

Insurance innovation spotlight: Insurtech in emerging markets



What is an insurtech?

An insurance company, intermediary or insurance value-chain segment specialist that utilises technology to compete or provide value-added benefits to the insurance industry

What is the current state of insurtechs in emerging markets?

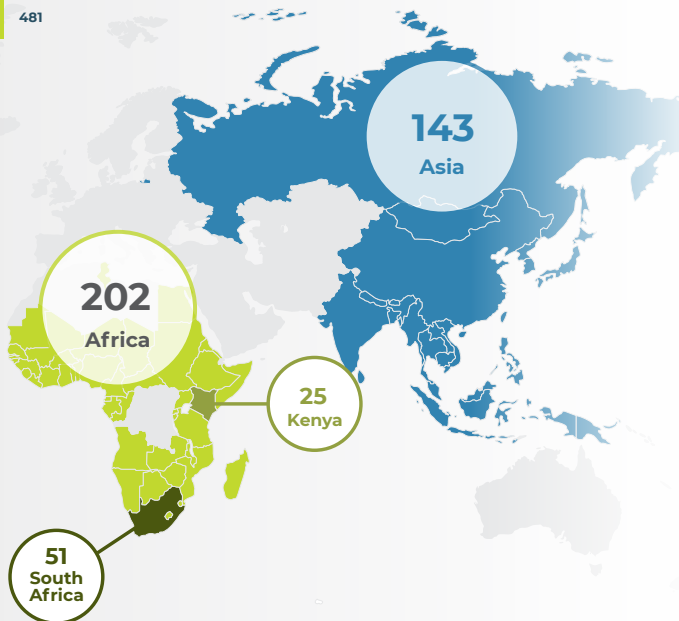
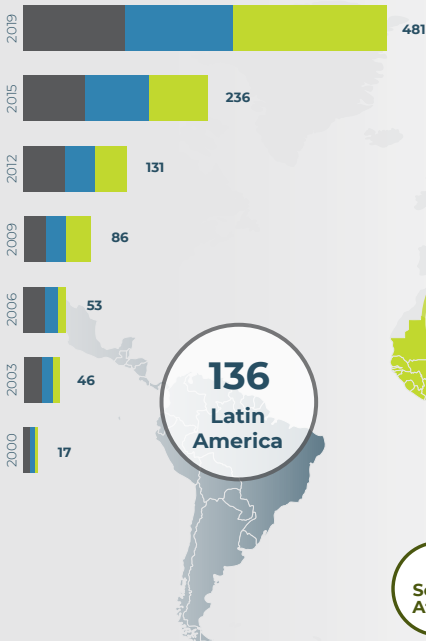
292
insurtechs

representing
481
initiatives

identified in
85
countries

Most insurtechs have been rolled out over the last few years in emerging markets

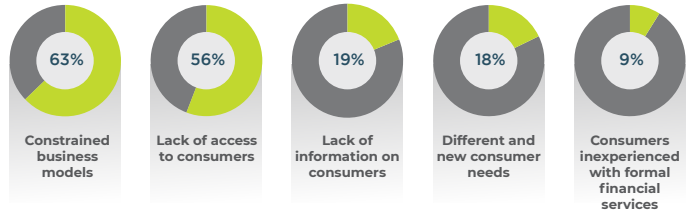
Insurtech initiatives launched since 2000 (cumulative)



Insurance innovation in Africa spotlight: Insurtech for development overview

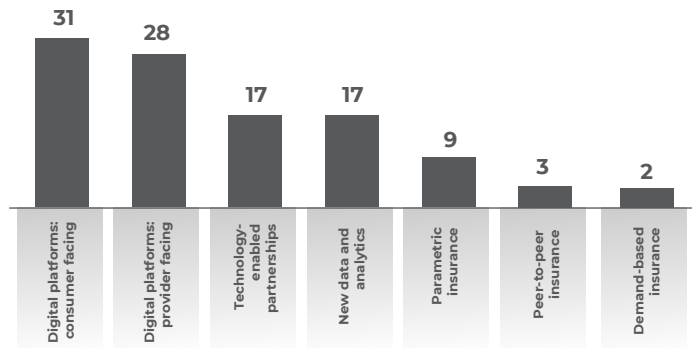
Most insurtech applications solve specific problems in existing insurance approaches rather than transforming business models

Percentage of insurtechs targeting different types of challenges to building inclusive insurance markets



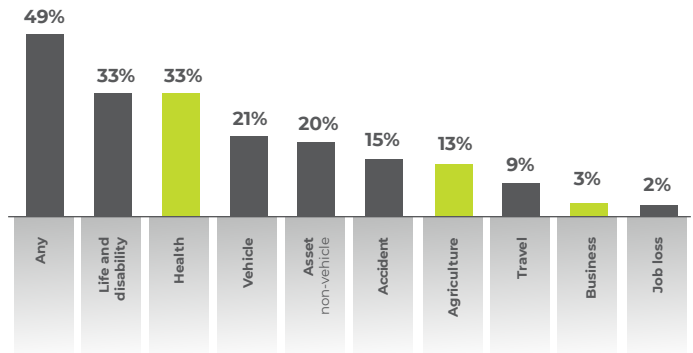
Digital platforms and new data and analytics dominate with technology-enabled partnerships moving beyond mobile network operators towards eco-system partnerships such as digital platforms

Number of insurtechs by category based on 107 insurtechs (in contrast to the 202 initiatives on the map)



Key risks such as health, agriculture and small business cover remain underserved, although there are some innovations emerging across product classes.

Percentage of insurtech applications enabling different types of insurance products in Africa



Deep dive: What does the application of insurtech look like in Africa?

Digital platforms that focus on the consumer experience are growing; however it's not clear that this is yet empowering customers to a degree that it is significantly increasing usage.

Digital platforms focusing on the user experience include:

Online brokers

Comparison sites

Completely digital product

Specific lifestyle stage digitized

baloon

bismart
the smart way smart

simply

claimsync

Digital platforms focusing on back-end for providers:

Predominantly Software as a Service (SaaS).

Stonestep

Telus Dream Tōkō Software

eBaoTech
make insurance easy

root

Parametric and technology-enabled partnership models are maturing alongside digital platforms to offer better cover.

Parametric insurance: Policies with automatic pay-outs. All examples apply to agricultural insurance making use of satellite imagery data to indicate whether adverse weather impacts have been realised.

acre
AFRICA

ofo

PULA

PlaNē Guarantee
one world to protect

Technology-enabled partner models: Moving beyond loyalty-based insurance models and enabling new covers.

hello doctor

BIMA

SafeBoda

MICROENSURE
helping your microbusiness thrive

Pockets of transformative business models exist in peer-to-peer and demand-based insurance but potential needs to be better understood.

Peer-to-peer insurance: Digital tools to pool risk, the mutual association of the 21st century. Both these examples return premiums not used to pay claims.

Pineapple

granadilla

Demand-based insurance: Individualised cover often triggered in real time for limited time or only during usage.

goCover

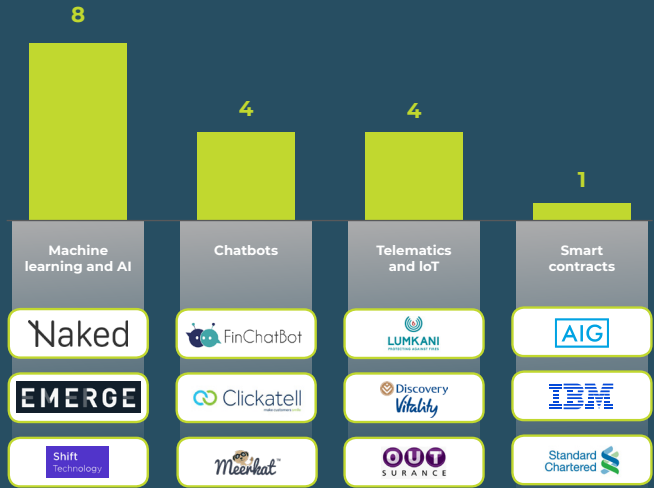
JaSure

In focus: New data and analytics in Africa

What is new data and analytics? Digital data generation, communication and analytics are used to inform insurers about customer needs and behaviour patterns in the form of new data and analytics.

How is new data and analytics being applied in Africa? Machine learning and AI are enabling most of the innovation in data and analytics

Number of insurtechs using new data and analytics by sub-category



Interested to learn more?

This infographic is based on the Insurtech Tracker developed in partnership with Cenfri and the FSD Africa. To explore the database, scan the QR code below or visit:



<https://cenfri.org/databases/insurtech-tracker/>

Please note that we are continually updating the Insurtech Tracker and welcome any additions. If you are aware of any initiatives that should be included, please email:

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