



Embedded Finance
& Super App Strategies

EMBEDDED INSURANCE 2.0

A Multi-Trillion dollar opportunity
for brands and insurers

“More and better protection baked
into the everyday lives of everyone”

THE MOST COMPREHENSIVE ANALYSIS OF THE HOTTEST TOPIC

This is an in-depth report for senior commercial and strategy leaders across all sectors and geographies who want to understand how Embedded Insurance can help grow their business.

The report is designed for:

- Brands (big and small) – looking for new ways to add value to customers
- Insurers – looking for new growth opportunities
- Insurtechs – looking to keep pace with new market developments
- Fintech investors – looking to understand the characteristics of future winners
- Entrepreneurs - looking for a new, exciting market to play in
- Regulators – looking to understand the next wave of fintech innovation
- Advisors – seeking new insights to help their clients enhance their business models

What readers say about the report



Particularly insightful...to understand the opportunities and threats of next-gen Embedded Insurance. The strategy frameworks and case studies are very valuable.

INJI CHARKANI

Chief Innovation Officer, AXA Partners



This report provides a digestible road map for brands, insurance carriers and technology players alike to design, build and execute winning embedded programs.

JASON GRISWOLD

CEO and Co-Founder, REIN



A timely and comprehensive analysis of one of the most exciting and emerging opportunities in our industry. The opportunity is massive, and this report helps business leaders make sense of this dynamic and fast-paced space by providing actionable insights and an easy-to-understand framework to assess the embedded insurance market – helping to identify the real leaders at the forefront of the industry.

MARK SIMMONS

CEO Europe & Asia, Boltech



This report is the most comprehensive analysis of the rapidly emerging Embedded Insurance industry produced to date. The report is critical to understanding the different approaches both new and established companies have taken as they have launched embedded insurance initiatives across multiple product lines and verticals, and the relative traction those strategies have achieved.

MATT CHESKY

President, Insuritas



This report demonstrates the key capabilities needed to deliver an impactful embedded insurance program for non-insurance brands. I use it every week with my colleagues and clients!

HARRY CROYDON

President & CEO, MIC Global

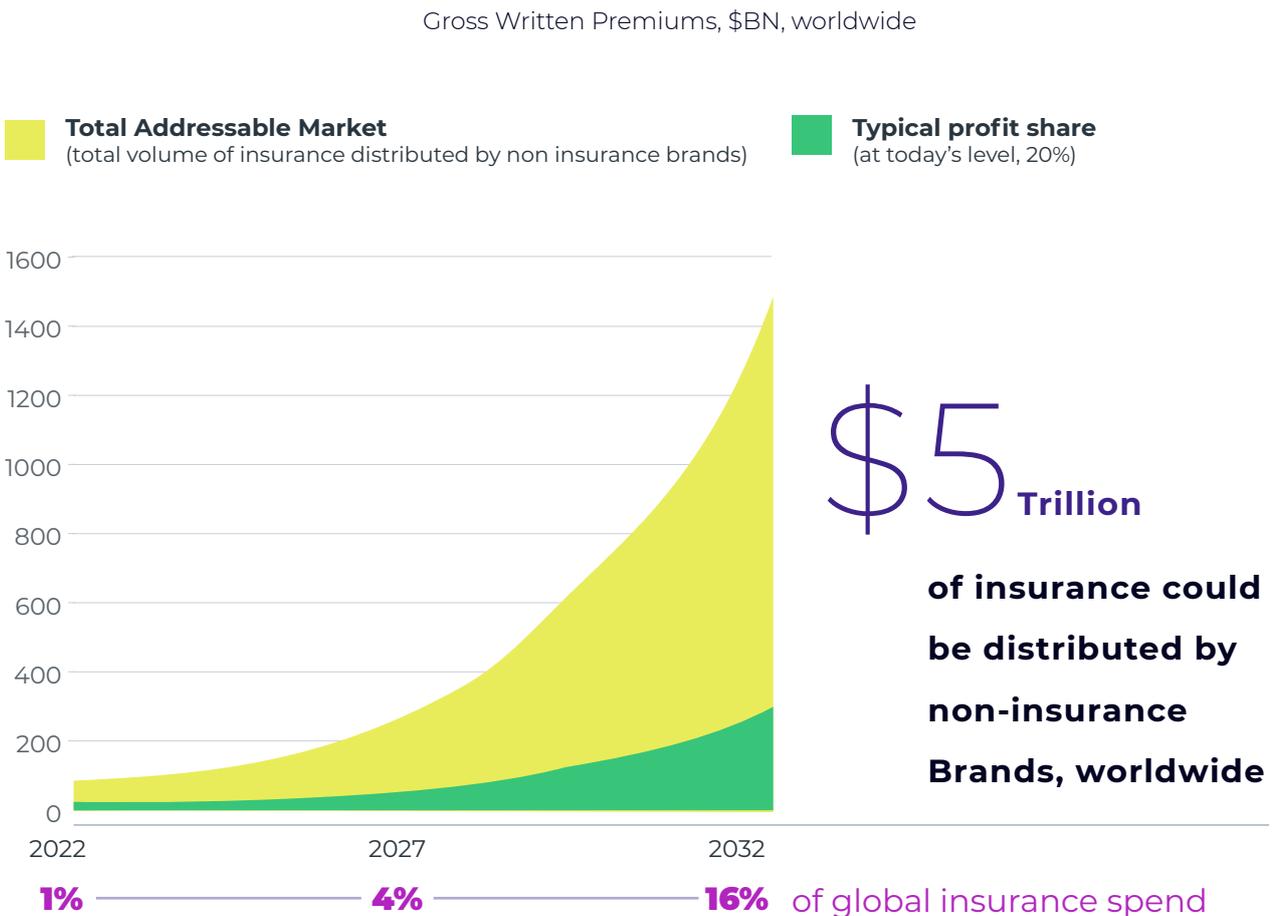
Understanding the opportunity

Embedded Insurance 2.0 – a new digital business model –helps close the gaps between the protection needs of businesses and society and what is being offered today.

Of the \$80 Trillion that is due to be spent on insurance over the next 10 years, \$5 Trillion could be re-conceived and distributed by non-insurance brands, enabled by a new breed of insurtech providers.

By incorporating ‘peace of mind’ and ‘resilience’ into their customer propositions, brands have the potential to create new growth and value for themselves and help deliver our vision of more and better protection baked into the everyday lives of everyone..

Figure 1: Embedded Insurance Market potential. Last year alone the world spent over \$6 trillion on insurance³, more than was spent on automotive manufacturing, telecoms, energy, and even food production.



More market sizing: bit.ly/EmbeddedInsuranceSimonTorrance
Copyright: Simon Torrance. 2022



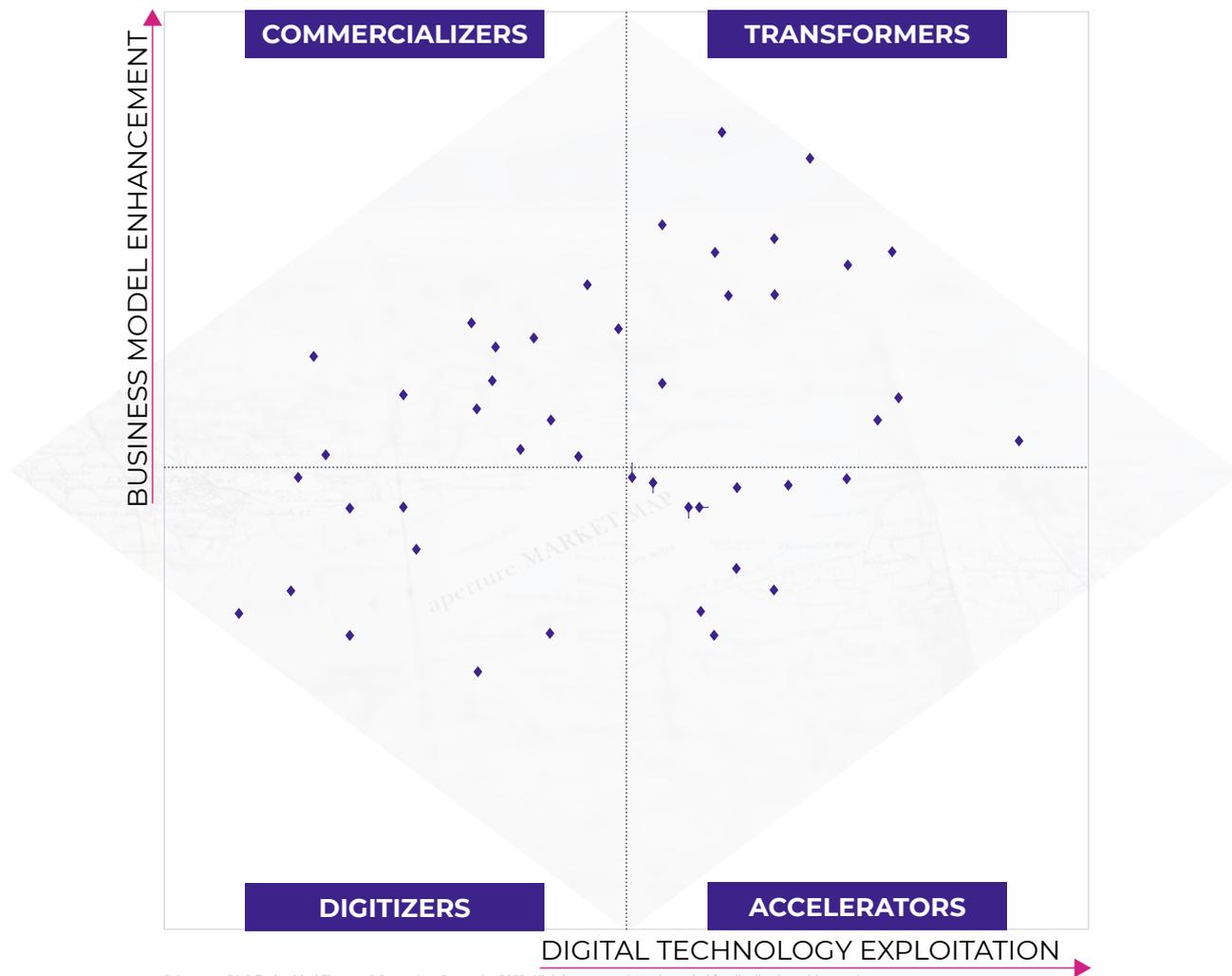
In this report

This report offers the most comprehensive analysis of how Embedded Insurance works today and will evolve in the future. It contains key reference frameworks, forecasts, statistics, use cases and case studies, and practical next steps for all types of organisations. In addition, it includes the world's first in-depth review and assessment of over 45 of the most pioneering startups, benchmarked using a special 'Market Map' methodology.

The Market Map 2022

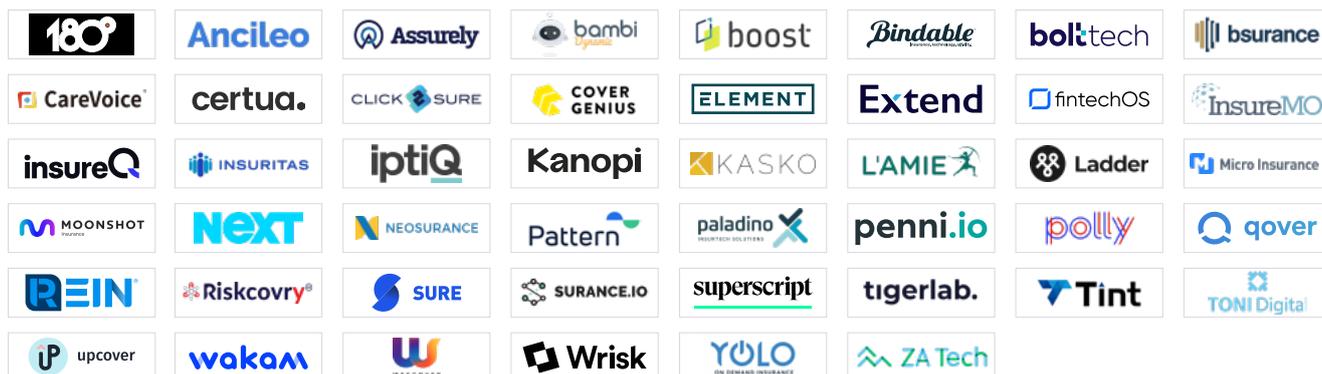
for Embedded Insurance Pioneers

by aperture & Embedded Finance & Super App Strategies



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Pioneers featured



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About the authors

Simon Torrance, a leading expert on Embedded Insurance, and Ben Robinson, a specialist in Financial Technology, and their teams at Aperture and Embedded Finance & Super App Strategies, undertook this analysis in 2022 to complement previous analysis on Embedded Finance, Banking-as-a-service and WealthTech.

Prices

SUMMARY	FULL EI REPORT	ENTERPRISE OFFER
Free	3,000 EUR* excl VAT	15,000 EUR excl VAT
Executive Summary	Full Report Single User License	Full Report Unlimited Downloads/ Shares Within an Organization
+ Geography Diagram		
+ 'Who operates where' Diagram	Add-Ons: Price on Request	+ 90 Minute Teach In
+ 4 x 4 Virtual Salon Embedded Insurance 2.0: Best Case Studies webinar		
	EI 90 Minute Teach In	Workshop: Marketing
	90 Minute Bespoke Teach In	Workshop: Incumbent / Brand Strategy

Further exploration - in-depth workshops

We have designed a suite of online workshops for those wanting to leverage the content of the report within their organisation:

- Introductory Teach in:**
 A 90 minute workshop to present and discuss the key findings of the report. Ideal for general executive briefings.
- Bespoke Teach In:**
 A 90 minute workshop to explore specific areas of the report that interest to you more, which you request in advance. Ideal for strategy and project teams.
- Strategy workshop:**
 A half day workshop to review or enhance your existing strategy, business model and product roadmap, or to start or accelerate the process of creating one. Ideal for strategy and project teams.
- Marketing workshop:**
 A half day workshop to enhance or create a marketing strategy for your Embedded Insurance solution. Ideal for commercial leaders and marketing teams.

We also offer face to face presentations and workshops, and run market analysis and strategy development projects.

Contact us at simon.torrance@embedded-finance.io and ben@aperture.co