EASY PEASY INSURTECH

“Pay-per-mile” neo-insurance platform

Contact information
Oleksii Aleksashyn, CEO
Mob.:+380503224272
Email:
o.aleksashyn@easypeasy.com.ua

Branch
Insurtech

Stage of Development
Seed

Year of establishment
2020

Number of employees
8

Required amount of financing
€1M

Use of investments
Promotion 55%
Team 20%
Development tools and services 25%

Current monthly spending dynamics
$14 000

Current monthly income
$8100

Current debts
відсутні

Investors
Founder

MAIN IDEA

The neo-insurance platform enables car drivers to pay for CASCO on pay-per-mile basis in a couple of clicks through the mobile App. Also, drivers receive bonuses for the careless driving style. It helps not only to save up to 40% of the insurance costs, but also to positively contribute to the level of accidents on the roads.

PROBLEMS / OPPORTUNITIES

Car insurance in classic way does not take into account the individual options of driving and the intensity of car using. As a result good drivers pay for insurance the same price as the rest.

Insurance companies are like banks. They are conservative, slow, inflexible. The insurance industry worldwide has the lowest consumer loyalty rating. As a result nobody likes insurance because it’s boring.

SOLUTION/PRODUCT

We use insurance telematics and get mileage in real time. Customers pay for CASCO as much as they drive.

We analyze data to improve driving safety. Our clients receive a personal tariff.

And we've added gamification. Getting insured is no longer boring so young generation could be involved.

BUSINESS MODEL/REVENUE

EzPz doesn’t need insurance license. For insurance company-licensee EzPz is a digital chanel to attract new customers. So the platform makes money from commission (approximately 20% of GWP (gross written premiums).

COMPETITORS AND ADVANTAGES

Competitors in EU	**Advantages of EzPz**
By Miles, UK	We take into account driving style and provide personalized insurance tariff
Rooster, UK	We use physical telematic devices with a high level of data accuracy
Classic insurance companies (AXA Group, Generali, Zurich, Uniqa, PZU and other, who provides CASCO)	Good drivers – those who drive less and safer than others, - pay for CASCO less and get positive emotions, «playing» in insurance.

ROAD MAP

Q2 2023 – mobile App release 3.0 (implemented the ability to purchase of the start package)

Q2 2023 – launch of the new site

Q3 2023 – finalization of the partner's program MVP

Q3 2023 – underwriting analysis, development and setting up client's ratio MVP

Q4 2023 – analysis of European Market:

* telematic systems;
* legal and regulatory conditions;
* search for potential licensee.

Q4 2023 – development of claims handling block

Q1 2024 – recruitment of the team

Q2 2024 – adaptation and localization of the solution for the European market

Q3 2024 – marketing campaign and entering the European market

INVESTMENTS

costs: € 100 000

required investment: € 1 000 000

TEAM/EXPERIENCE

Marina Avdyeyeva, **Founder**
20 years in the insurance business, including C-level position in an international company (Deputy Vice-President, AXA in Ukraine).

Oleksii Aleksashyn,**CEO**
20 years in insurance, including managerial position in an international company (Deputy Director of Bankassurance Department, AXA in Ukraine)

Kostyantyn Palazov, **COO**
17 years in insurance, including managerial position in an international company (AXA in Ukraine). Specialization – claims handling, optimization og operational processes and project management.

Igor Deynikov, **CTO**
20 years of experience in IT, including managerial positions in banks and insurance companies. Specialization – software development, data analysis, it-security.

Andrii Ivashko, **Head of clients support**
8 years of experience in client communications. 24/7 care master.