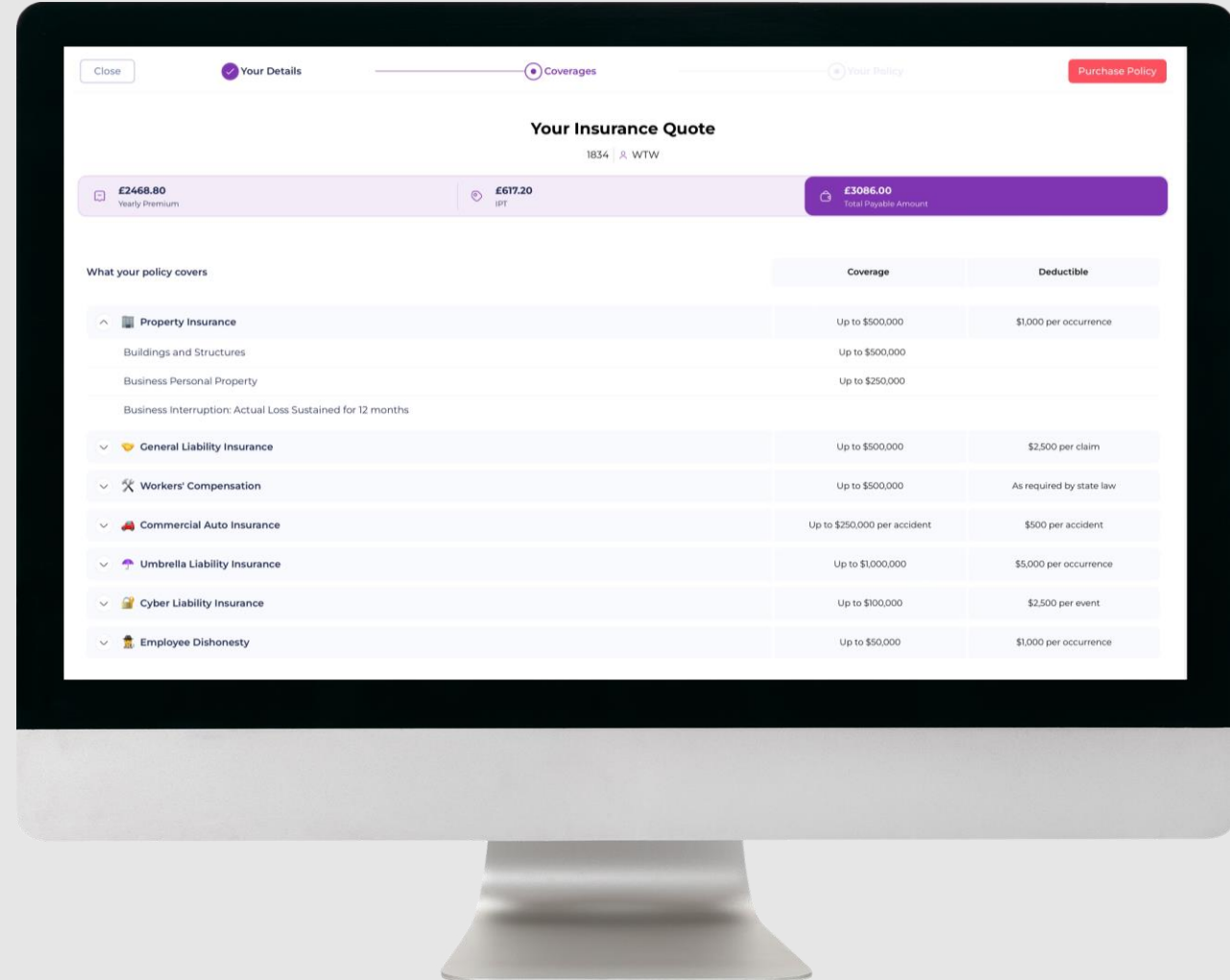
Step 4: Activation

Gym Owner gets:
Indicative Quote and Form Pre-fill

Unique SME platform data is used to pre-fill forms and generate an indicative quote

Step 5: Seamless Bind Process Completion

Flow 1: Standard policy bind:

Bindable quote generated from the submitted application form displays:

- Premium, tax and total
- Coverage and Deductible details
- Purchase button

Flow 2: Bespoke policy bind:

- WTW engages for detailed assessment
- Provides quote to SME
- Insurance profile updated via widget

Purchased Policy details on completion

- Policy number
- Start/end dates
- Access to policy docs and certificates
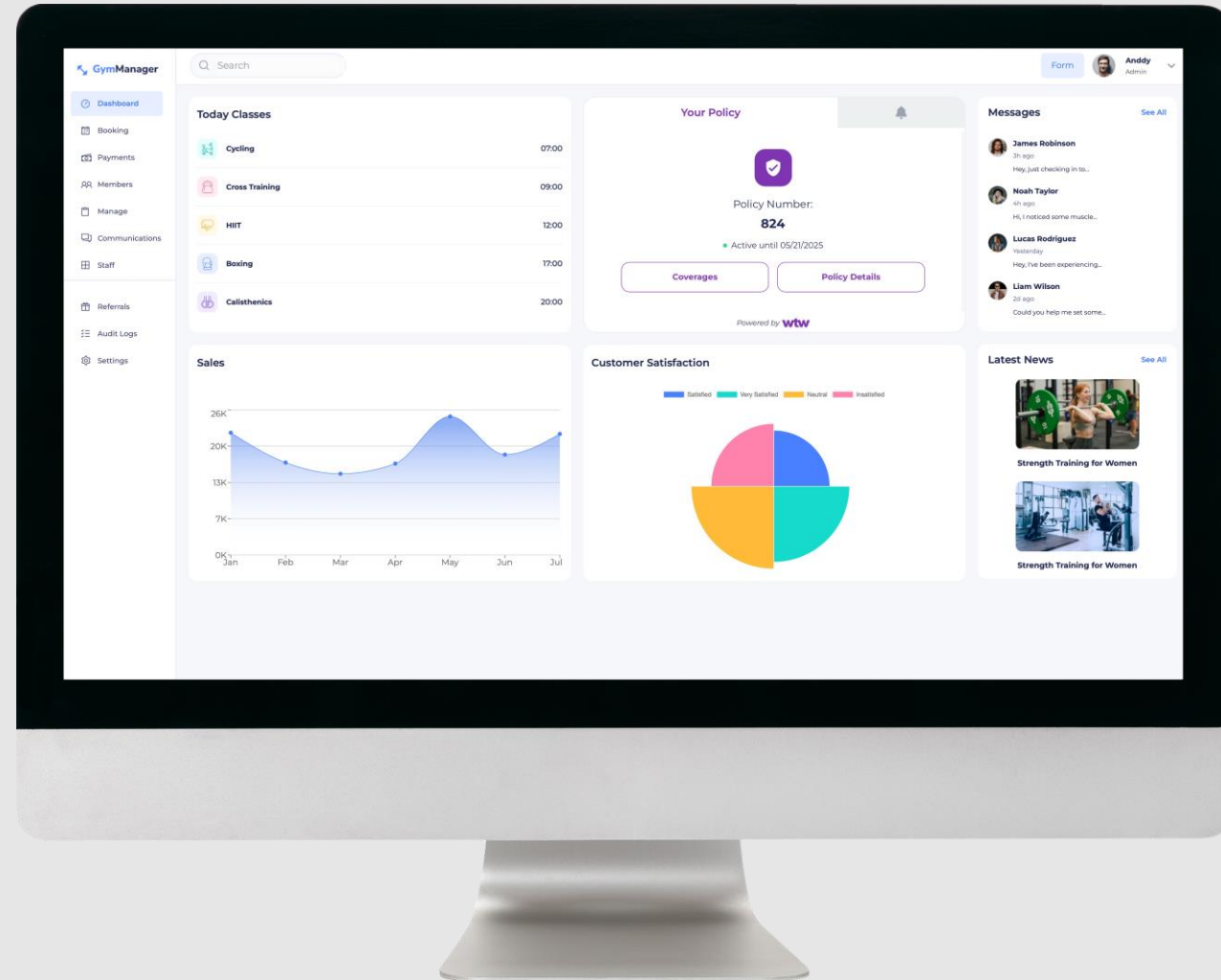
Step 6: Policy Management

Gym Owner gets:
Policy Management tool

Vertical SaaS platform gets:
Full dashboard visibility

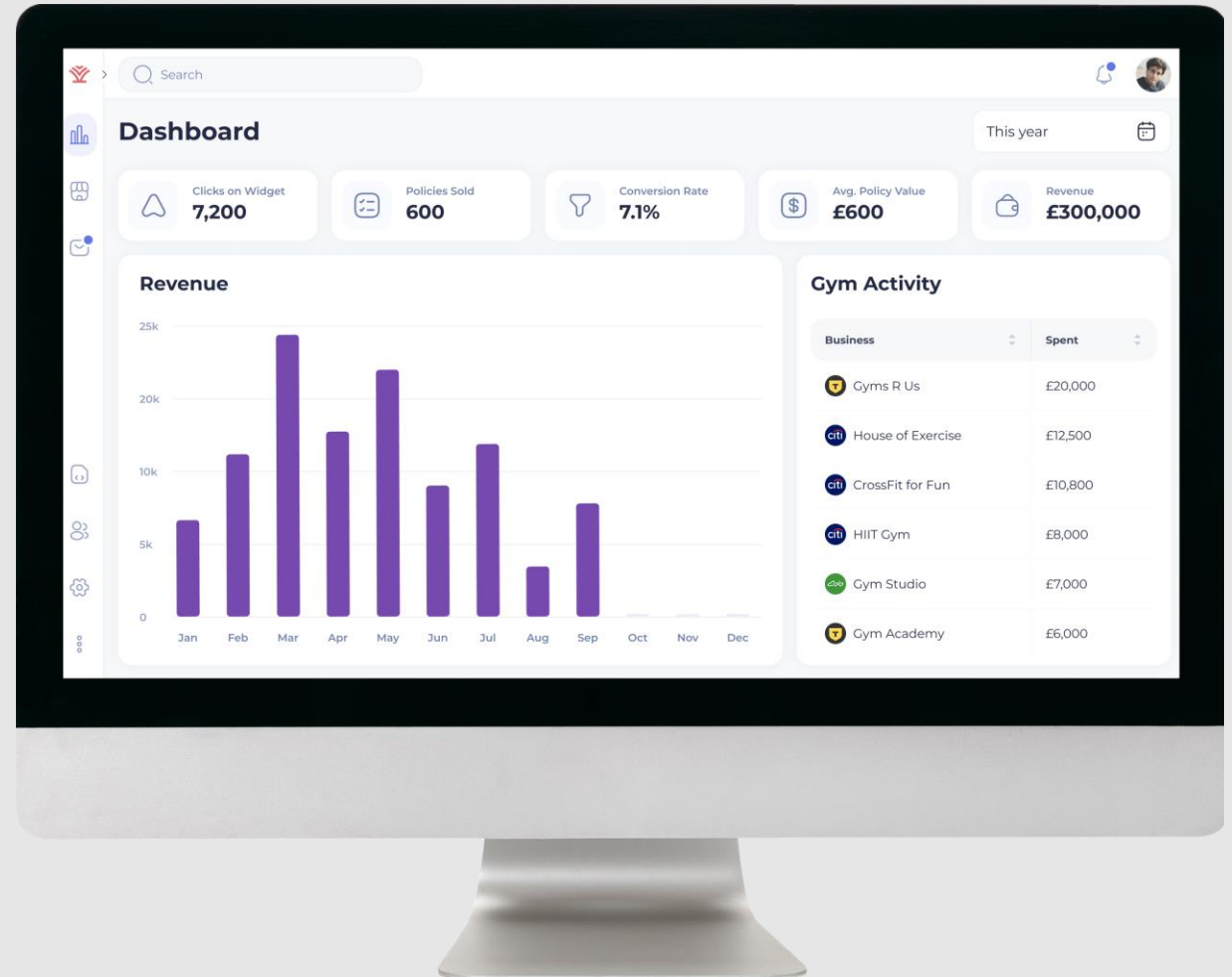Gym owner can manage their insurance policy portfolio with full access on platform to:

Insurance documentation

Certificate of Insurance

General account information - fees paid, renewal date

Step 7: Tracking

- Real-time data tracking of key metrics eg revenue, turnover, staffing levels etc., is active for the lifetime of the policy

- Alerts are triggered when Gym owner needs to update insurance in line with dynamic business changes

Automatically analyses business activity

Tells business the insurance it needs

Changes the policy in line with business changes

How WTW powered by Kayna is Different to Others...

- Delivers SME's appropriate insurance simply and quickly

- Partnered solution optimised for vertical SaaS platforms

- Established global FinTech & InsurTech expertise

- Low-Code, End-to-End Service partnership - creating a technology-enabling layer between insurers and platform to drive Embedded Insurance distribution

- No technical overhead required

- Extensive line of business experience

- Trusted WTW brand

- Extensive established insurer relationships

Thank you.

Questions or feedback?

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