



NATIONAL COUNCIL OF INSURANCE LEGISLATORS

March 7, 2020

Pie is modernizing the entire small business
insurance experience from quote to claim

Who is Pie Insurance

- Pie Insurance was started in 2017 and wrote its first policy in 2018.
- We are a Program Manager writing on Sirius America Insurance Company's paper.
- Pie writes on a direct basis and through independent agents.
- Currently live in 35 states and DC and should be nationwide by the end 2020.



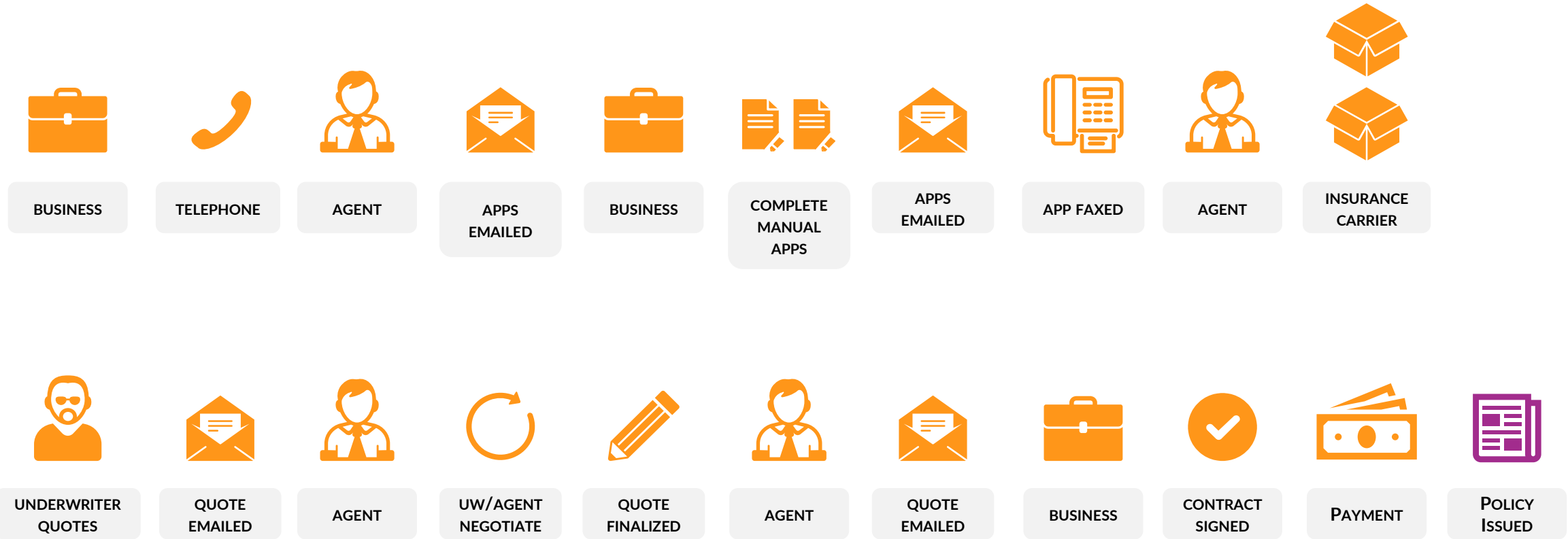
PROGRESSIVE[®]

Pie Is Following a Proven Path

We Believe America's Small Businesses Need Pie Insurance

- 6 million small businesses are required to buy work comp insurance
- Spend \$20+ billion per year
- Based on our research Pie believes 80% of small business are overcharged

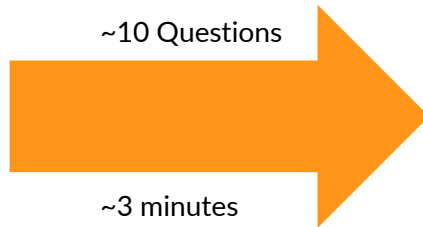
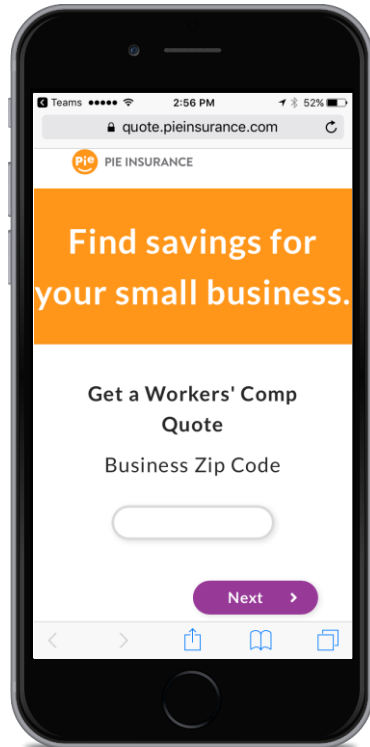
Current User Experience Can Take Weeks



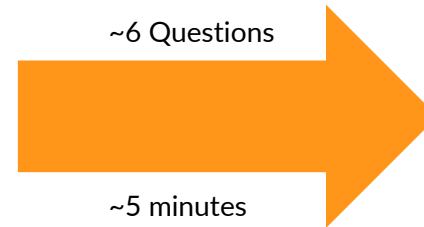
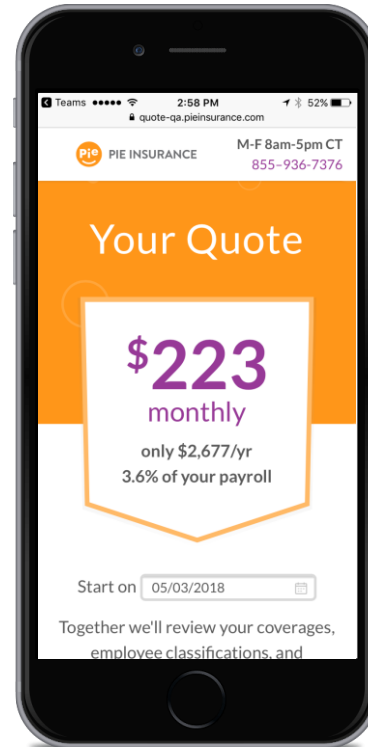
Making Insurance as Easy as Pie



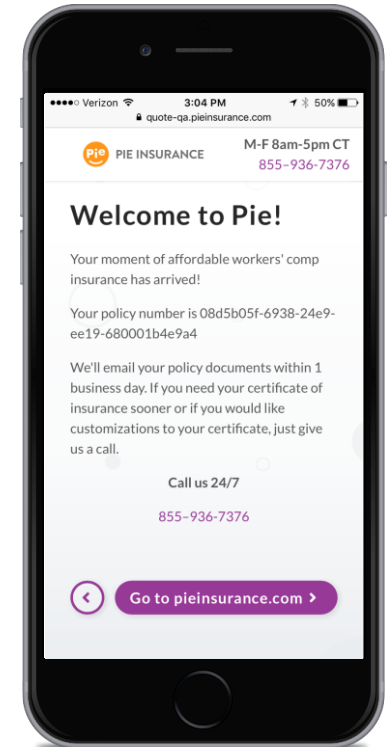
Entry



Quote




Purchase



Meet Jim Pelletier of JP Construction



- 26 years in business
- Concrete installer
- \$75,000 in (non owner) payroll
- Found Pie through **facebook**
- Non-renewed by Auto-Owners (for being too small)
- Purchased \$6,594  policy

Meeting Small Business Owners Where They Are



75%

Mobile

67%

Outside Business Hours

80%

Social

Regulatory Obstacles to Insurance in E-Commerce



#1: Insurance was not developed with online transactions in mind



2100 BC

Code of Hammurabi

Contained an early insurance type protecting traders who took out loans. They could pay an additional sum to a bank for loan forgiveness for lost shipments.

1667 AD

The Insurance Office

After the great fire in London, the first insurance company was formed.

From then on, insurance became more and more prominent.

1990s

Early E-commerce

Insurance companies started to set up their websites and selling policies online.

Regulatory Obstacles to Insurance in E-Commerce



#2: Many consumers no longer consider mail as their 'communication of record.'

POLICY DOCUMENTS

Many state statutes and regulations require insurance companies to send policy documents to an insured by mail.

CANCELLATION NOTICES

Notices of cancellation and non-renewals are often required to be sent via registered return receipt requested U.S. mail.

PAPERLESS OPT-IN

Some states allow companies to send policy documents and notices to an insured electronically, if specific terms are agreed to by the policyholder.

Regulatory Obstacles to Insurance in E-Commerce



#3: In 2020, many companies operate in a fully digital environment.

ELECTRONIC SIGNATURES

E-signatures are not widely accepted by DOIs, even though most states have passed an e-signatures act. Examples: yellow books, countersigned endorsements

CERTIFICATE OF AUTHORITY

Applications for a certificate of authority, although submitted electronically, are basically paper applications that are uploaded and submitted.

EXPANSION APPLICATIONS

Some states allow at least partially electronic expansion applications, but some require portions be mailed in. Others require paper applications mailed to multiple locations.

INSURANCE APPLICATIONS

Online insurance applications, in lieu of an ACORD 130, require more explanation and longer approval processes.

Is it time for a “Workers’ Comp” rebrand?



Companies rarely use the phrase ‘workers.’ Does the product offer ‘compensation’?

Team Member Support Personnel
Talent **EMPLOYEE** Staff
EMPLOYEE Assistance Talent Protection
Protection Support Reimbursement Team Member

Thank You



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