



The Easiest Way for Apps To Sell Insurance.

Founders

Consumer x Insurance



Sam Klein
CEO

- 15+ years of experience selling consumer brand advertising
- Grew revenue 5x in one year at Federated Media
- Generated \$50m in revenue at nativ.ly



Jason Sellers
President / COO

- 15+ years of insurance experience
- Built, bought and sold insurance agencies and numerous original products
- Developed an embedded POS product, growing premium 20x



Problem

Personal home and auto insurance distribution is broken.

Consumer

Choose based on convenience first then price

BILLIONS of minutes lost

Insurance Company

Sold through brokers while spending millions in advertising dollars

BILLIONS spent on acquisition

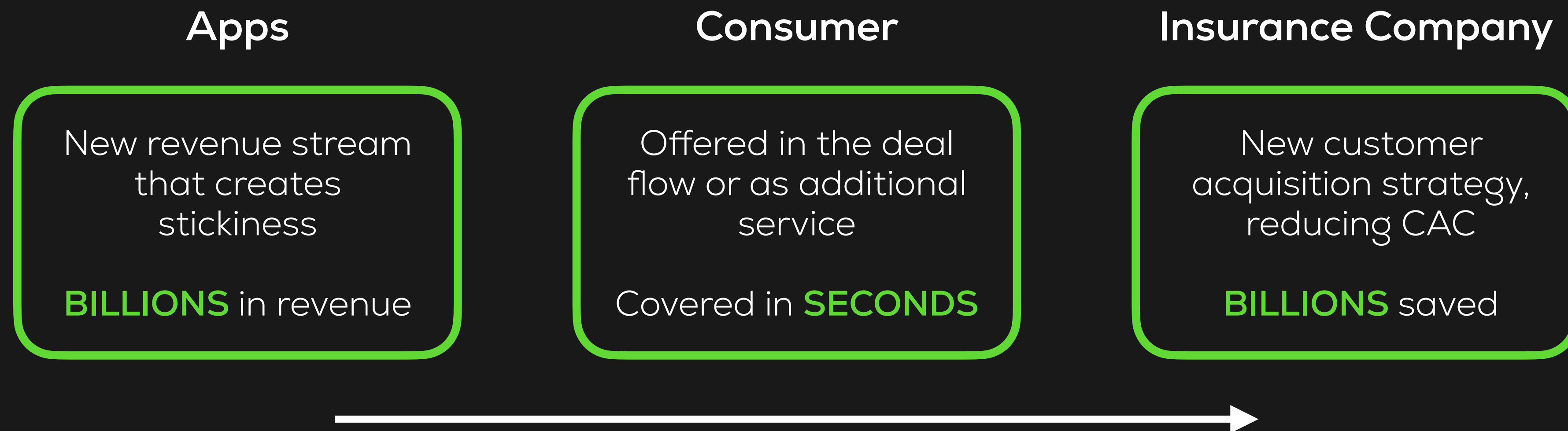
Apps

Marketplaces like Carvana, SoFi, airbnb would like to offer their own insurance

BILLIONS in lost insurance revenue

Solution

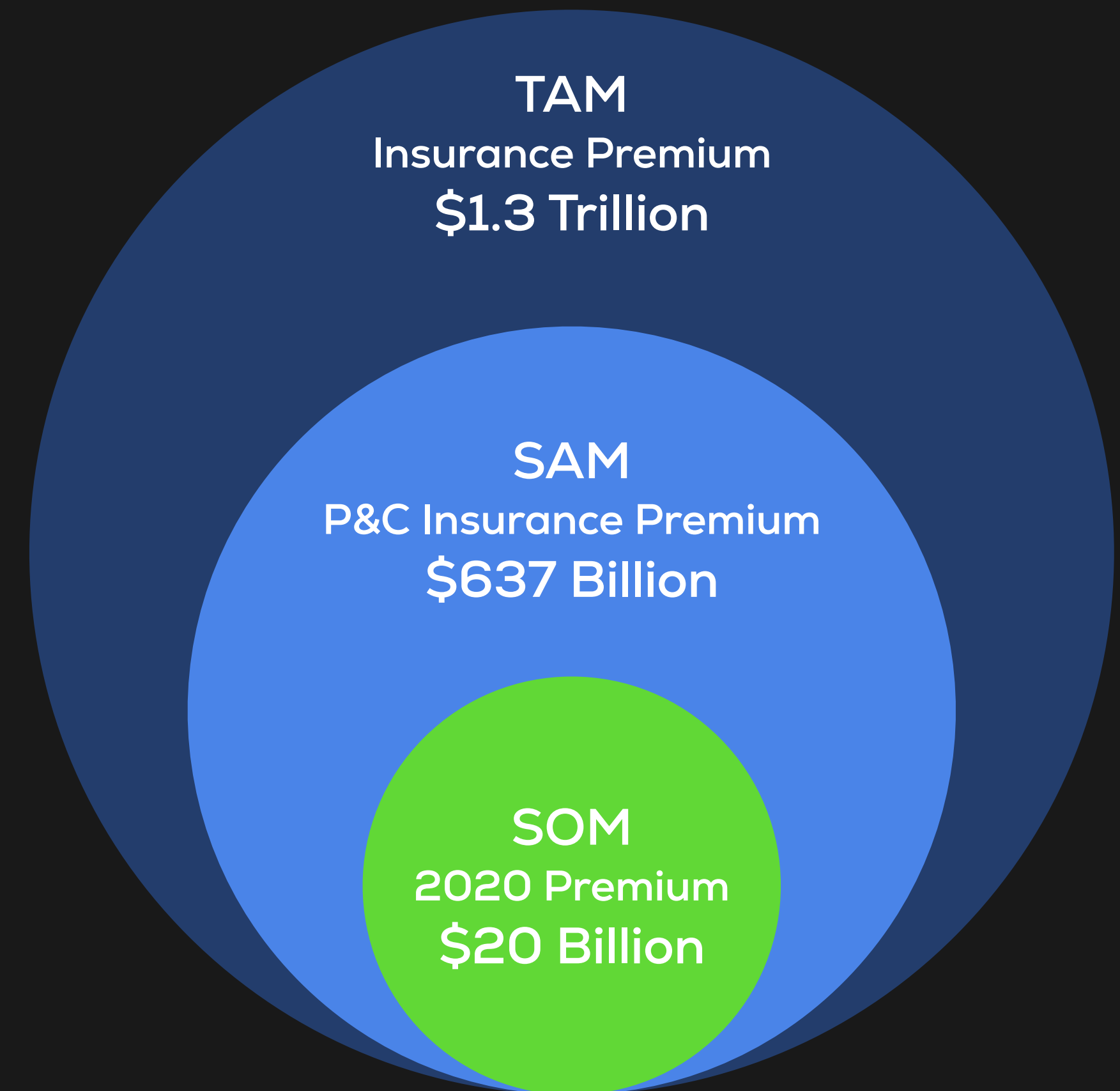
Create a white labeled insurance product that Apps can easily use to sell personal home and auto policies to their users.



Opportunity

The ability for any App to offer their own insurance allows us to tap into growing trends:

- 15% of US cars sold online in 2019
- 51% of consumers purchasing a mortgage used online tools in the loan process
- 127% expected growth in the Gig Economy
- 99% of SAM reached by Apps like Road&Track, Barstool Sports, Nextdoor, and Facebook



How The Insurance Works

1

PAKT creates an App's branded insurance program to offer to their users.

2

A ready-to-go policy that adjust underwriting based on App data.

3

The policy will be the same for all partners and fully loaded to insure better customer experience.

PAKT Auto Policy Fully Loaded

\$50K Coverage



\$500 Deductible



Rental Reimbursement



Glass Breakage



How The Experience Works

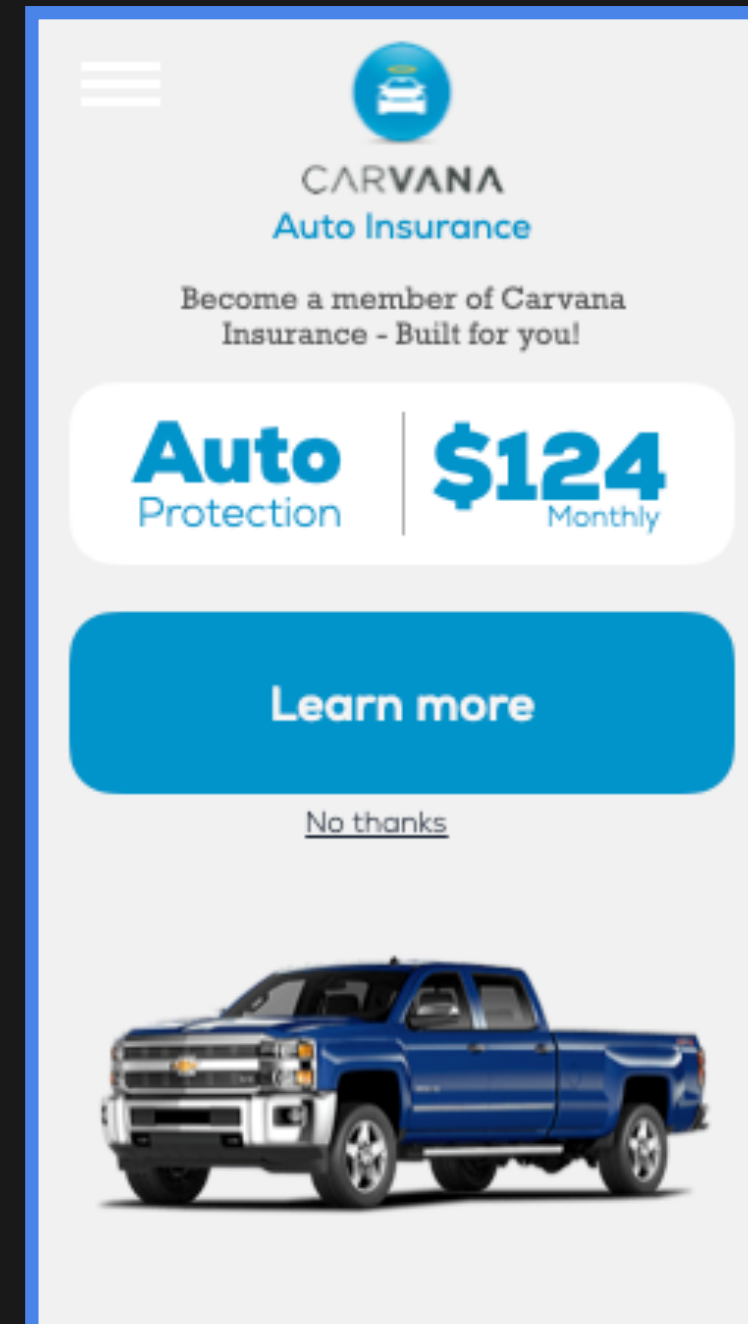
Set-up

A few easy steps to get a branded program started.



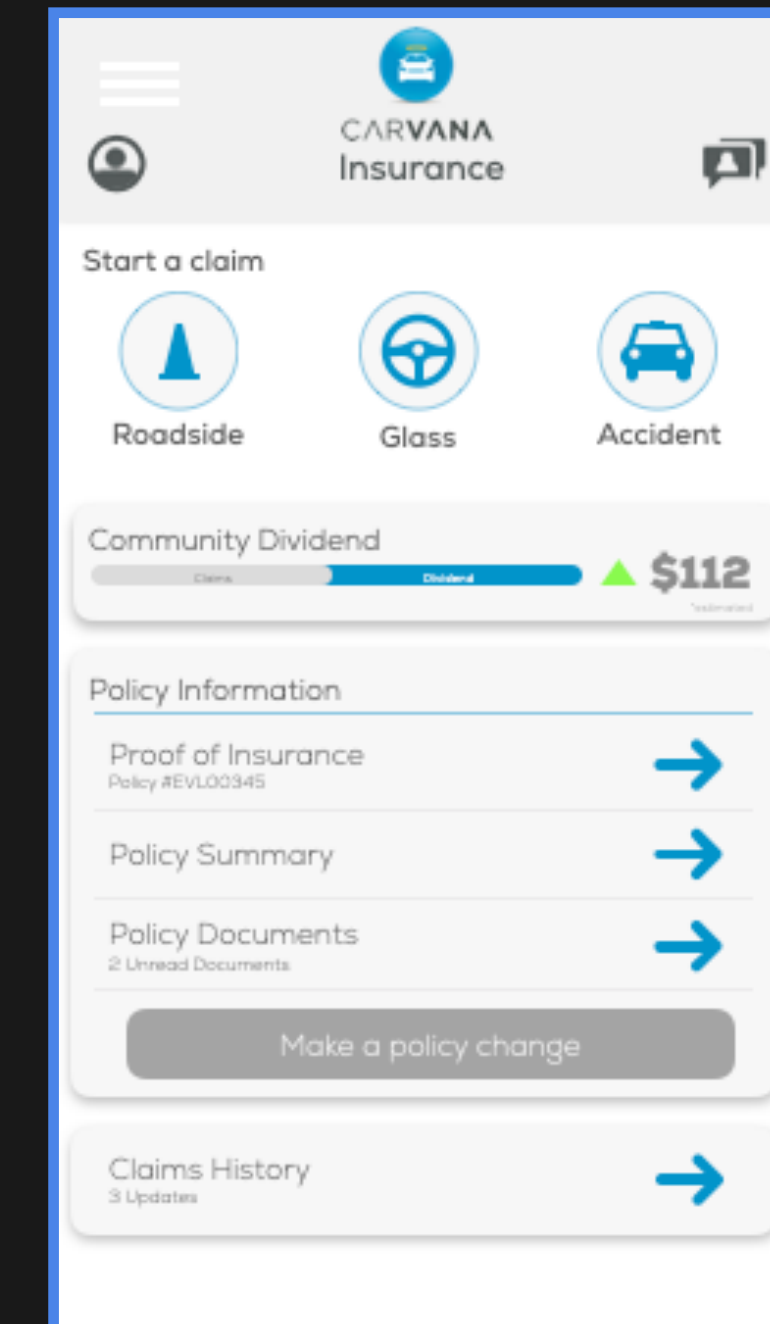
Purchase

With just a few clicks the user has insurance.



Insured

All aspects of insurance are managed by PAKT.



Go-To-Market

Offer prepackaged home and personal auto insurance policies to small and mid size apps in two categories:

Marketplaces

Target consumers at POS or when using their home or car as a service



4M

Cars Sold
Online In 2019

3M

Online Mortgage
Customers

15-35%

Estimated
Take Rate

Communities

Target consumers who have strong brand affinity for the App



280M

US Auto
Policies

80M

US
Mortgages

.10-5%

Estimated
Take Rate

Marketplace: Shift - POS

Shift could offer insurance at POS through an affiliate lead-gen. program.

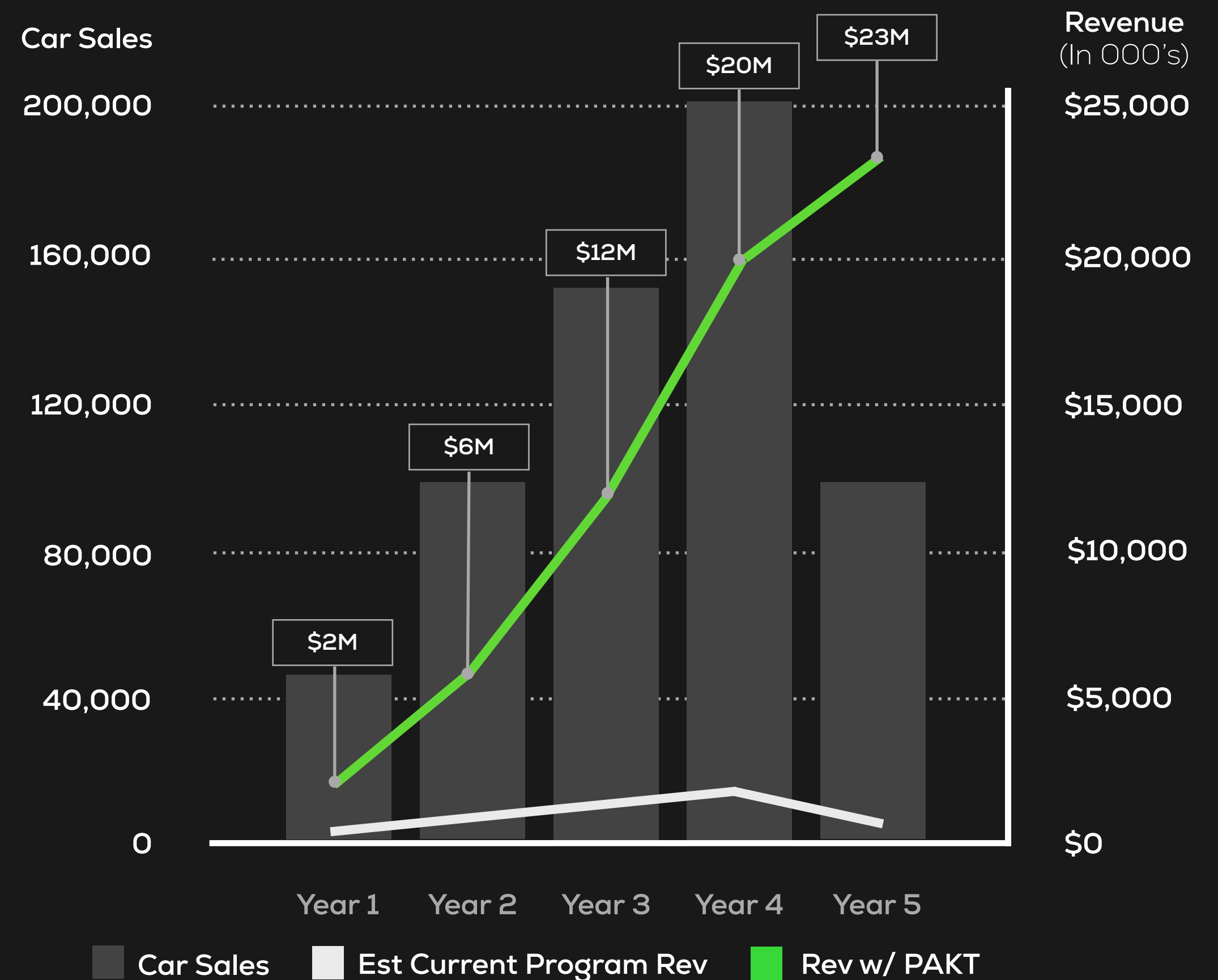
Why PAKT?

- Control customer experience of purchasing policy, service, and claims
- Creates a reason for consumers to keep the Shift App post purchase
- Generates recurring revenue 15-20X the current program

PAKT Assumptions:

\$2,000 Yearly Premium	\$120 Rev Per Policy	20% Take Rate	3% Attrition
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Revenue Illustration



Community: Credit Karma - Affinity

Credit Karma offers insurance at POS through an affiliate lead-gen. program.

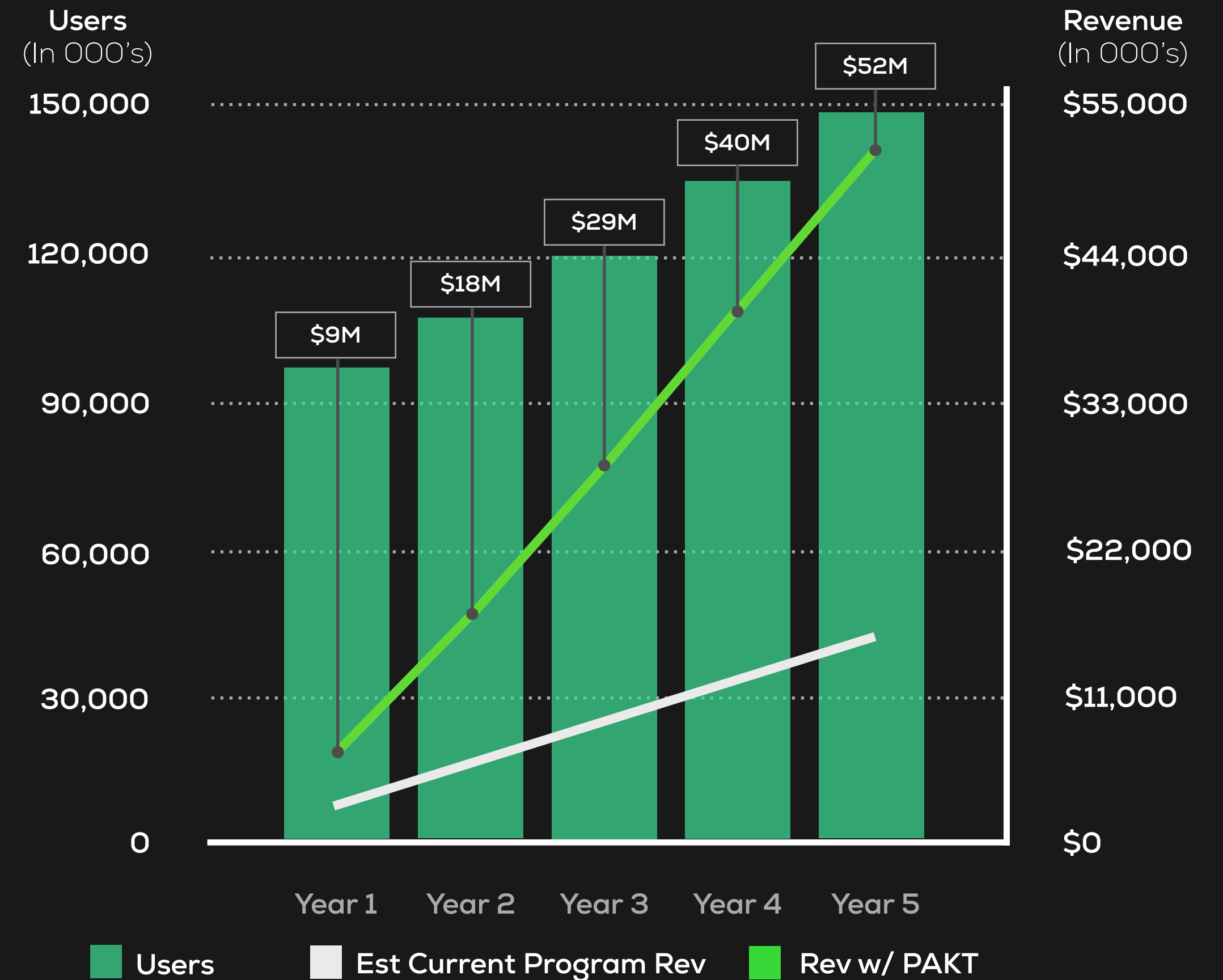
Why PAKT?

- Control customer experience of purchasing policy, service, and claims
- Creates another reason for consumers to keep using Credit Karma vs switching
- Generates recurring revenue 5-10X the current program (est. \$50 per lead)

PAKT Assumptions:

\$2,000 Yearly Premium	\$120 Rev Per Policy	0.1% Take Rate	3% Attrition
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Revenue Illustration

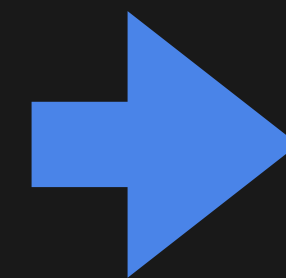


New Data To Increase Underwriting Profit

Apps provide a wealth of new data and ultimately improve the actuarial model with greater underwriting accuracy.

Current Modeling Data

- **Personal data** - provided by consumer through forms and follow-up conversations
- **Claims** - event trigger to determine what personal data points matter



Future Modeling Data

Powered by PAKT

- **Personal data** - data collected from app, user or online resources
- **Abstract data** - like time on site, articles read, apps used
- **Behavior science** - like community behavior
- **Telematics** - like good driving gamification and crash detection
- **Claims** - event trigger to determine what data points matter

Business Model

PAKT is the required facilitator of all insurance activities. Services include collections, technology, data, and insurance oversight.

- Policy premiums are determined by reinsurance company factoring risk and take rates.
- PAKT makes a risk-free monthly commission of 9% of premium.
- Premium is collected by PAKT which then distributes fees for consumer acquisition to the App (6% of premium) and risk to the reinsurance company (85% of premium).

Unit Economics

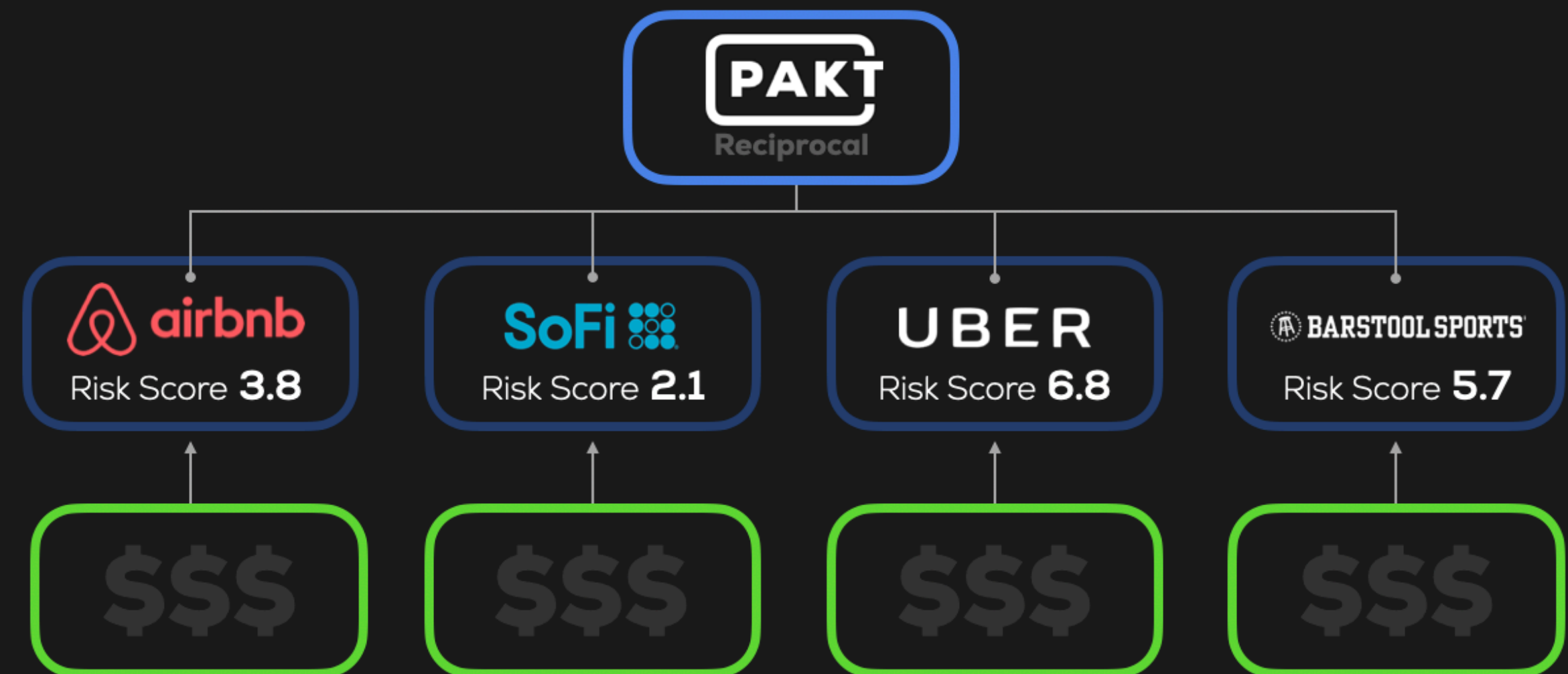
Yearly Policy Premium	\$2,000
App Fee	-\$120
Risk Fee	-\$1700
PAKT Revenue	\$180

PAKT Consumer LTV = \$1,000

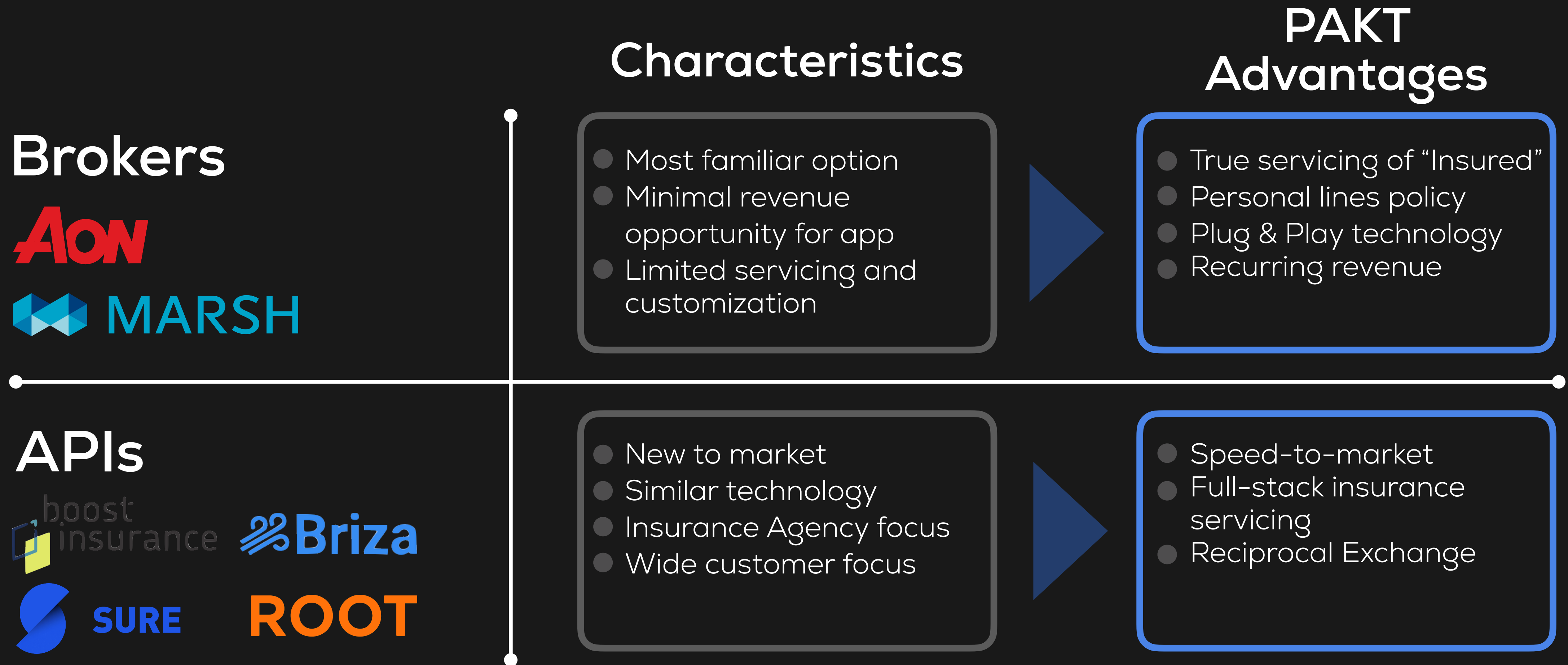
Lower Cost Of Funds

PAKT becomes a marketplace platform that allows for insurance capital providers to compete for risk investment opportunities.

- App insurance brands have their own risk pool and capital requirements.
- PAKT data would create “Risk Scores” that correlate to claims.
- New risk asset class for outside investment capital.
- Capital competition driving down the cost of capital to PAKT and Apps while lowering consumer premiums.



Competitive Landscape



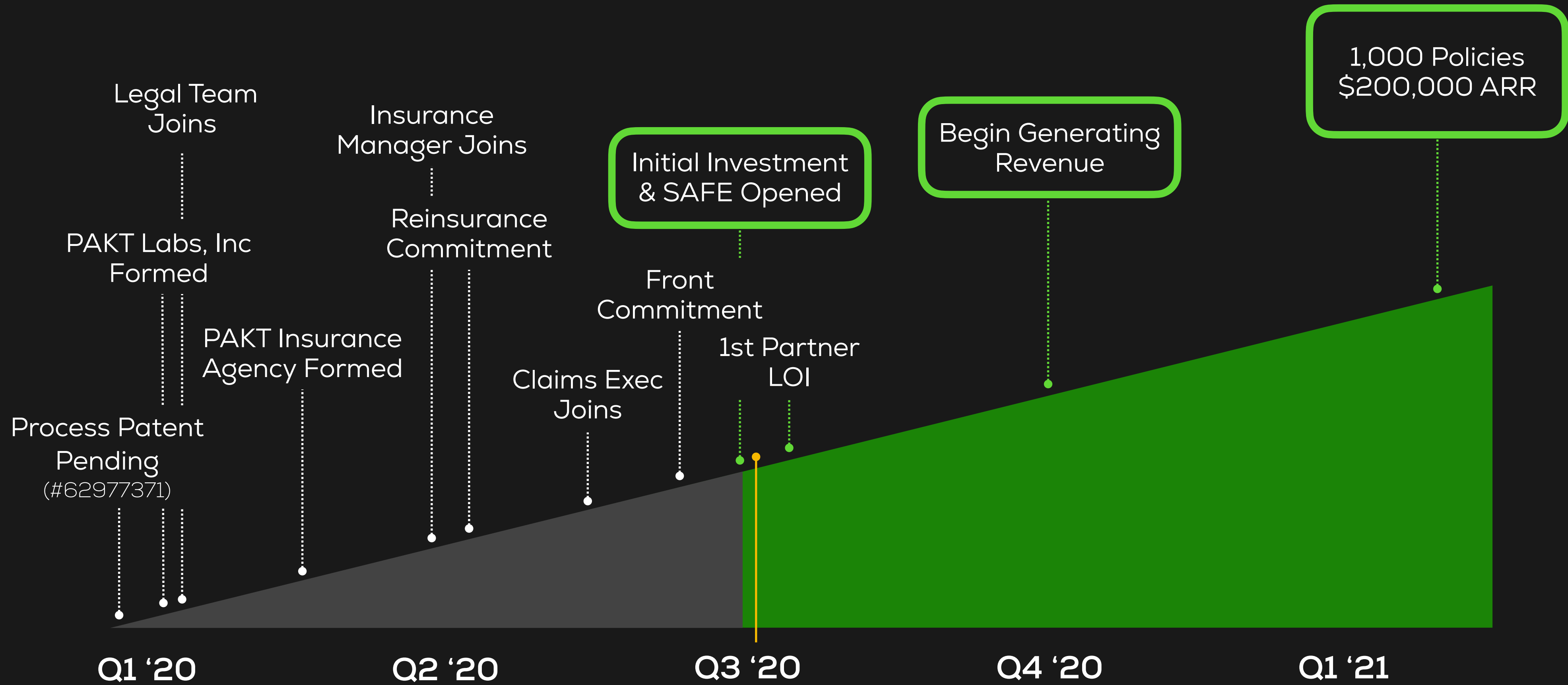
Brokers



APIs



Roadmap





Thank you.

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