COMPANY OVERVIEW

Describe Data gives insurers insights into complex risks

Team & Advisors
A leadership team who have worked together for years with decades of experience in insurance and technology, supported by a strong advisory board.

Network & Partnerships
A global network of insurance contacts, partnered with amazing brands.

Product & Technology
Kompreno is a risk analysis platform that gives insurers superior risk insights. Its modular, extensible design allows for scalability and legacy integration.
MISSION & VISION

Describe Data is building the **Bionic Underwriter** of the future

**Our Mission**
To create products that empower insurance underwriters to make better decisions faster.

**Our Vision**
Be the global standard platform for the analysis of complex insurance risks.
THE PROBLEM

Insurers need to understand their risks at a portfolio level

01 Risk Selection
Ignorance of portfolio risk leads to poor individual risk selection, reduced profits and costly surprises.

02 Complex
Portfolio calculations are complex, they require data, tools and techniques that insurers don’t have.

03 Regulation
Insurers need to show they understand the risk profile of their portfolios by stress and scenario testing them.
THE SOLUTION

Use technology and analytics to build the insurance underwriter of the future

01 Risk Selection
Technology, data and ML improve portfolio risk selection, increasing profitability and predictability at lower cost.

02 Complex
Layered data, scalable computing, quant finance tools and modeling techniques make complex calculations manageable.

03 Regulation
Superior portfolio analysis tools make underwriters more efficient and greatly simplify regulatory compliance.
OUR PRODUCT - KOMPRENO

We’ve built Kompreno to provide insights into complex insurance risks and portfolios

Understand Portfolio Risk

Kompreno reveals concentrations of risk in insurance portfolios. It gives a superior understanding of risk, so underwriters can quickly separate new deals into the good, the bad and the ugly.

Bayesian Statistics, ML & AI

Kompreno taps into massive amounts of public and private data. We use Bayesian statistics, machine learning and AI together with cloud and web technologies to understand, quantify and visualise risk.

Legacy Integration & Stand Alone

Kompreno is built on Google Cloud Platform and is ready for use. Unlike many solutions it is API first and works seamlessly with legacy systems.
TEAM

FOUNDEES

Michael Crawford
CEO
Actuarial & Data Scientist
Trained as an actuary
20+yrs Financial Services
20+yrs IT Dev & PM
Machine Learning & AI
InsurTech Thought Leader

Gerard de Vere
COO
Project & Technology Manager
Former Reinsurance VP of IT
Co-founder of InsurTech Ireland
20yrs Int’l Reinsurance
25+yrs IT Management
Reinsurance Board Member

Dr. Michael Cooney
CTO
Data Scientist & Quant Analyst
Hedge Fund background
Founder Dublin Data Science
Bayesian Statistics expert
Int’l Speaker in ML & Statistics
PhD Stochastic Mathematics

ADVISORY BOARD

Judi Blackmur: Strategy
Former Global Sector Lead at EI

Stuart Middleton: Insurance
Underwriting Director, CEO, CUO

Neil Ryan: Finance
Int’l Advisor, CEO, Financial Consultant

Dr. Joseph Wheatley: Analytics
Academic, Fintech Expert
TECHNOLOGY
A modular design for scalability and legacy integration

**Modular Design**
*Kompreno* is built on modern, scalable cloud-native architecture. Modular design allows data, functionality and compute to be swapped in and out with ease allowing rapid development and deployment.

**API First**
*Kompreno* exposes both REST and GraphQL APIs. GraphQL allows rapid customisation and allows seamless connections to external data sources and legacy platforms making integration easy.

**Portfolio and Risk Modeling**
*Kompreno’s* Bayesian Risk Engine is programmable and extensible. Easily integrate your data, workflows and models using R and Stan.
**MARKET SIZE**

Top Down Estimates

**Total Addressable Market**
6,404 insurers* in the US and UK x €200k ACV

**Serviceable Addressable Market**
2,799 non-life insurers* in US and UK x €200k ACV

**Serviceable Obtainable Market**
5% of US and 10% of UK non-life insurers (in 5 years or less)

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*policyadvice.net/insurance/insights/insurance-industry/
## COMPETITOR ANALYSIS

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<tr>
<th>Feature</th>
<th>Describe Data</th>
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BUSINESS MODEL
Income, Expenditure and Strategy

**Revenue**
- Annual Software Licensing
- Bespoke Customisation
- Maintenance & Support
- Data Partner Referrals

**Costs**
- People & Expertise
- Product Development
- Customer Support
- Data Subscriptions

**Relationships:**
Focus on superb customer experience leading to customer loyalty and increased CLV

**Land and Expand:**
Kompreno works for many types of Insurance risk

**Scalability:**
Increasing user numbers will not require equivalent increase in costs

Ongoing Customer Acquisition Costs Decrease
- Estimated Annual Contract value is €200k
- Estimated Customer Lifetime Value is €1m
The Insurance industry enterprise sales cycle is slow, but we know how to succeed.

**MARKETING STRATEGY**

Create Awareness
- Thought Leadership
- Social Media
- Speaking Opportunities
- White Papers

Target Interest
- Identify Potential Customers
- Use our Network to Connect

Qualify
- Qualify In or Out *(Innovation Appetite & Likelihood to Purchase)*

Demo
- Demo Kompreno
- Address Any Obstacles
- Consider Paid Pilot

Negotiate
- No. of Licences
- Data Integration
- Bespoke Customisation
TRACTION
Key Partnerships and Positive Industry Feedback

01
February 2020: Research partnership with Stanford University to use their litigation data in our frequency and severity modeling.

02
September 2020: Platform partnership with Bureau van Dijk, (Moody's Analytics), allowing integration with their broad range of company financial data across multiple markets.

03
Demonstration of Kompreno to Insurers, Reinsurers and Brokers has been met with very positive feedback. We have secured letters of intent to pilot from a number of insurers.