

Partners in commercializing  
InsurTech innovation

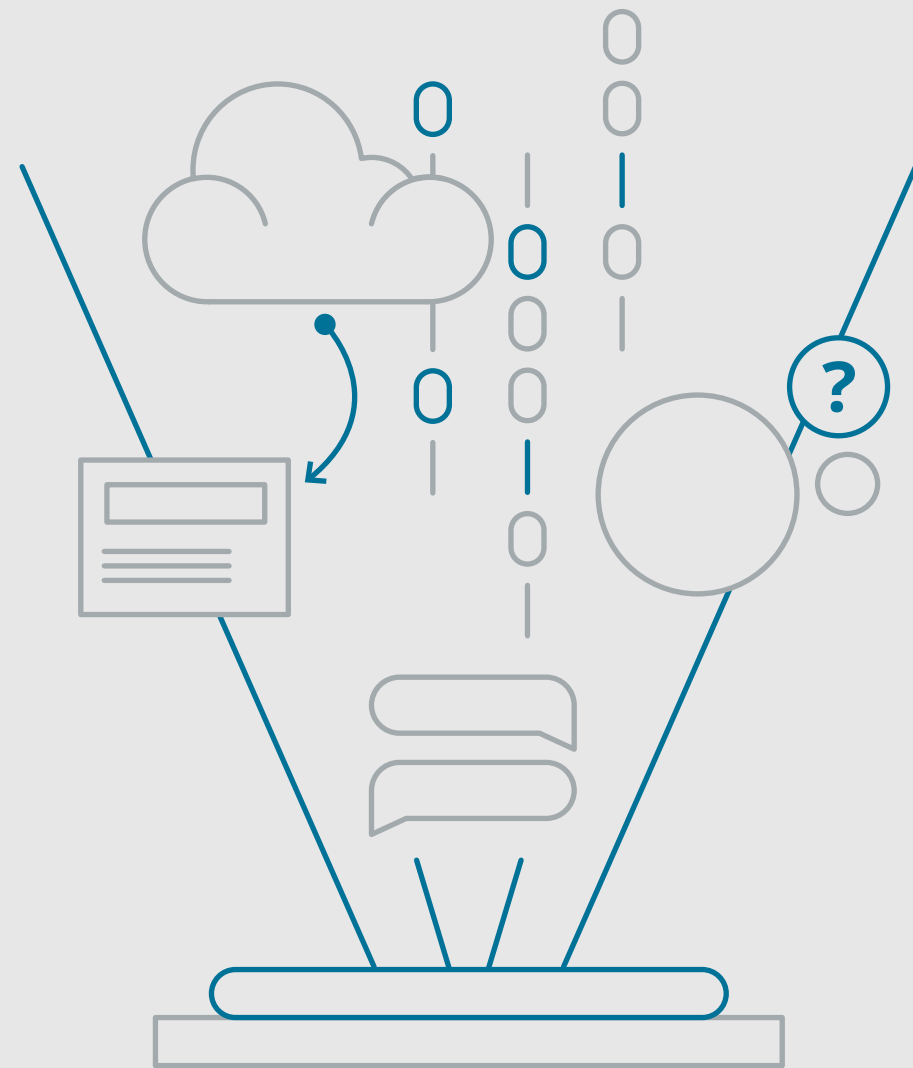
**EQUIFAX**

# One factor that can make or break your venture

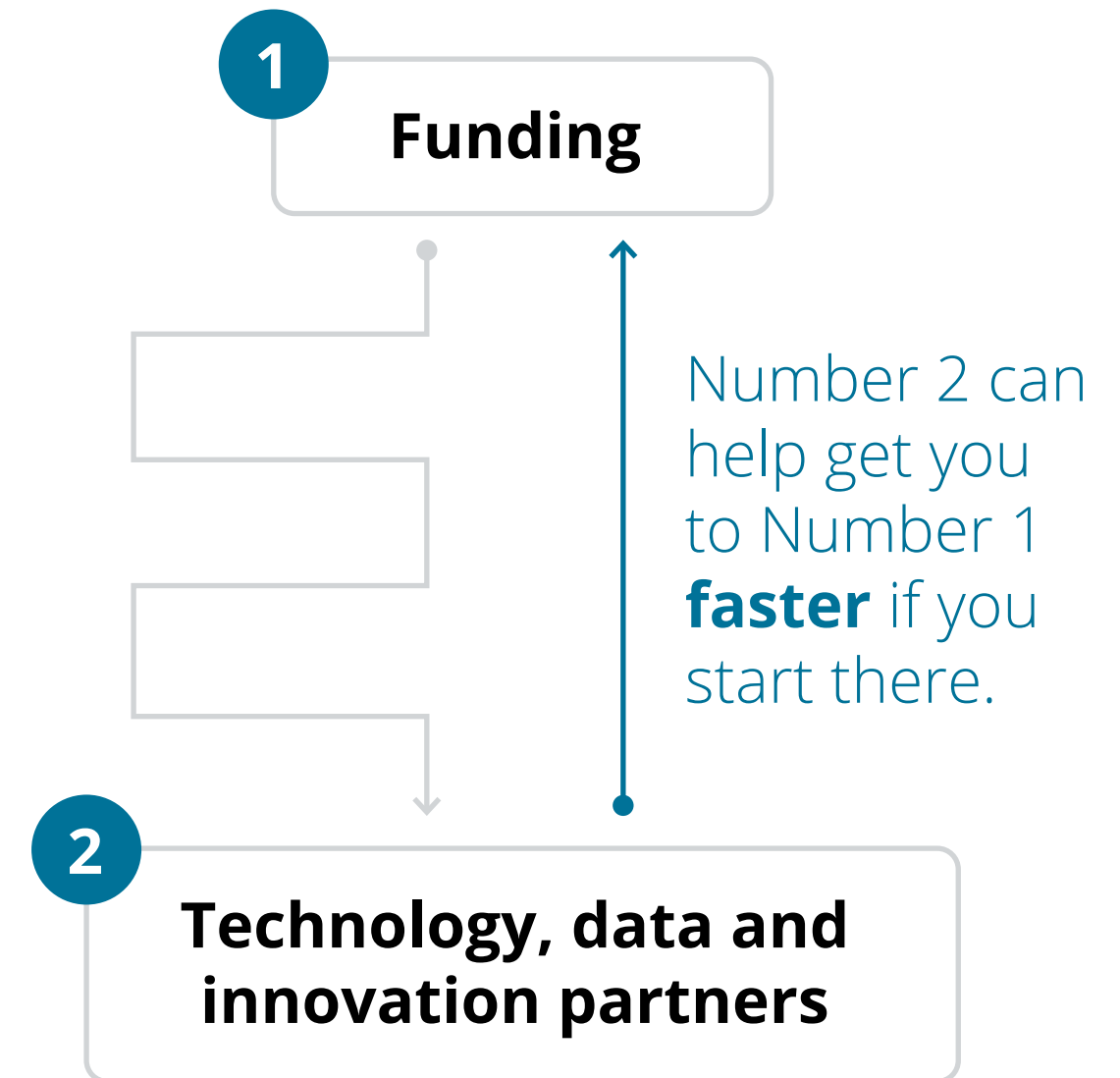
**Hint:** It's not funding, but  
it can impact access to it



For leading InsurTech innovators, **it's not enough to pretty up your proof of concept.**



You need:



One of the hardest things about securing funding and moving from a great seed round to Series A and B is **proving** your concept.

In a complex space like insurance, **without rich, unique data and a flexible environment you can test in**, investors simply can't see the picture you do.

**And, without real insightful insurance data** (actually, every kind of data) — accessible with AI and predictive analytics — you can't know that your vision is commercially **viable and scalable**.



**InsurTech is a massive space, with a lot of players and even more money aimed at it.**

**750**

new InsurTech firms launched in last 5 years<sup>1</sup>

**\$24B+**

invested in InsurTech startups in the last 5 years<sup>1</sup>

**450**

InsurTech funding rounds, totaling nearly

**\$11.5B**

from 2019-2020<sup>1</sup>

**With all this interest and competition, the question is:**  
How do you break through to get the attention and funding your business deserves?

InsurTech is booming because the industry  
wants and needs innovations that

**simplify and improve** the customer  
experience, **transform** the application and  
underwriting processes, **facilitate** online  
policy and claims management, and  
ultimately **lower costs and risk.**

# Will yours be the disruption that **transforms an industry?**

**The good news is, insurers know they urgently need to improve their existing value chain. And, they want help.**

The bad news is, you can't help them without a tremendous amount of actionable, specific, trended insurance data — or a partner that can provide you access to it.



## **Customer experience**

Reimagining a frictionless, digital customer experience requires pressure testing in secure environments with millions of real-world data sets to assess performance, prove accuracy, and financially model your innovations' impact.



## **Policy underwriting, administration, and renewal**

Data mastery minimizes errors, eliminates manual processes, and shortens response times.



## **Marketing and customer acquisition**

Collect data rapidly to provide accurate quotes and vet the right data to bind the policy.



## **Claims and fraud protection**

Leveraging third-party data, your solutions can flag and halt potential conflicts, fraud, or crime.

**Where will you focus?**

# Technology and data partnerships are as critical as a funding strategy

The ability to test, model, and demonstrate value are table stakes for any startup. InsurTech investors expect additional sophistication that comes from robust, accurate, and up-to-date data modeling.

**Here, startups are at a data disadvantage against traditional insurers.**

**Equifax helps close that gap.**

Equifax is a known leader in data and technology for financial services, as well as a player in the insurance ecosystem.

We help innovators pull unique, differentiated — and real — data from expansive sources into an industry-specific environment where you can experiment in real time.

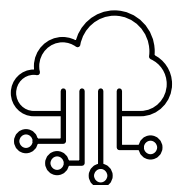
**And, for qualified innovators, there is no charge for a pilot.**



# How much and what kind of data does it take to **prove a concept**?

You may have come from insurance, or you may be a technologist, but either way, you need access to a powerful data and modeling ecosystem.

**With extensive data on millions of consumers and businesses worldwide,** and extensive insight into the FinTech and insurance industries, Equifax provides you with a kind of entrepreneurial support you can't get elsewhere:



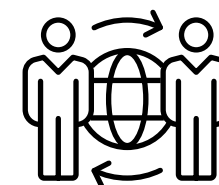
## **Data**

Tap into a vast array of trusted proprietary and third-party data



## **Experts**

Access experts (including those with expertise in insurance) who can help you navigate the sea of data



## **Partners**

Access to a partner who shares best practices in analytics and modeling to expedite your proof of concept

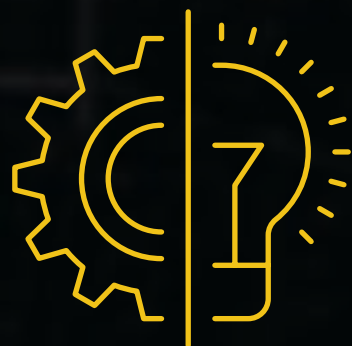


Work within a custom sandbox to model data (yours and ours) and leverage predictive analytics to hone your strategy, bring veracity and sophistication to testing, and **accelerate your time from concept to funding ... and on to market.**



## Explore

pre-defined insurance data and analytical tools



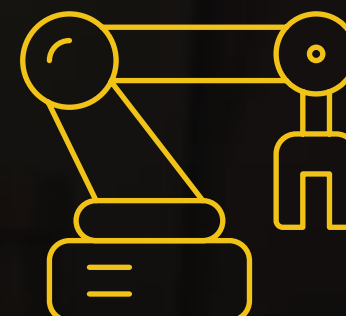
## Test

new data and tools to make better decisions



## Access

unique alternative data, like NCTUE (utility and telecom data)



## Build

a competitive advantage by expediting and refining predictive modeling and insights



## Validate

(credibly) tests and models for investors and partners by referencing data from a trusted industry source

**Working rapidly in the real world** can make the difference between the ideas you had yesterday and what color ink to use to sign your preferred stock investor agreement.

# Sample data you can access in the **Equifax InsurTech sandbox:**

## **Risk scores for insurance**

Improves segmentation and quoting; credit-based insurance scores can provide up to **2.8x lift between the lowest and highest risk bands** in predicting losses over control models that don't include credit-based attributes.<sup>1</sup>

## **Core credit data and attributes**

Supports models and insights on risk and revenue by using **core credit** in concert with **claims and client data**.

## **Triggers/Tips data for marketing**

**Improves ROI modeling** from acquisition to cross-selling to retention of profitable accounts.

## **Wealth and demographic income data**

Provides greater insights for life and P&C insurance policies with **extensive income and demographic data**.

## **Trended data**

Analyze transactions over a **24-month period** to reveal trends and enhance predictive modeling. In the personal insurance category, using 24-month trended transaction data garnered a **20% lift among unscorable consumers**.<sup>2</sup>

## **Commercial financial, risk and marketing data**

Help insurers improve prospecting, segmenting, and client retention with **comprehensive consumer and company profiles and business credit data**.

## **Alternative data**

Helps you render a **more holistic or predictive view of risk** by incorporating NCTUE+, telecom and utility payment history.

One more thing —  
**it's free**  
for a limited time.

**At no initial charge** to qualified startups, the Equifax InsurTech sandbox provides a robust testing and modeling environment where you can access:

**Data on a random sample of  
of the population**

**The Equifax Developer Portal**

**Packaged APIs for data streams**

Fostering **collaborative  
innovation** within a  
framework that is:

**Flexible.**

A “bring-your-own-data” approach enables loading of insurance-relevant data to facilitate model development and testing.

**Secure.**

Multiple users can share the environment. Each user’s environment is securely walled off from the other’s.

**Robust.**

Analyze and model multiple data sources to test and develop models, with a 36-month archive of historic data.

**Customizable.**

Equifax Developer Portal and API tools so you focus on your innovation rather than building out a testing environment.



# Are you destined to reshape the insurance industry? **Equifax is here to help.**

**When InsurTech startups get innovative concepts to market, everyone wins. The insurance industry moves toward transparency, customers get a better experience, and startups seed the ecosystem with continued innovation.**

Equifax is committed to supporting the efforts of InsurTech startups by providing free, limited-time access to our cloud-native InsurTech sandbox. For 90 days, you can leverage Equifax and third-party data to test and model your solutions more effectively.

Contact us at  
[insurtech@equifax.com](mailto:insurtech@equifax.com) for  
a **free 90-day trial** of the  
Equifax InsurTech sandbox.

The Equifax logo, consisting of the word "EQUIFAX" in a bold, white, sans-serif font, is centered within a solid red circle. The background of the entire slide is a dark, blurred image of a person working at a computer in an office setting.

**EQUIFAX®**