

STARK GROUP



Disrupting the insurance industry



# INSURANCE & ENGAGEMENT

Matthias de Ferrieres



## Post on linked-in in 2012



- Shall insurance go digital?
- The digital revolution is underway for insurers (pega)
- Why Insurance has to go digital?
- With Technology, Insurance can create a future of possibilities for its industry
- How to simplify the insurance customer experience with digital?



# Post on linked-in in 2016

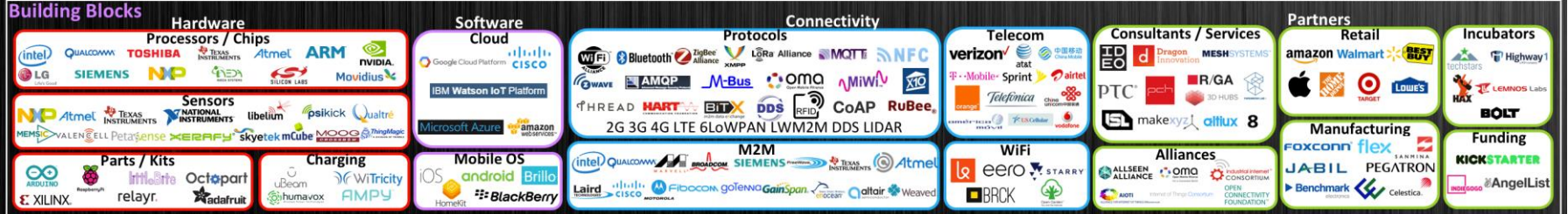
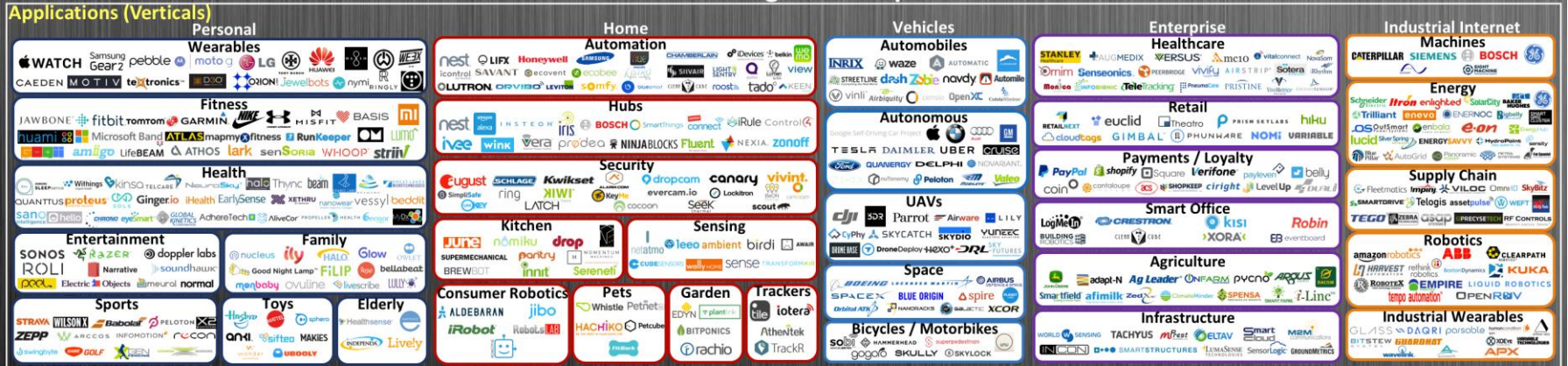
- Shall insurance go digital?
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- With Technology, Insurance can create a future of possibilities for its industry?
- How to simplify the insurance customer experience with digital ?





# Internet of things

## Internet of Things Landscape 2016



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Disrupting the insurance industry through creative digitalization & innovative distribution

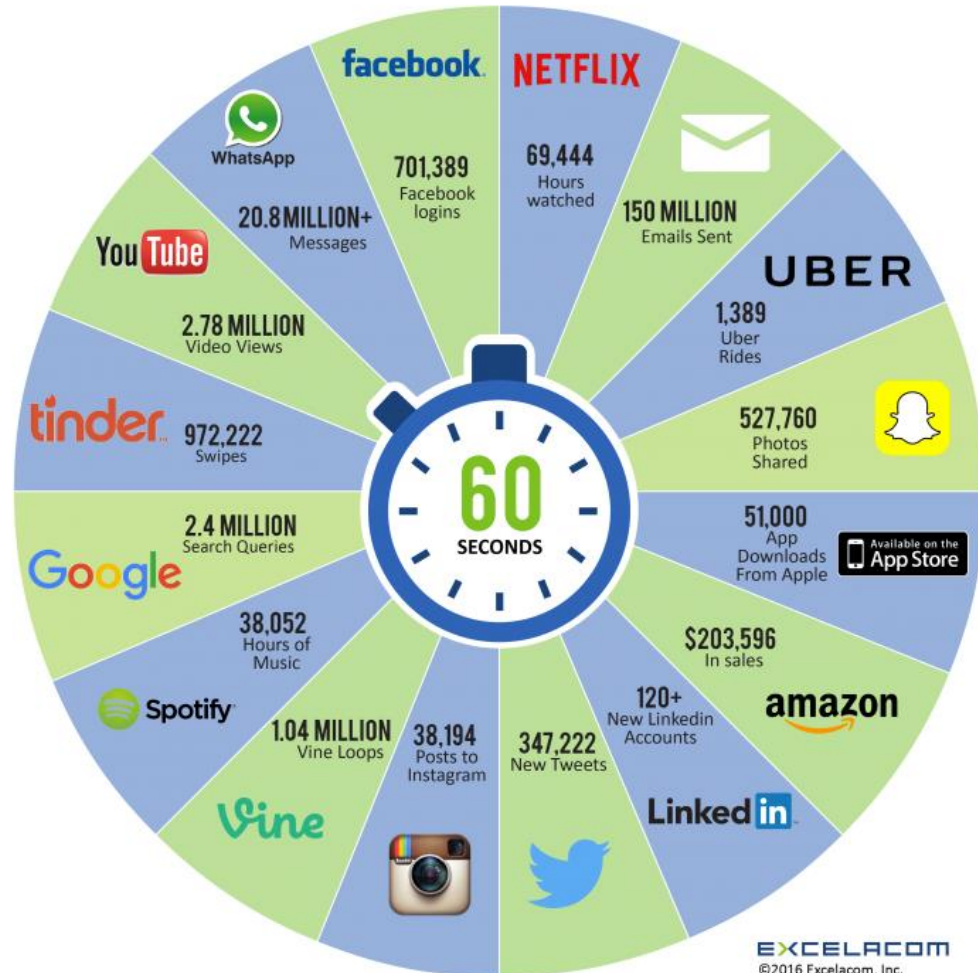




# Success? Is all about experience

## 2016 What happens in an INTERNET MINUTE?

the heart of their success is not the digital tool, but the experience it enables.



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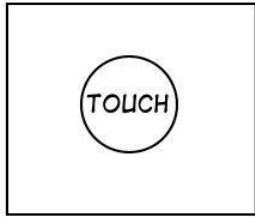


# And what do insurers?

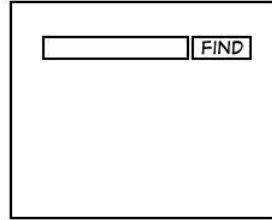
AND.....

..... They innovate

TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...

FIRST NAME: <input type="text"/>	TYPE CD: <input type="text"/>	4 - K
LAST NAME: <input type="text"/>	TQP STAT: <input type="checkbox"/>	AA2-
SSN: <input type="text"/>	VER: <input type="text"/>	DK9B
ID: <input type="text"/>	FT/PT: <input checked="" type="checkbox"/>	KKA?
PHONE 1: <input type="text"/>	CAT CD: <input type="text"/>	CN3
PHONE 2: <input type="text"/>	CITY: <input type="text"/>	AA-9
ADDR 1: <input type="text"/>	STATE: <input type="text"/>	NEW
ACCT #: <input type="text"/>	ZIP: <input type="text"/>	DEL
ORD #: <input type="text"/>		

Set committees

Create Digital Lab

DIGITAL Garage

Digital Village

Draft plans

Define strategies



# But the truth is.....

## Management practice (select examples)

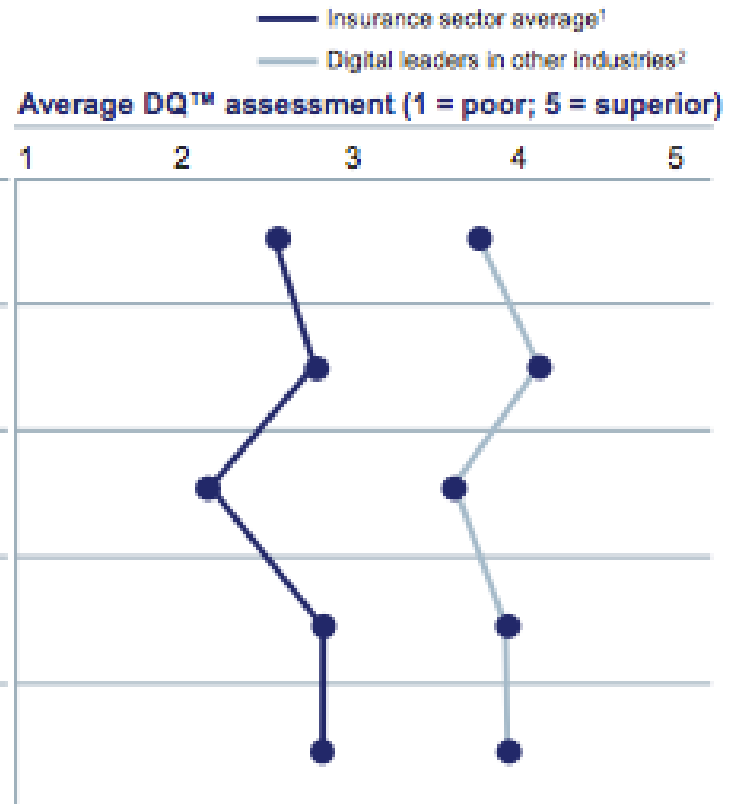
**External digital experience and talent** (e.g., what percentage of your employees who have digital-related roles have previous digital experience outside the company?)

**Senior management KPIs** (e.g., what percentage of your senior managers can articulate the main digital KPIs?)

**Digital ROI measurement** (e.g., how is your company measuring the return on its digital investments?)

**KPI tracking and communication** (e.g., how effective is your company in balancing in-house capabilities with external partnerships?)

**Risk appetite** (e.g., what is your company's level of comfort in taking risks regarding digital initiatives?)



Source <http://www.mckinsey.com/>



# What customers Feels

Mc Kinsey Survey 2015



Source <http://www.mckinsey.com/>

- Limited product engagement and doubt about its value-for-price
- Incomplete product understanding
- Tendency to put off the purchase to a later time

- Low trust in delivery ("Will they pay?")
- Limited rapport with agent or broker

- Confusion about product features
- Doubt if the product is the right fit
- Feeling of "being sold to"

- Frustration about delay and lack of transparency
- Feeling rejected when application is turned down

- Limited or no access to quick, easy self-service tools
- Limited product flexibility

- Feeling of vulnerability and being overwhelmed
- Need for emergency bridge help

Lack of Understanding

Lack of Trust

Frustrated

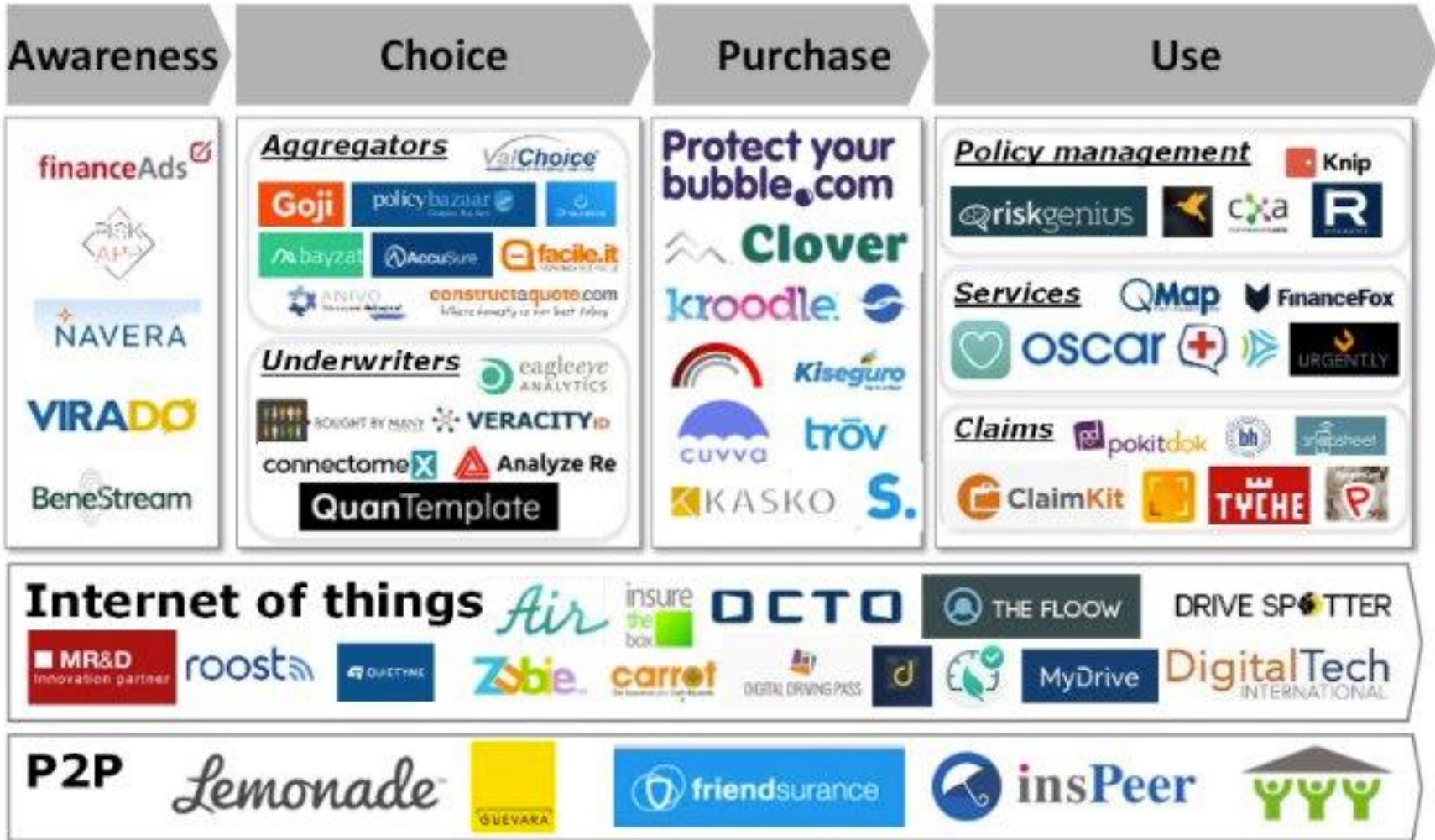
Confused & Doubting

Lost





# Meanwhile .....Insuretech



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Disrupting the insurance industry through creative digitalization & innovative distribution



What argument are they using?

**GUEVARA**

MORE INFO LOGIN [Get your quote](#)

# Old insurance is rubbish. Use Guevara.

(It's new. And 100% non-rubbish.)

[Get your quote](#)

[See how it works](#)

GROUP #001:  
Brighton Sea Swimmers

[Want a renewal reminder?](#)



# TAKE the SPACE

[HOME](#)[BLOG](#)[EVENTS](#)[FORUM](#)[CONTACT US](#)[LOG IN](#)[JOIN US](#)

## Join The Community!

Are you passionate about making a change to the insurance industry? Whether you are an entrepreneur, insurance practitioner or a change agent; We welcome you!

[SIGN UP >](#)





# WHEN THEY DO – Price Obsessed

DETAILS		FILTER	
<b>25% OFF</b>			
AXA Insurance Essential \$6 / TRIP			
S1 for each optional benefit			
6.8 <sub>no</sub> Coverage Score	★★★★☆ 16 Insurer Ratings	8.8 <sub>no</sub> Coverage Score	★★★★☆ 16 Insurer Ratings
Personal Medical	SS 250,000	Personal Medical	SS 500,000
Loss of	SS 300,000	Loss of	SS 600,000
Trip Emergency	SS 5,000	Trip Emergency	SS 10,000
Trip Emergency	SS 6,000	Trip Emergency	SS 12,000
Trip Emergency	Unlimited	Trip Emergency	Unlimited
<b>GO TO PROVIDER</b>			
<b>51% OFF</b>			
Etika Economy \$15 / TRIP			
6.0 <sub>no</sub> Coverage Score	★★★★☆ 4 Insurer Ratings	6.0 <sub>no</sub> Coverage Score	★★★★☆ 4 Insurer Ratings
Personal Medical	SS 150,000	Personal Medical	SS 150,000
Loss of	SS 250,000	Loss of	SS 250,000
Trip Emergency	SS 5,000	Trip Emergency	SS 5,000
Trip Emergency	SS 1,000,000	Trip Emergency	SS 1,000,000
<b>GO TO PROVIDER</b>			
<b>30% OFF UNTIL 10 JUN 2016</b>			
Sompo Vital \$16 / TRIP			
5.6 <sub>no</sub> Coverage Score	★★★★☆ 9 Insurer Ratings	5.6 <sub>no</sub> Coverage Score	★★★★☆ 9 Insurer Ratings
Personal Medical	SS 150,000	Personal Medical	SS 150,000
Loss of	SS 150,000	Loss of	SS 150,000
Trip Emergency	SS 3,000	Trip Emergency	SS 5,000
Trip Emergency	Unlimited	Trip Emergency	Unlimited
<b>GO TO PROVIDER</b>			
<b>20% OFF</b>			
Tokio Marine Classic \$16 / TRIP			
5.6 <sub>no</sub> Coverage Score	★★★★☆ 3 Insurer Ratings	4.8 <sub>no</sub> Coverage Score	★★★★☆ 21 Insurer Ratings
Personal Medical	SS 150,000	Personal Medical	SS 150,000
Loss of	SS 300,000	Loss of	SS 150,000
Trip Emergency	SS 5,000	Trip Emergency	SS 2,000
Trip Emergency	SS 5,000	Trip Emergency	SS 3,000
Trip Emergency	SS 500,000	Trip Emergency	Unlimited
<b>GO TO PROVIDER</b>			
<b>50% OFF</b>			
Hong Leong Group HL Assurance - Basic \$16 / TRIP			
4.8 <sub>no</sub> Coverage Score	★★★★☆ 21 Insurer Ratings	7.6 <sub>no</sub> Coverage Score	★★★★☆ 3 Insurer Ratings
Personal Medical	SS 150,000	Personal Medical	SS 250,000
Loss of	SS 150,000	Loss of	SS 500,000
Trip Emergency	SS 2,000	Trip Emergency	SS 7,500
Trip Emergency	SS 3,000	Trip Emergency	SS 10,000
Trip Emergency	Unlimited	Trip Emergency	SS 1,000,000
<b>GO TO PROVIDER</b>			
<b>51% OFF</b>			
Etika Business \$20 / TRIP			
7.2 <sub>no</sub> Coverage Score	★★★★☆ 4 Insurer Ratings	7.2 <sub>no</sub> Coverage Score	★★★★☆ 4 Insurer Ratings
Personal Medical	SS 250,000	Personal Medical	SS 250,000
Loss of	SS 500,000	Loss of	SS 500,000
Trip Emergency	SS 5,000	Trip Emergency	SS 5,000
Trip Emergency	SS 10,000	Trip Emergency	SS 10,000
Trip Emergency	SS 1,000,000	Trip Emergency	SS 1,000,000
<b>GO TO PROVIDER</b>			
<b>50% OFF</b>			
Hong Leong Group HL Assurance - Standard \$20 / TRIP			
6.4 <sub>no</sub> Coverage Score	★★★★☆ 21 Insurer Ratings	6.8 <sub>no</sub> Coverage Score	★★★★☆ 9 Insurer Ratings
Personal Medical	SS 250,000	Personal Medical	SS 250,000
Loss of	SS 250,000	Loss of	SS 300,000
Trip Emergency	SS 3,000	Trip Emergency	SS 5,000
Trip Emergency	SS 5,000	Trip Emergency	SS 6,000
Trip Emergency	Unlimited	Trip Emergency	Unlimited
<b>GO TO PROVIDER</b>			
<b>30% OFF UNTIL 10 JUN 2016</b>			
Sompo Deluxe \$21 / TRIP			
6.8 <sub>no</sub> Coverage Score	★★★★☆ 9 Insurer Ratings	6.8 <sub>no</sub> Coverage Score	★★★★☆ 9 Insurer Ratings
Personal Medical	SS 250,000	Personal Medical	SS 250,000
Loss of	SS 250,000	Loss of	SS 300,000
Trip Emergency	SS 3,000	Trip Emergency	SS 5,000
Trip Emergency	SS 5,000	Trip Emergency	SS 6,000
Trip Emergency	Unlimited	Trip Emergency	Unlimited
<b>GO TO PROVIDER</b>			
<b>EQ Essential \$22 / TRIP </b>			
6.8 <sub>no</sub> Coverage Score	★★★★☆ 1 Insurer Ratings	6.8 <sub>no</sub> Coverage Score	★★★★☆ 1 Insurer Ratings
Personal Medical	SS 250,000	Personal Medical	SS 250,000
Loss of	SS 300,000	Loss of	SS 300,000
Trip Emergency	SS 5,000	Trip Emergency	SS 5,000
Trip Emergency	SS 6,000	Trip Emergency	SS 6,000
Trip Emergency	Unlimited	Trip Emergency	Unlimited
<b>GO TO PROVIDER</b>			
<b>10% OFF</b>			
Liberty Standard \$22 / TRIP			
6.0 <sub>no</sub> Coverage Score	★★★★☆ 6 Insurer Ratings	6.0 <sub>no</sub> Coverage Score	★★★★☆ 6 Insurer Ratings
Personal Medical	SS 150,000	Personal Medical	SS 150,000
Loss of	SS 250,000	Loss of	SS 250,000
Trip Emergency	SS 3,000	Trip Emergency	SS 3,000
Trip Emergency	SS 5,000	Trip Emergency	SS 5,000
Trip Emergency	Unlimited	Trip Emergency	Unlimited
<b>GO TO PROVIDER</b>			





# Let's disrupt innovative disruption

teambrella

ABOUT

FAQ

BLOG

WHITE PAPER

TEAM

Teambrella is the first peer-to-peer insurance service powered by Bitcoin.

We're making insurance fair and transparent.

Teambrella's users have exclusive control over every aspect of insurance: rules, premiums, claims and reimbursements.

Block Chain, Peer to Peer, Bitcoin, Big Data.....



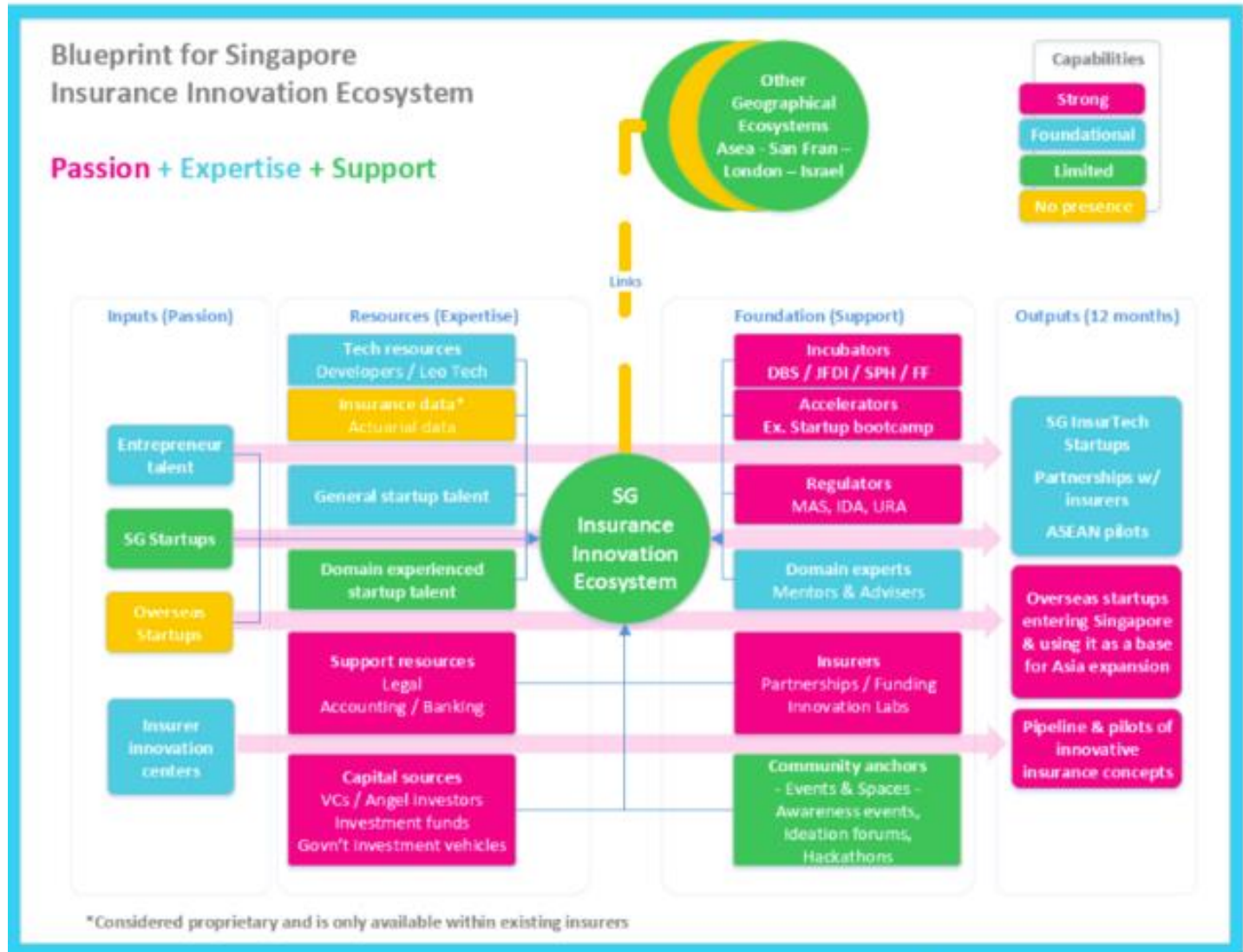
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# Blue Print of Insurance innovation



Tt

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Does it works?

**A LOT OF NOISE**

**A LOT OF FUNDING**



*A lot of of stuff*

**TRUE INNOVATION** remains flat



# What are the solutions ?

**Some Says the future of insurance is**

- **Telematics,**
- **It is innovative products,**
- **It is embedded benefits into internet of things**



**I BELIEVE THE FUTURE OF INSURANCE LIES INTO:**

**ENGAGEMENT**



# ENGAGEMENT Acquisition

Pointless to create products that are not sold

Be Clear

Create the needs

Attract

Excite

Appeal

Spending my day looking  
for insurance is a great  
use of my time!  
Said no one, ever.



som<sub>ee</sub>cards  
user card



# ENGAGEMENT distribution



Accompanying prospect in their thirst for understanding

**Interact**

**GUIDE**

**Support**





# ENGAGEMENT Claims



"We deny most claims, but that's how we keep your premiums so low."



"WHY DID WE DENY YOUR CLAIM?  
I'LL HAVE TO CHECK OUR RECORDS, SIR."

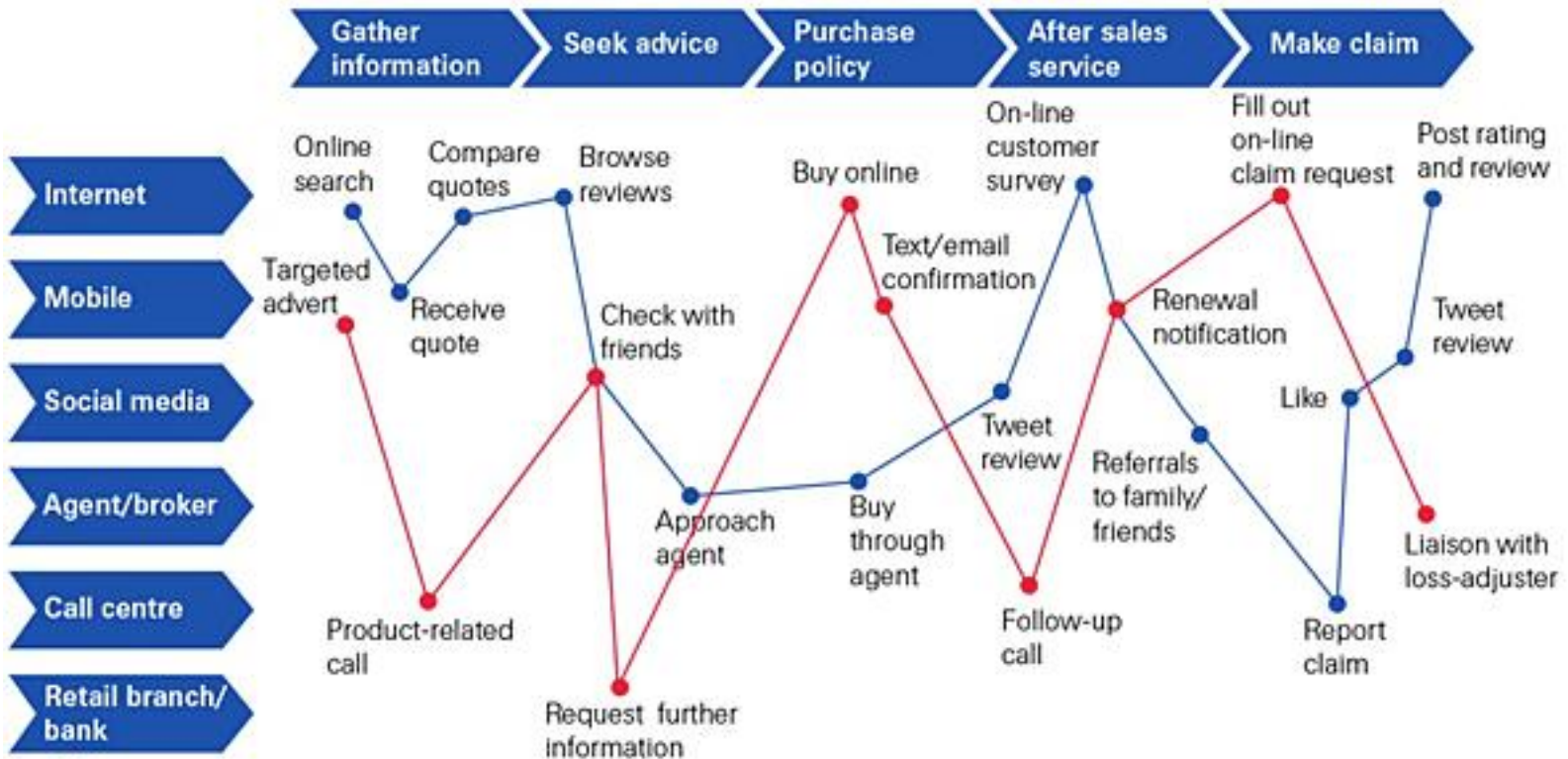
**Facilitate**

**Simplify**

**Systemize**



# Engagement as it is thought



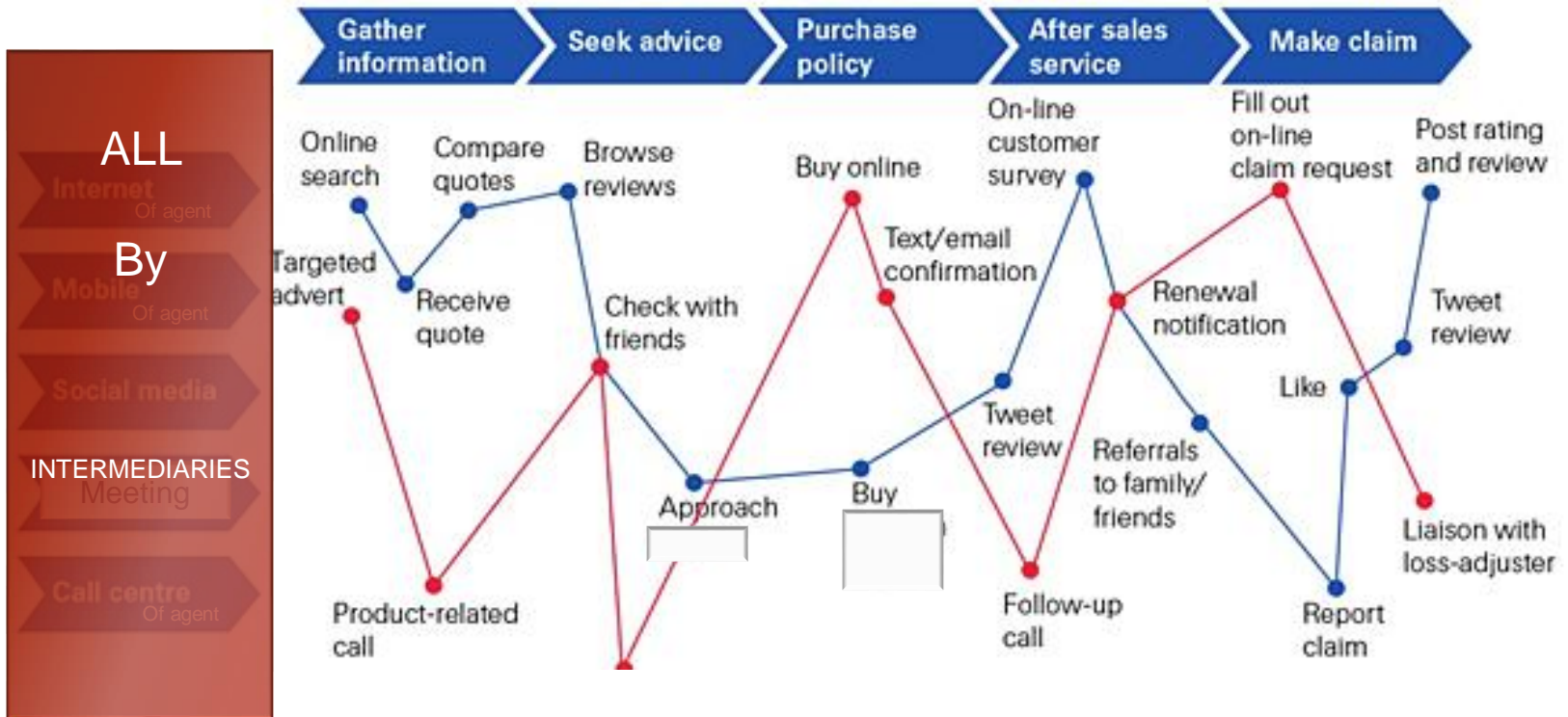
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# Engagement as it should be

- NON tangible product / Needs the human touch
- 85% of the customer chooses their agents because they trust





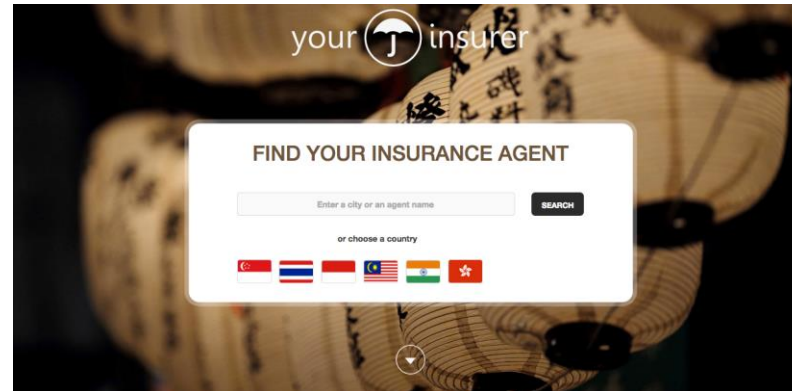
# HOW IT COULD LOOK LIKE

- **your-insurer.com** is the **first comprehensive** multi language responsive platform that allows prospects **to search** for intermediaries and **buy** relevant insurance products or services.
- **your-insurer.com** provides personalized responsive websites for agents to distribute & sell insurance products, promote themselves and communicate online

Personalized website



Close

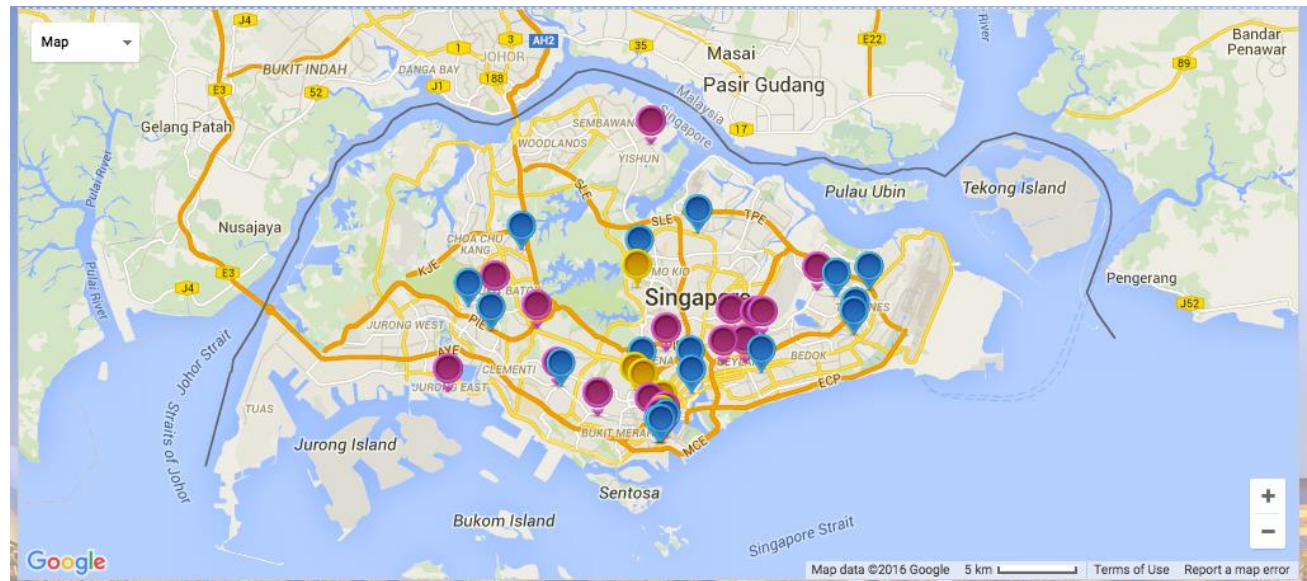






# Does it work?

- Launch With AXA Insurance Singapore last October 2015
- 54 GI agents join your-insurer scheme
- **Conversion rate at 31%**
- Launched in Thailand in April 2016 – 60 agents
- Plan to have an additional 200 by the end of December
- Ideal for FAs, Life Agents, ...





STARK GROUP



Disrupting the insurance industry

THANK YOU

Contact:

[query@stark-grp.com](mailto:query@stark-grp.com)

[www.stark-grp.com](http://www.stark-grp.com)



# What is Stark Group?

- **Stark Group regroups start-ups that transform the insurance industry**
  - Innovation & Creativity with a web agency focusing on insurance only
  - Digitalization & eDistribution with plug & play websites for intermediaries
  - Connectivity & Affiliation with a tracking & redirecting platform
- **Stark Group Private Limited overview**
  - Singapore based, Software consultancy Number 201433305Z,
  - 250K Working Capital, 750k Net Digital Assets
  - Owned by former GI Chief Marketing Officer of AXA Asia
- **Stark Group - people**
  - Strategic partner Google certified tracking IT company
  - 5 people: designer, coders, insurer, Business developer

