



## **DEMO DAY COHORT 8**



**ANSHUL SRIVASTAV**

CEO & Co-Founder, Proton Insurance



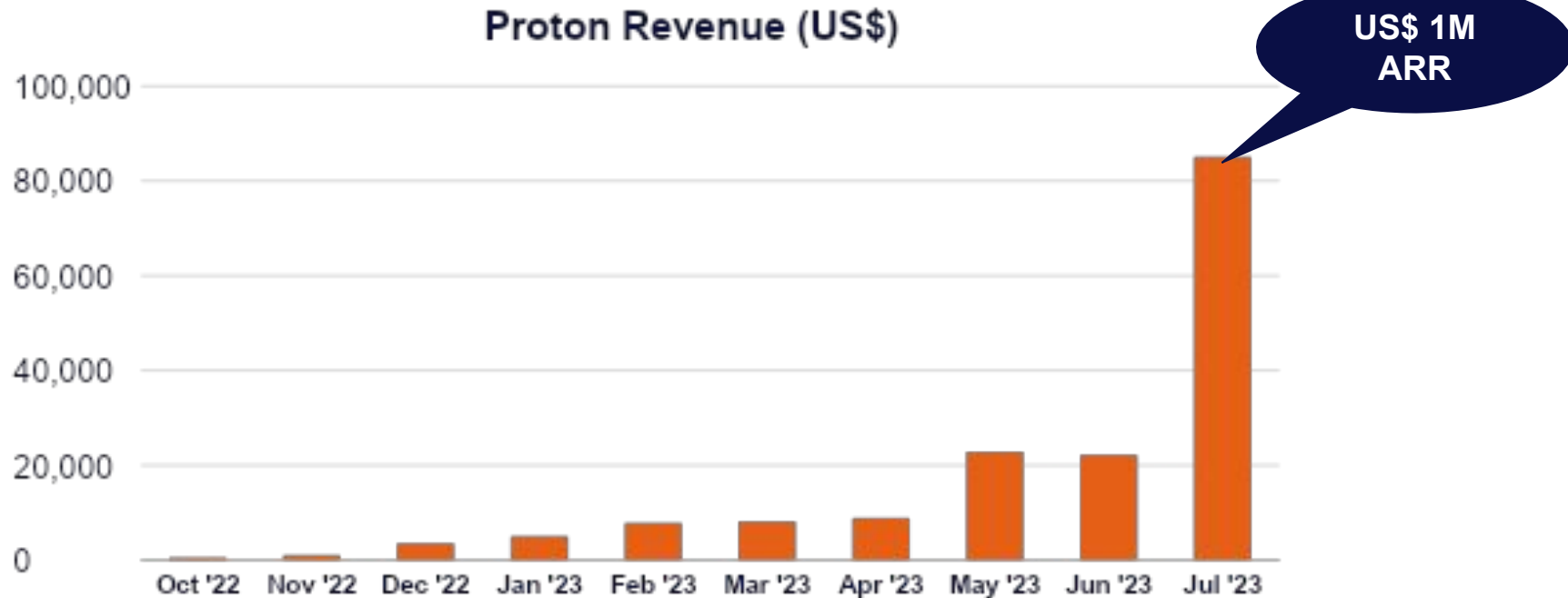
## Insuretech - Fair & Rewarding Car Insurance

**Anshul Srivastav**  
Co-Founder & CEO

Dubai, United Arab Emirates



# We're growing fast



# Customers do not get value from Insurance

**72%**

**Believe  
Over Pay**

**70%**

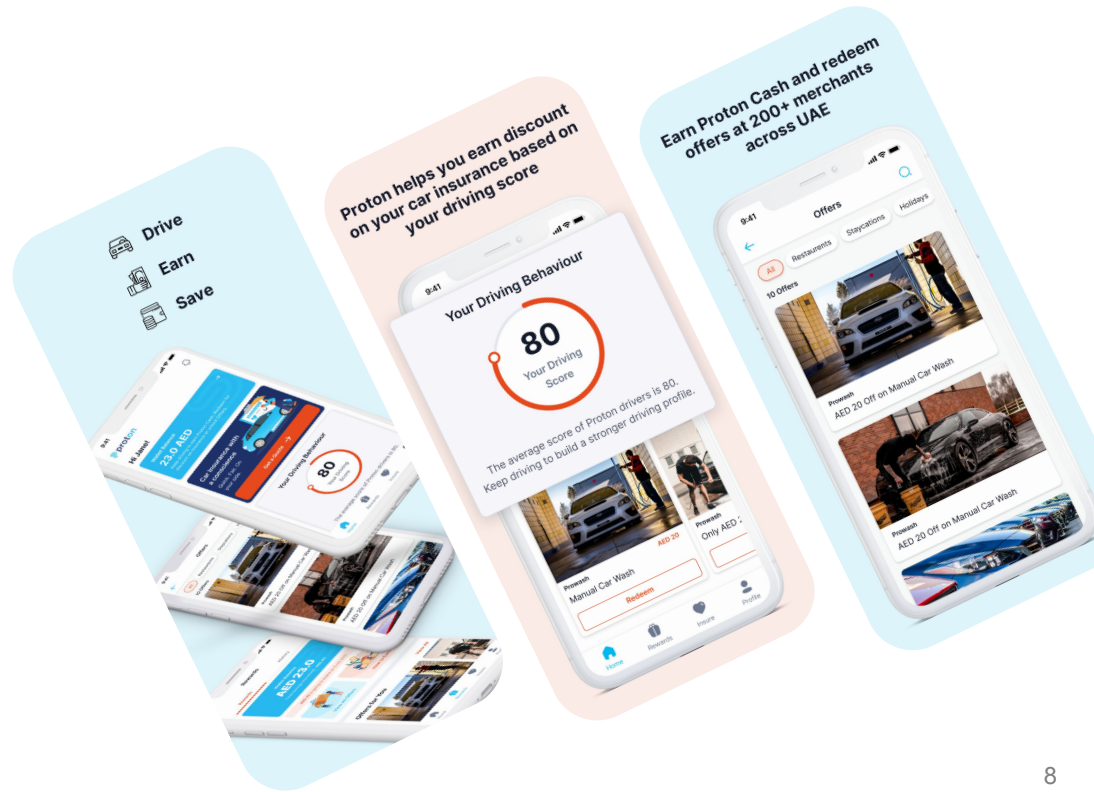
**Customer  
Churn**

Source : Claim Frequency data from Badri Management Consultancy, Actuarial Report on Auto Insurance in Middle East (2017 – 2021)

# Safe driving adds value to Insurance!

**Driving Prompts & Warnings**

**Incentives for Safe Driving**



# Safe Driving Reduces Insurance Claims

20%



**Driving  
Improvement**

50%



**Reduced  
Claims**

Based on actual data from Proton App Users & Policyholders

# Incentives for Safe Driving

e-Commerce

amazon.ae

swan

Automotive  
Services

دينا توريد  
خدمة السيارات

DYNATRADE  
AUTO SERVICE

ZOFEUR  
YOUR CAR, OUR CHAUFFEUR

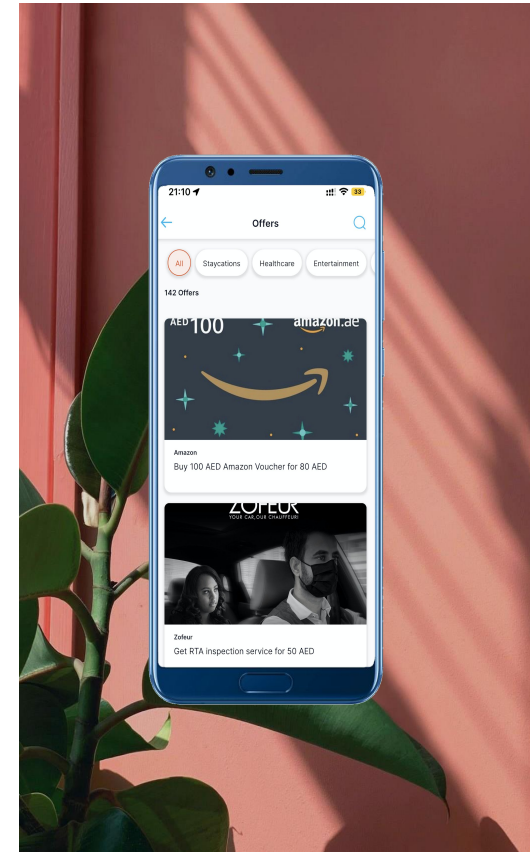
Telecom &  
Electronics

aladdin.life

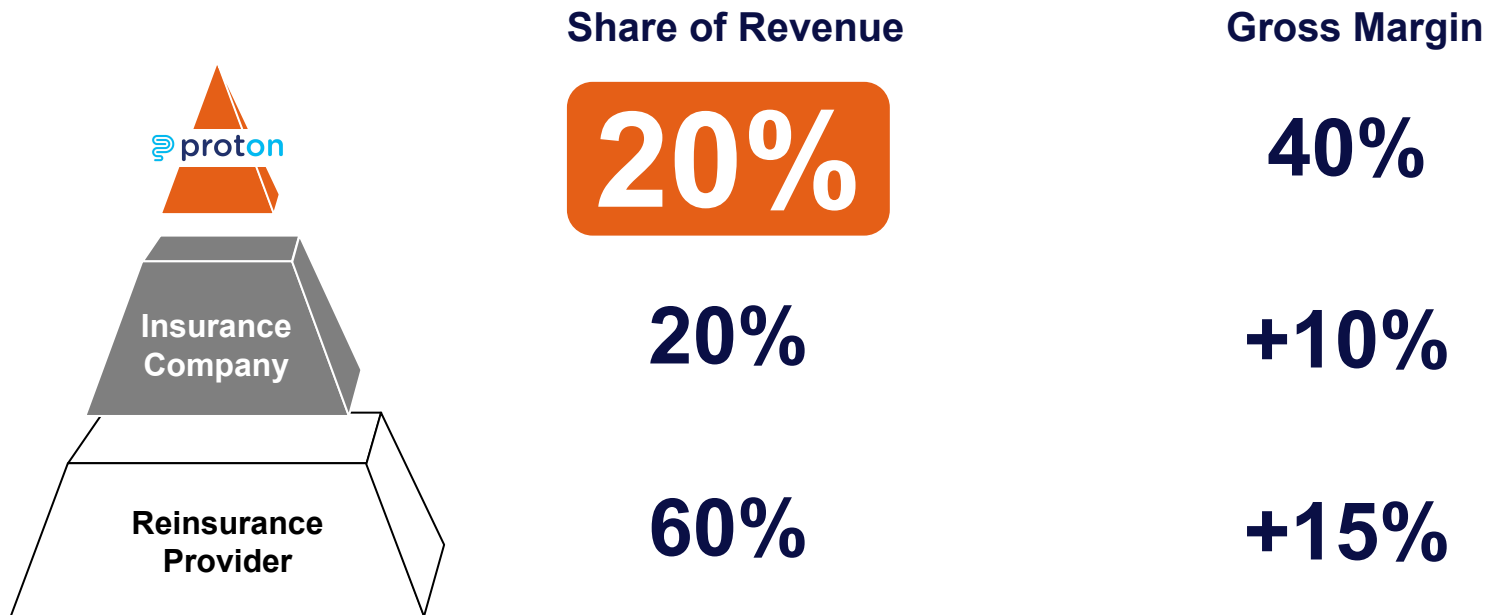
PROTECT 4 LESS

FIXED 4 LESS

70% of Proton Users have shared driving data to earn rewards

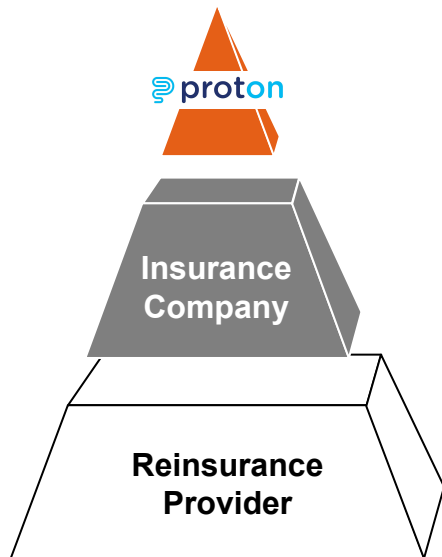


# We enable Insurance Companies to Win





# We enable Customer acquisition

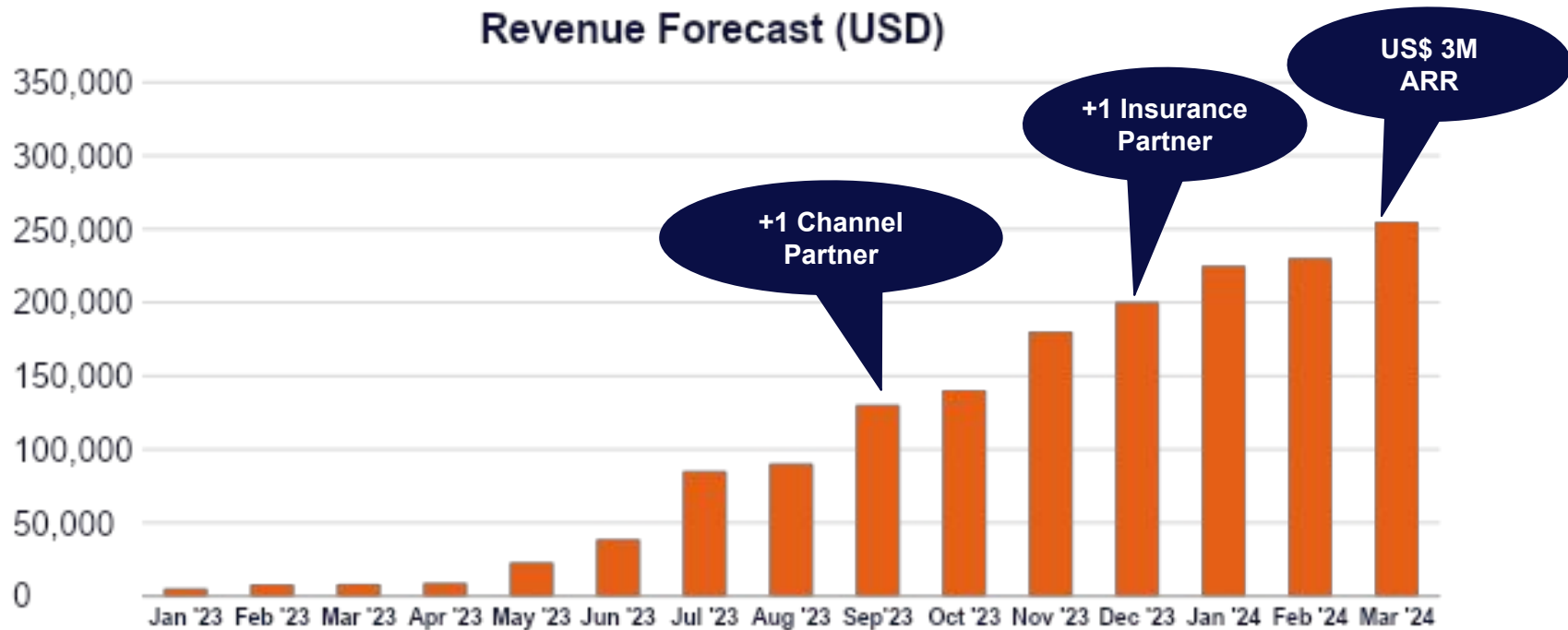


**Proton CAC<sup>(1)</sup>**

**25%**

(1) As a percentage of Proton Revenue

# We have a pipeline to 3x-4x within next 12 months



# Our Team is highly capable to deliver



**Anshul Srivastav**  
Co-Founder & CEO

ex-CTO for Union Insurance,  
AXA. Has 20+ years in  
Insurance industry



**Mahender Bisht**  
Co-Founder & COO

ex-founder of media & tech  
ventures. 15+ years in  
Consulting & Digital Products



**Sudarshan Seshadri**  
25+ years in Banking & Finance



**Navin Ghorawat**  
10+ years in Insurance Actuarial



**Zubin Saini**  
15+ years in Data Science & Analytics



**Manoj Kumar**  
10+ years in Technology

# We're raising \$1m to scale our Delivery Model



**US\$  
1.0m**

To grow Team and  
Tech / Data stack



**5+  
Partnerships**

Multiple Insurers and  
Channel partners

**ARR  
US\$ 3.0m**

Projected ARR over  
12 months



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