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

March 7, 2020
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.
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

Find savings for your small business.
Get a Workers’ Comp Quote
Business Zip Code

~10 Questions
~3 minutes

Quote

Your Quote

$223 monthly
only $2,677/yr
3.6% of your payroll

Start on: 05/05/2018
Together we’ll review your coverages, employee classifications, and...

~6 Questions
~5 minutes

Purchase

Welcome to Pie!

Your moment of affordable workers’ comp insurance has arrived!
Your policy number is 05052018-01-01-2497-
00005
We’ll email your policy documents within 1 business day. If you need your certificate of insurance sooner or if you would like customizations to your certificate, just give us a call.

Call us 24/7
855-956-7776

Go to pieinsurance.com

~
Meet Jim Pelletier of JP Construction

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2100 BC</td>
<td>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.</td>
</tr>
<tr>
<td>1667 AD</td>
<td>The Insurance Office After the great fire in London, the first insurance company was formed. From then on, insurance became more and more prominent.</td>
</tr>
<tr>
<td>1990s</td>
<td>Early E-commerce Insurance companies started to set up their websites and selling policies online.</td>
</tr>
</tbody>
</table>
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.
#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’?
Thank You

Teri Leon, General Counsel
teri.leon@pieinsurance.com