



insurtech express

One Stop Technology Resource for Life, Health, & Annuities

Investor Pitch Deck

October 2024

InsurTech Express: Leveraging Industry Expertise and Influence

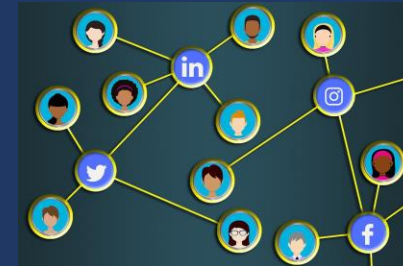
Ken Leibow's Background:

- **37 Years of Experience** in the life insurance industry.
- Former roles at **Fortune 500 companies**: Mutual of Omaha and Oracle.



Network and Reach:

- **200,000+ Connections** in social and digital media.
- Network includes **Life Insurers, Reinsurers, Distributors, Advisors.**



Brand Recognition:

- **Well-known** in the life insurance industry
- **32,000 LinkedIn Followers; 2.3 Million Views** in 2023.



insurtech express

Marketing Achievements:

- Since 2020, marketed Insurtech solutions to a **200,000-strong audience.**
- **80+ Insurtech Contracts Signed; 50+ Active Marketing Contracts** at any given time.
- **1,500 Daily Visitors** on InsurTechExpress.com.



Strategic Growth Plan – Navigator AI & Marketplace Expansion

Navigator AI Tool:

- **Largest Life Insurance Technology Database** for software solutions, resources and news.
- **Streamlined Navigation:** Easy access to Agent portals, conferences & job opportunities.
- **Marketplace: One-click Access** to test-drive software, **Special promotions** that include Free versions, trial periods, and licensing discounts.
- **Other Features:** Summarize PDF Documents and Generate Images



Monetization Strategy of 200,000 Network

- **User Subscriptions \$145 Annual Fee** (\$12/month) for access to AI database and Marketplace promotions.
- **Affiliate Commissions:** Solution providers pay commissions on software purchased through the marketplace.
- **Attracting Solution Providers:** Increased incentive for providers to **Pay \$7,200 annually for marketing** and join the Navigator Marketplace.

Projected Revenue
\$3 - \$5 Million
Annual in 3 Years

Meet the InsurTech Express Team



Ken Leibow
Founder & CEO

As Founder and Chief Executive Officer at InsurTech Express, Ken Leibow brings more than 37 years of insurance industry experience, with an extensive background in insurance technology for distribution and back office systems. Prior to founding InsurTech Express, Leibow worked for Genworth Financial, Mutual of Omaha, VP Technology at Ebix, and as vice president of operations at Diversified Underwriters. As Chief Operating Officer of Integrated Insurance Technologies owned by SelectQuote, Ken built the largest life insurance data exchange hub in the industry, processing over one million life policies per year and \$30 billion of annuities which was sold to Oracle, Inc. where Ken also worked leading Distribution Insurance Technology Strategy. Ken has won over 18 industry leadership awards between 2004-2023.

Advisory Council



Gina Blanco
Senior Director Marketing



Karina Laurito
Marketing Specialist



Sanjay Pandey
*Co-founder at QSS Technosoft
Software Development*



Jeff Lingenfelter
*Distribution Technology
John Hancock Insurance*

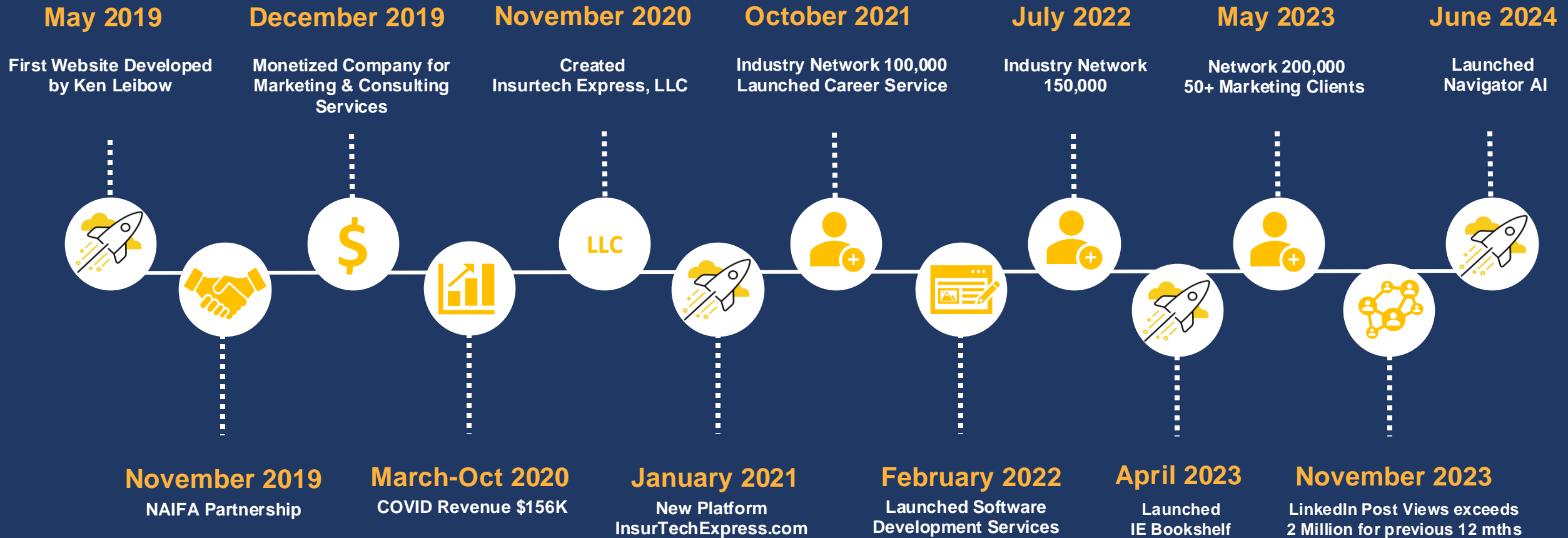


Joann (Keller) Mattson
FLMI, AALU
*Director of Insurance Operations
American Century Life Insurance
(TX)*



John Reynolds
*SVP Strategy
ExamOne*

Company History



The Disconnected Landscape of Insurance Software Solutions



Problem in the Life Insurance Industry

The life insurance industry faces significant challenges due to the lack of a centralized marketplace for discovering and accessing software solutions. This fragmentation leads to inefficiencies, as companies struggle to find the right tools to meet their needs. Additionally, outdated technology and disjointed communication channels further exacerbate these issues, resulting in higher operational costs, slower innovation, and a subpar experience for carriers, reinsurers, distributors, and financial advisors.

Solution by InsurTech Express

InsurTech Express solves these challenges by offering a centralized, secure online platform that serves as the go-to marketplace for insurance technology solutions. Our platform not only connects the entire life insurance ecosystem but also provides access to a wide range of industry-leading software, tools, and resources. With over 200,000 industry professionals in our network, we streamline the process of finding and implementing the right technology solutions, driving efficiency, reducing costs, and fostering innovation across the industry. (INSURTECHEXPRESS.COM PLATFORM)



INSURANCE TECH SOLUTION PROVIDERS MAP

-OCTOBER 2024-

DOCUMENT MANAGEMENT



COMMISSION ACCOUNTING



LIFE INFORCE POLICY SERVICE



CUSTOMER ENGAGEMENT / HEALTH MANAGEMENT



LICENSING, COMPLIANCE, & CYBER SECURITY



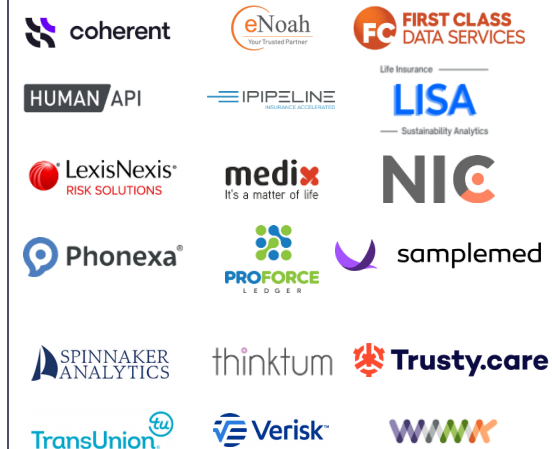
DATA EXCHANGE



POLICY ADMINISTRATION SYSTEMS



DATA TOOLS



PORTAL PLATFORMS



AGENCY MGMT SYSTEMS & CRM



SALES LEADS-QUOTING & ILLUSTRATIONS



UNDERWRITING & CLAIMS



EAPP, EDELIVERY & STRAIGHT-THROUGH-PROCESSING



\$1.3 MILLION

Total Company Sales Since 2021

30,000

CONNECTIONS

LinkedIn Influencer (Ken Leibow)

32,000

FOLLOWERS

2.3 MILLION

Views of LinkedIn Posts 2023

1,500

Daily Visits to InsurTechExpress.com

80+

Vendor Marketing Contracts

200,000+

B2B INDUSTRY
NETWORK

Life Carriers, Reinsurers, Distributors,
Insurance & Financial Advisors, and
Solution Providers

Association Partnerships



LexisNexis[®] Insurance
Alliance Program
INDUSTRY ORGANIZATION



SOCIETY OF
ACTUARIES



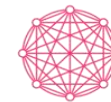
Member of
LIDMA
Life Insurance Direct Marketing Association

ACORD

Partners with Industry Events



ITC
EUROPE



DIGITAL
INSURANCE
AGENDA



Insurtech
Insights



Technology
Tools for Today



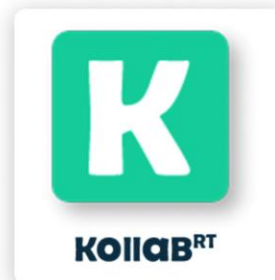
MEDICARIANS

Navigator AI

LAUNCHED JUNE 2024

- Largest Life Insurtech Database: Gen AI
- Integrated Solutions: Proforce Ledger, Midnight Underwriter, and KollabRT
- Conference Discounts
- Generate Images
- Summarize PDF Documents

AI TOOLS



 Kenneth Leibow



Navigator AI

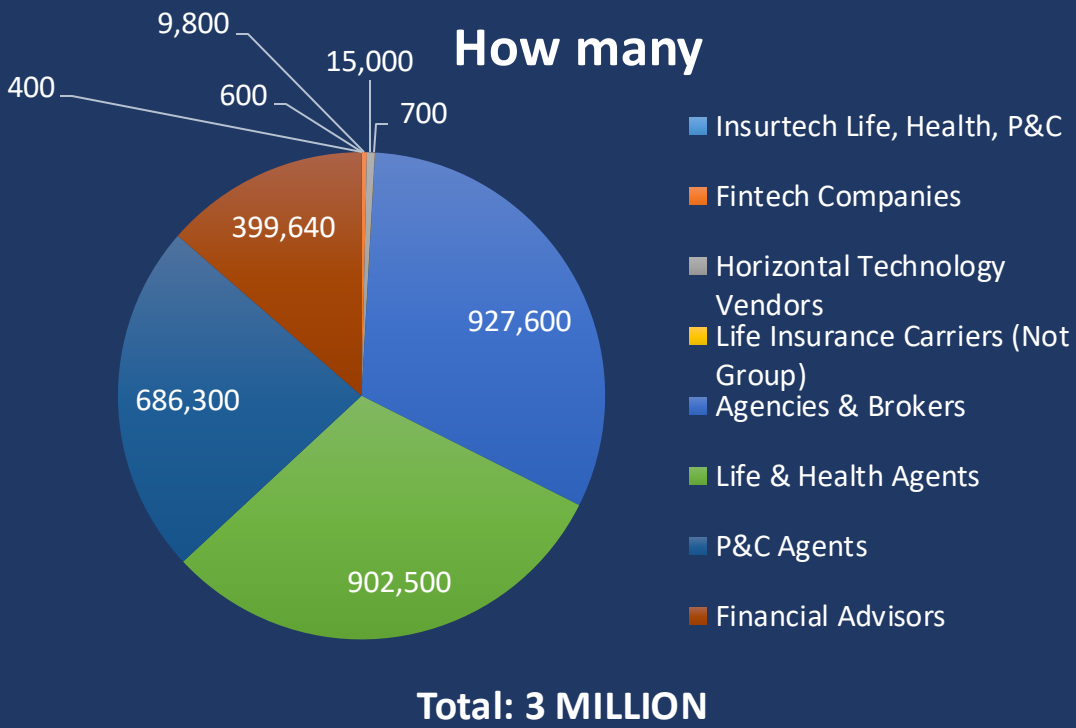
Amazon Prime Model

\$144 Annual Subscription Equivalent to \$12 / Month

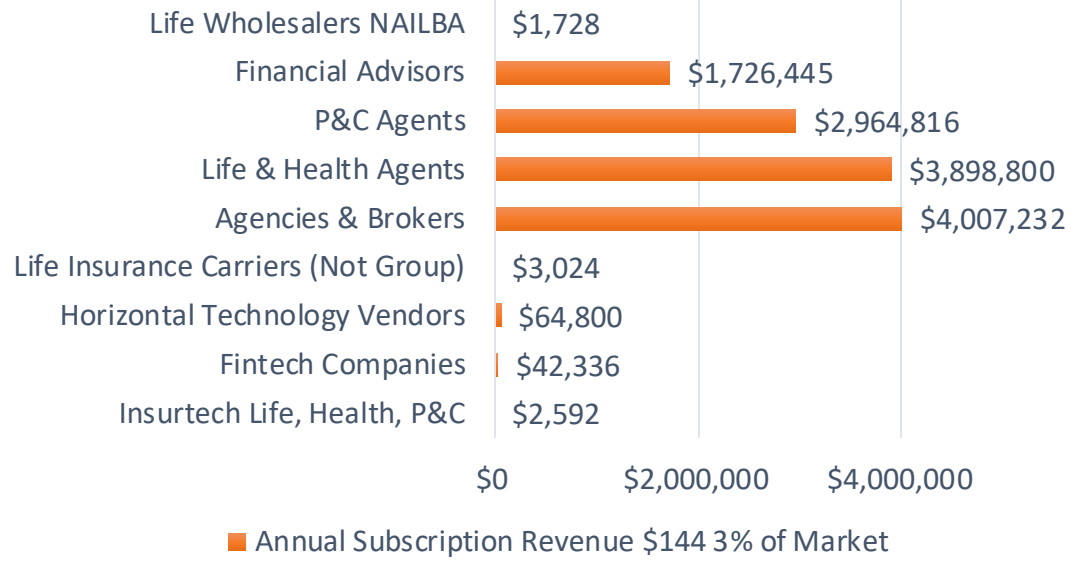
InsurTech Navigator AI	Amazon Prime
One-click registration for integrated AI Tools: Proforce Ledger and Midnight Underwriter	Shipping: Free two-day and same-day delivery
Free Version of Proforce Ledger and 30 Day Free Trial of Midnight Underwriter with a 20% Discount	Shopping: Deals and Discounts
Generate License Free Images using AI	Streaming: movies, TV episodes, and music
Access the largest Life Insurance Technology Database with engineered Prompts: Software Solutions, Books, Carrier Agent Portals, Industry Events, Job Opportunities, and Resources	Reading: books and magazines
Summarize PDF Documents	Other Benefits: like unlimited photo storage



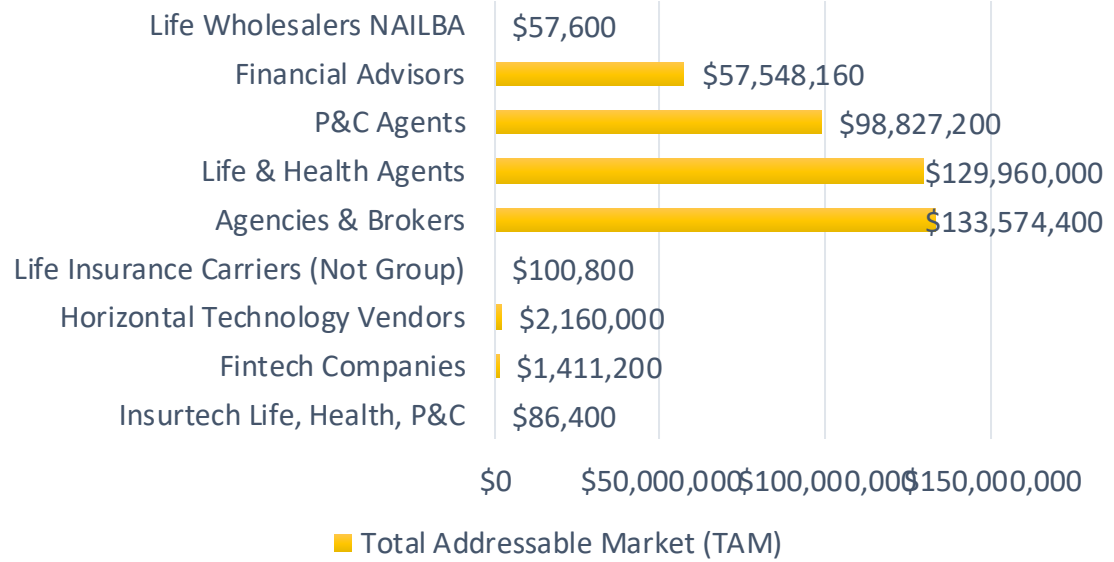
USA Navigator AI Subscription Opportunities



Sources
McKinsey
ACLI
LIMRA
Various Websites

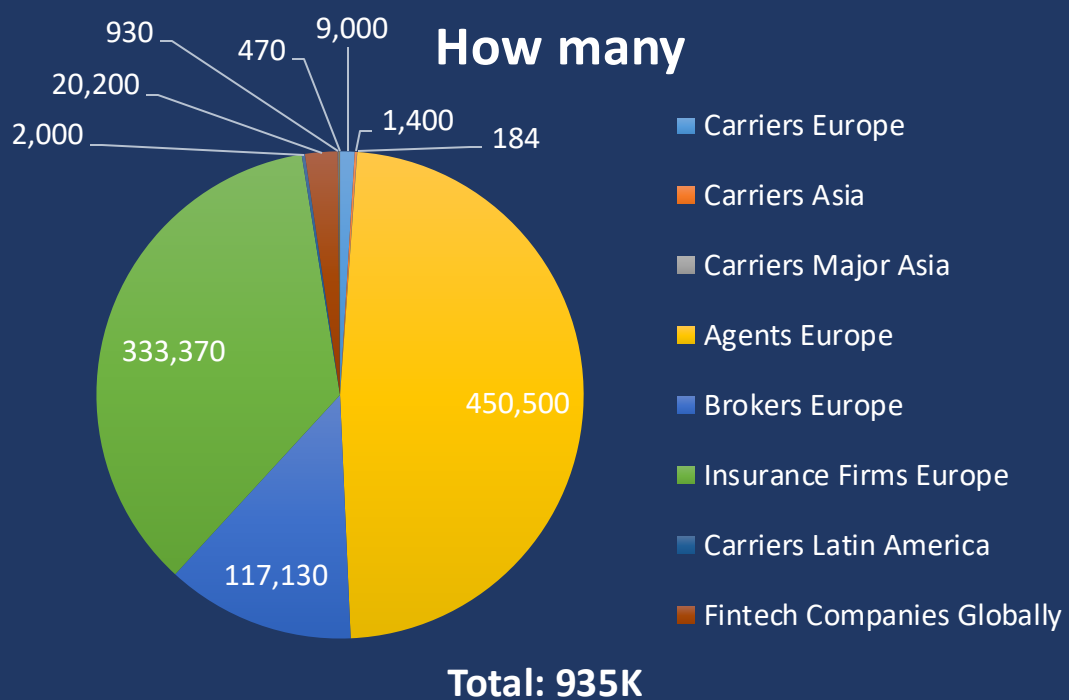


USA Annual Revenue Total 3% of Market: \$12.7 MILLION

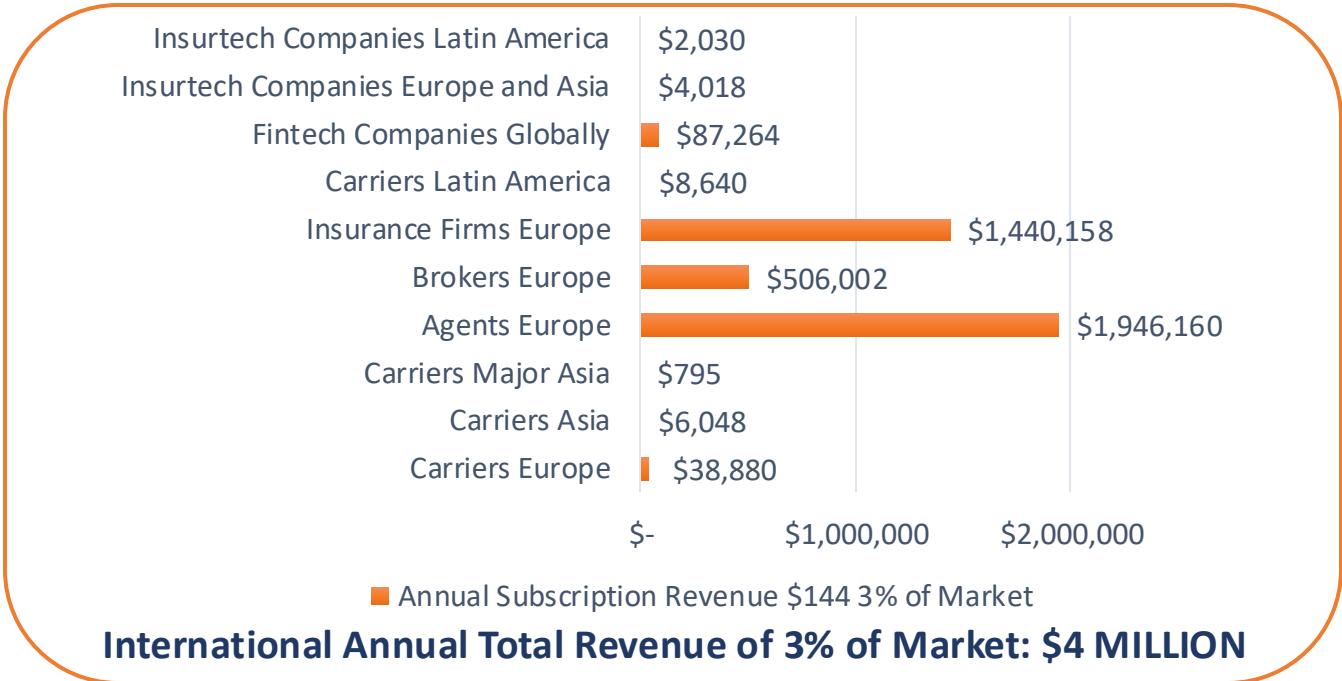


USA TAM Total: \$423 MILLION

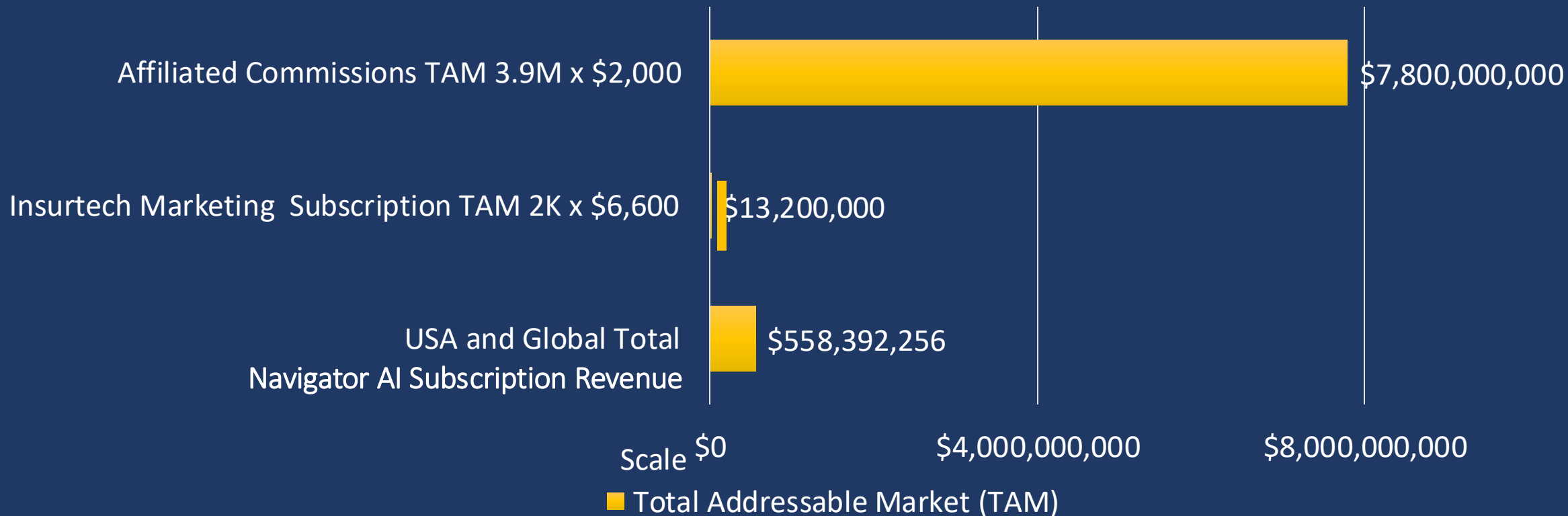
International Navigator AI Subscription Opportunities



Sources
McKinsey
ACLI
LIMRA
Various Websites



Total Revenue TAM



Total: \$8.3 Billion TAM

Navigator AI Marketplace (Future State)



Kenneth Leibow

Navigation

Instruction Videos



 Prompt/Query/Questions

 PDF Summary

 Image Generation

 Navigator Marketplace 

History



Clear all


 Prompt/Query/Questions

 Prompt/Query/Questions

 Prompt/Query/Questions

 Prompt/Query/Questions

 Prompt/Query/Questions

 My Account

 Updates & FAQ

Navigator Marketplace



Conference Discounts



Distributors / Advisors
Solutions



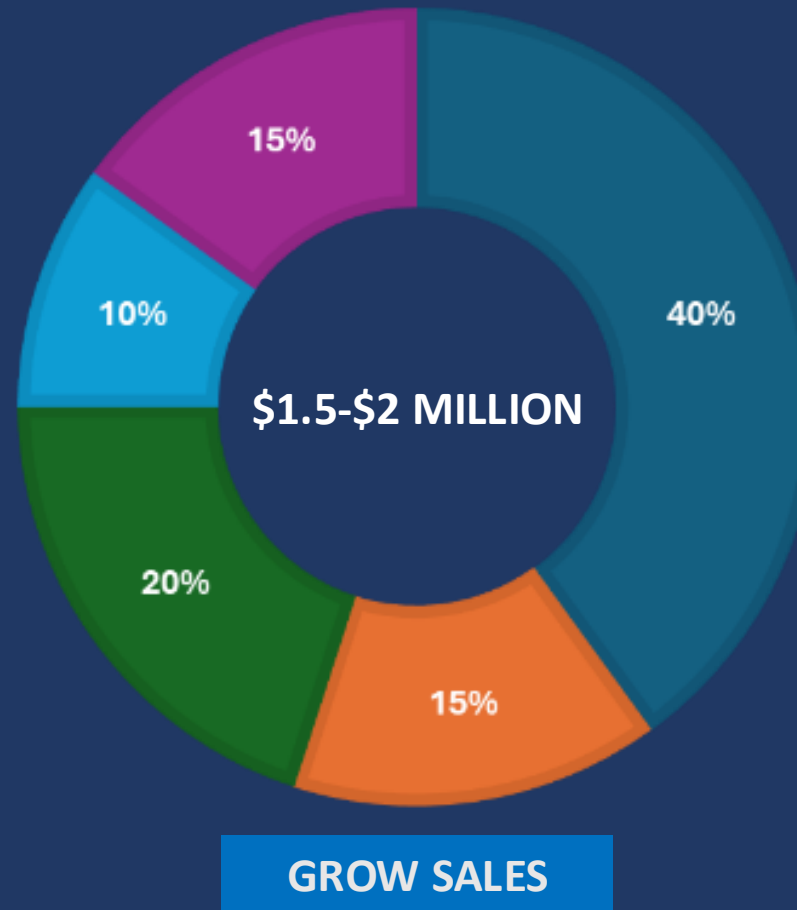
Carriers Solutions

Fund Raise

Focus on Marketplace

Marketing Subscription Revenue
Navigator AI Subscriptions
Affiliated Commissions
\$3-\$5 M Annual Revenue 3 Years

We have the brand, the customers, and the product. Now, we need the capital to take the next step in our growth journey.



Raise Capital

Hire Sales & Sales Support
Invest in Marketing
Integrate Clients - Marketplace
Ops Support

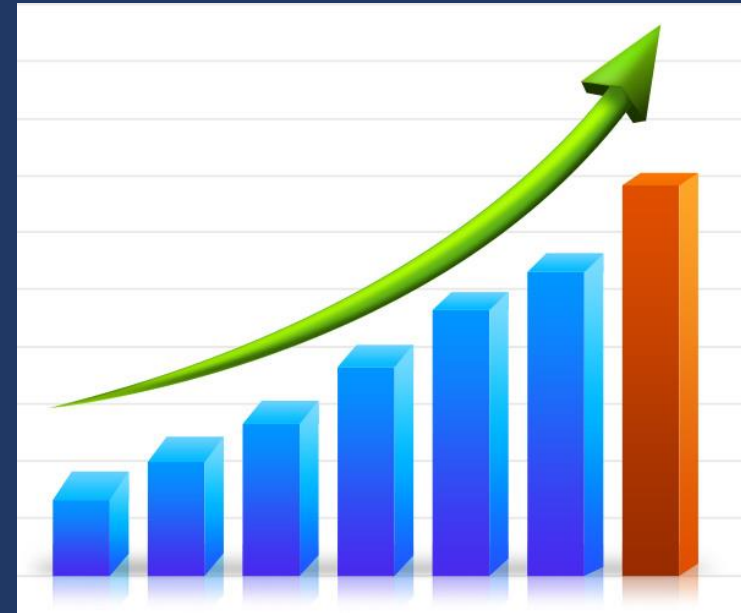
■ Sales External ■ Sales Internal ■ Marketing ■ Development Current Platforms ■ Ops Support

BUSINESS GROWTH FUTURE MONETIZATION STRATEGIES

Unlocking Hidden Revenue Streams



- Data Insights & Reports
- Licensing Navigator AI Technology
- Vendor Partnership Programs
- Marketplace Expansion
- Digital Real Estate
- Corporate Sponsorships
- Exclusive Networks or Groups
- Insurance Product Development



Thank you!



Get in touch



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ienavigator.ai/