



InsureLife

Reimagining Insurance Distribution for a Contactless World

Co-Founder: John Cammarata

Co-Founder: Geoff Tetrault

Contact: jpc@insurelife.io

WHAT'S THE BUSINESS?

- Insurelife distributes insurers' financial services products via Financial Institutions with our **SaaS Fintech Distribution Platform**.
- We're a multi-sided platform giving Financial Institutions a turnkey solution to capture **a big missed opportunity** to provide their customers insurance and for agents to serve their customers in minutes.
- For doing so, **Insurelife gets a piece of all transactions & renewals** via a distribution contract with Insurers like Aflac.
- Our model works with many financial services products. We're starting with Life & Supplemental Insurance due to oversized demand for these insurance products.

TEAM



John Cammarata Co-Founder
and CTO

-Successful \$28M exit to Globant (NYSE: GLOB) in 2017. Ex-IBM.

[LinkedIn](#)



Geoff Tetrault Co-Founder and
CEO

-Led distribution of over \$5B worth of Financial Services products in his 30+ year career. [LinkedIn](#)



Stephanie Trunzo
Advisor

-Successful Entrepreneur with one exit. Current GM at Oracle Health.

[LinkedIn](#)



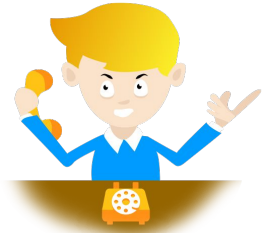
Jeff Schilling VP Insurance
Sales

-Licensed agency principal. Expert in Insurance sales. 30-year career.

[LinkedIn](#)

PROBLEM

Main Street Customers



-**67%** of customers willing to buy insurance from their trusted financial institutions.

Financial Institutions



Only provide insurance solutions to **1%** of their customers due to licensing, compliance, and technology barriers, creating a big missed opportunity.

Insurance Agents



They want to help these customers but it's not profitable for them to do so in the current insurance distribution model.

Insurers



Manufacture insurance products meeting customers' needs, but don't have a direct line of sight to customers and struggle to grow.

INITIAL MARKET



TAM
\$200B

Selling fees paid from
Insurers to
Agents/Agencies from
\$1.8T net annual premium
in US.

SAM
\$55B

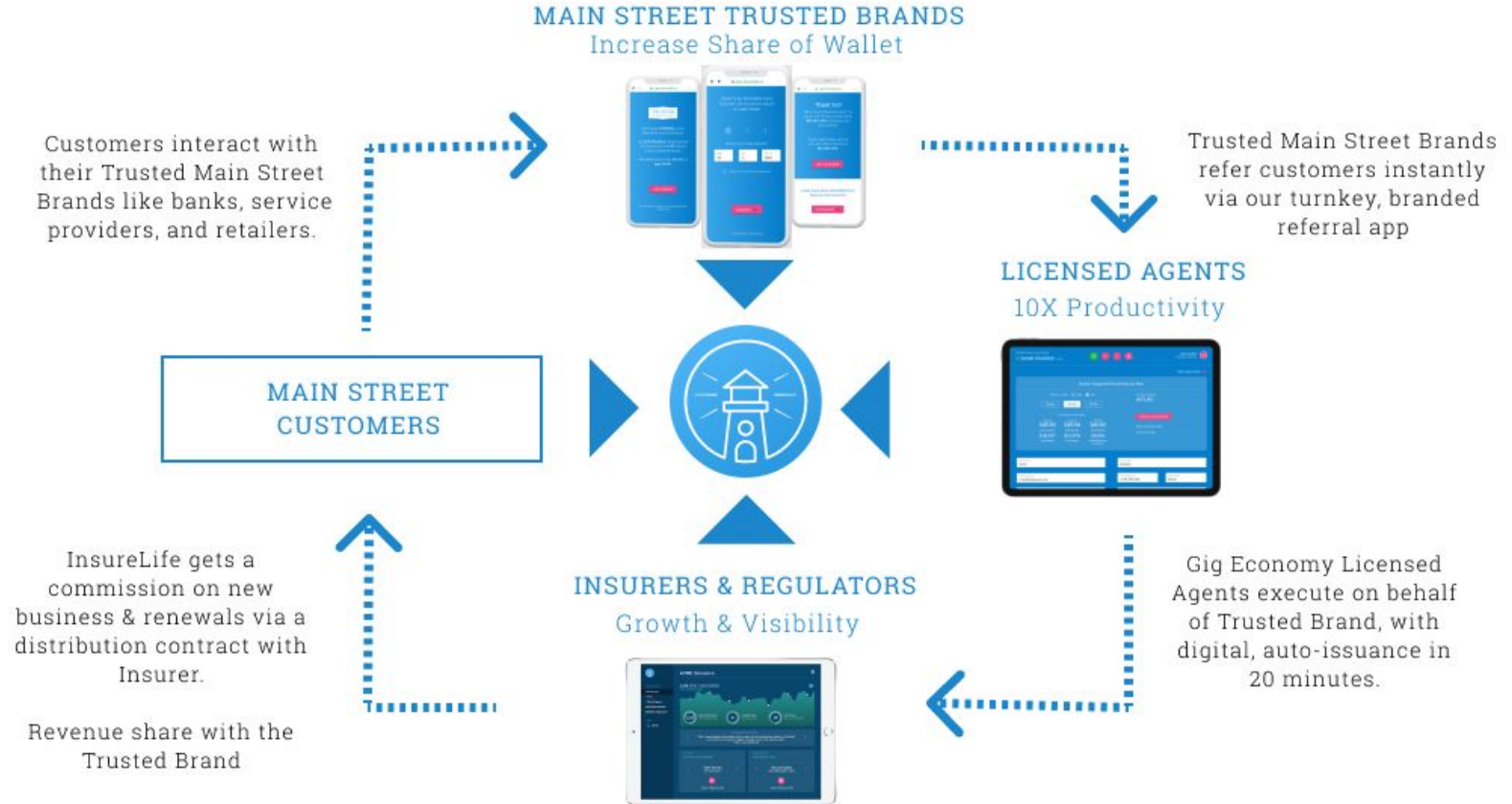
Senior Life
Insurance Market
120M aged 50+.

SOM
\$1.1B

2% of Senior
Life Insurance
Market.

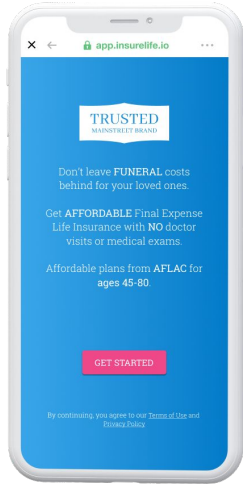
A+ Rated Insurance Companies now entering the Senior Market.

SOLUTION



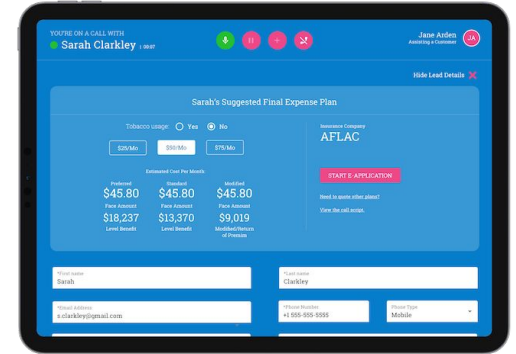
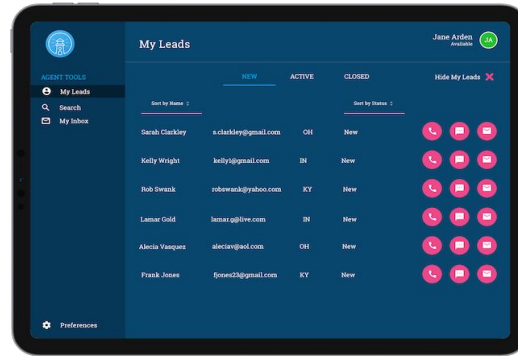
PLATFORM

Financial Institutions



Refer customers via referral app

Remote Licensed Agents



Agents work from home and execute curated insurance recommendations on behalf of the financial institution digitally in minutes.

STATUS & TRACTION

- Contract w/ **Aflac (Consumer Markets)** to distribute multiple lines of insurance.
- Launched product at BISA in March '23. Rolling out to **Financial Institutions** now.
- **Received Investments** from two institutional investors and angel investors.

COMPETITIVE ADVANTAGES



InsureLife

Local Agency

Traditional IMO

Turnkey, white-label digital solution for Financial Institutions to offer insurance to their Customers.



All-in-one, zero-cost platform for Agents



10X Productivity



GTM

Financial
Institutions

Organic B2B Demand
Generation

Financial services industry
events

Agents

1,000 Agents signed up

Organic Demand Generation

Insurers

Aflac

Insurance industry events

SEED ROUND

SAFE

\$6M Pre-money Value Cap; 20% Discount

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