

Wicare

Save on insurance by **doing exercise**

THE PROBLEM

Your health insurance rate is NOT FAIR

It does not consider your
LIFESTYLE

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graph TD; L[LIFESTYLE] --> E[EXERCISE]; L --> EA[EATING]; L --> S[SLEEPING];
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EXERCISE

EATING

SLEEPING

WHY?

Insurers want to reward healthy lifestyle

Healthy lifestyle helps reduce healthcare cost



Lower loss ratio for insurers



Stronger competitive

But they don't have the tools to track

Pen-and-paper application



Only have static data at the point of purchase



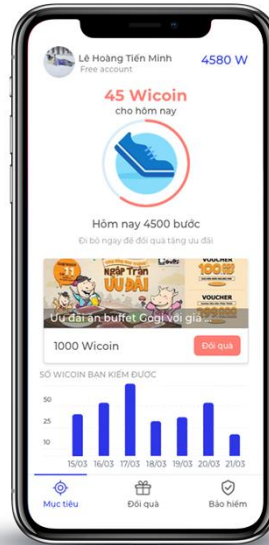
Make it difficult to reward the right customers.

THE SOLUTION

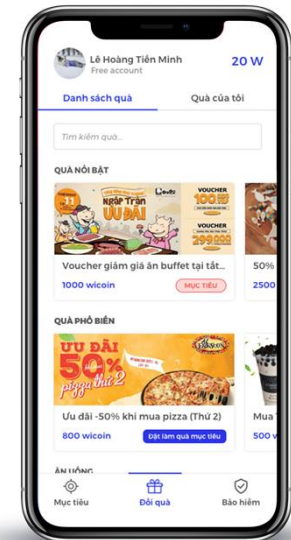
So we build a lifestyle-connected insurance app



1. Sign up for FREE



2. Earn points by doing healthy activities



3. Use points to save on insurance

THE SOLUTION

We also help users buy, manage and claim insurance through our app

Claim insurance by taking pictures

Users can receive claim quickly as they don't need to submit physical medical records.



Create flexible insurance

We works with insurance partners to offer flexible payment period (weekly, monthly) at a competitive price.

Simple payment flow

Wicare integrates with payment gateway so customers can pay online instead of cash.

WHY NOW

Strong demand for insurance + More people use smartphone

\$4 billion

Vietnam Life and health insurance in 2018

33% growth

Year-over-year market size

9 millions

People with private life and health insurance

Smartphones simplify tracking

Built in features to track steps, heart rate...

33 millions

Estimated people with smartphones in 2018

9.5% growth

Estimated year-over-year

Source: Minister of Finance Vietnam, 2019

Source: Statista, Vietnam smartphone users, 2019

BUSINESS MODEL

15 – 40%

commission
for selling insurance
(depend on products)

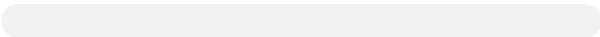




5%

commission
based on loss ratio
(depend on products)

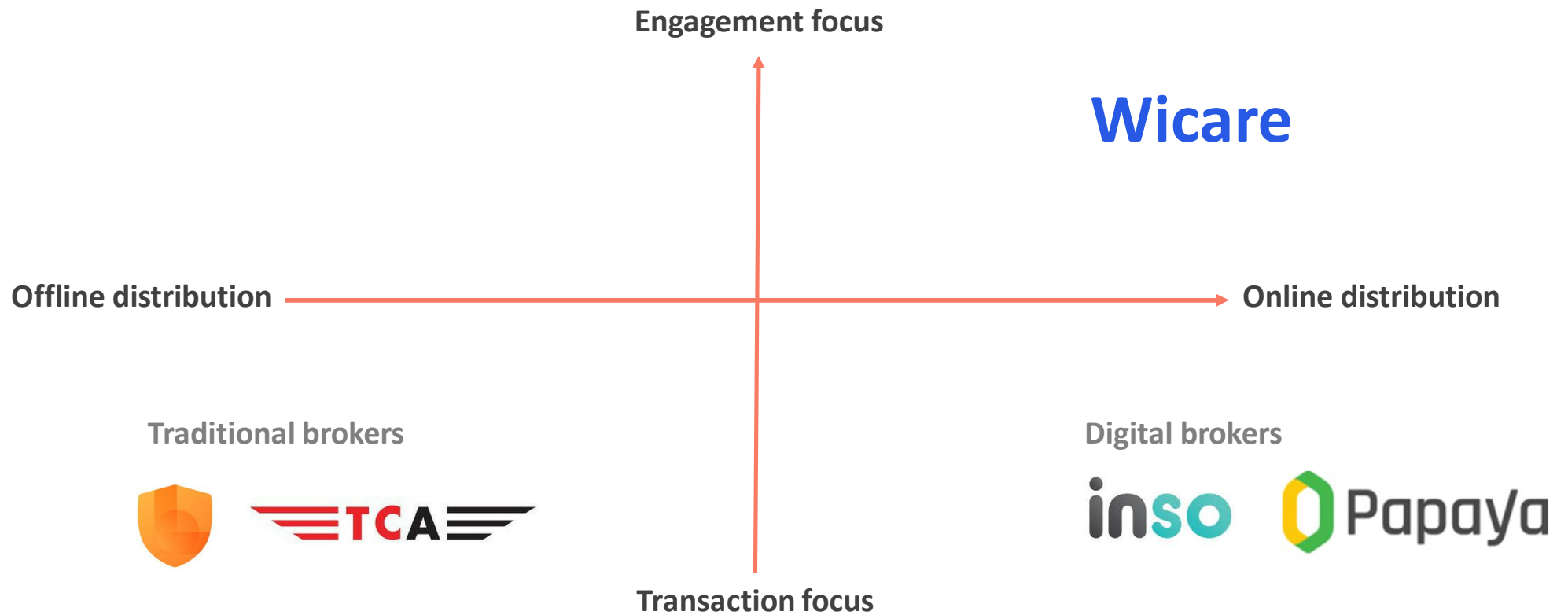
BUSINESS MODEL

Insurance Product Roadmap

		
Hospital Cash	Accident, Critical Illness	Health, Life
Average Premium: \$30/year	Average Premium: \$50/year	Average Premium: \$300-500/year
Commission: 30%	Commission: 20-35%	Commission: 15-40%

COMPETITION

We focus on engagement to build loyalty



GROWTH STRATEGIES

Scalable freemium strategy to keep cost of acquisition low



Free rewards

Free users can earn points and exchange some rewards.



Simple UX

Break health insurance into cheap and simpler products to drive conversion.



Referrals

Build community and incentivize users to invite their friends and college.



Partnership

Partnership with healthcare and lifestyle partners.



Digital

High quality content to boost search, social media marketing, influencer marketing

BUSINESS ROADMAP

Product-Market Fit

2019

- Build app in Q3
- Test with waitlist in Q4
- Iterate and improve in Q4

Growth

2020

- Push user acquisition
- Optimize referral engine
- Optimize partner channel
- 5,000 paid customers

\$100,000 revenue

Expand

2021

- Sign enterprise customers
- Provide service for existing clients of insurers
- Improve gross margin
- 20,000 paid customers

\$400,000 revenue

TRACTION

Growth

- Soft launched in June
- 500 users
- Pipeline includes:



Insurance Partners

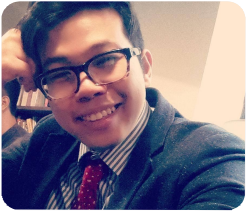


Awards



TEAM

We have a team with the passion and experience



Nguyen Quang Ngoc
CEO



Nearly 10 years of experience working in finance. **Product development** and **Distribution Channel** at Bao Viet – the largest insurance holdings in Vietnam



Nguyen Truong Giang
Developer



8 years of experience in **software development**. Worked as solution architect at FPT and develop mobile app to track medical conditions of patients.



Bui Duc Anh
Developer



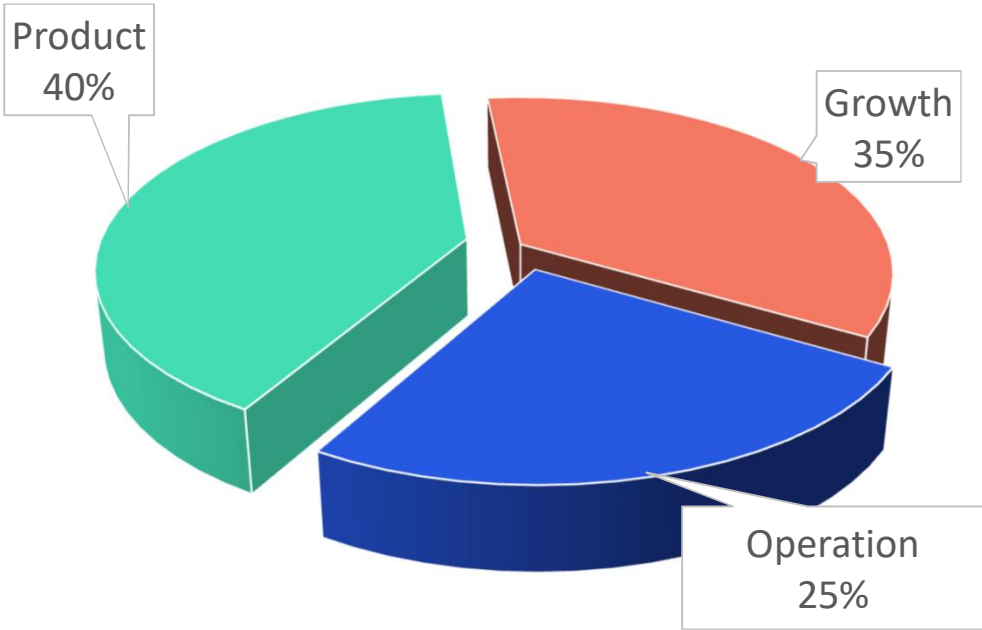
7 years of experience in **backend development**. Graduated from Bach Khoa University – top engineering university in Vietnam.

INVESTOR



FUNDING AND USE

We are raising \$100,000 investment for a 12-month runway



SUMMARY

- 1. Insurance is a huge market in Vietnam that growing at 33% per year.**
- 2. Wicare make it easy for customers to buy insurance and get discount by doing exercise.**
- 3. Our competitive advantage is that we make insurance more engaging and fun.**