

**Assurity®**



# JumpStart Challenge

**Assurity**<sup>®</sup>

**LINCOLN**<sup>™</sup>  
PARTNERSHIP  
FOR ECONOMIC  
DEVELOPMENT

# JumpStart Challenge 2019-Assurity

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- Challenge Overview
- Assurity Challenge Presentation
- Wild Card Challenge Presentation
- Prizes
- Next Steps
- Speed Networking

# How Does it Work?

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Assurity presents the problem

You develop a solution over the next 12 days

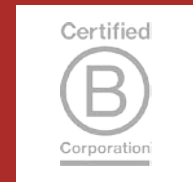
Register to come back to Assurity on March 14<sup>th</sup> to pitch your idea (Assurity Challenge or Wild Card Challenge)



# Who are we?

We are a mutual insurance company that has been helping people through difficult times for more than a century.

**128**  
Years in  
Business







Home



Family Life



Factory



Medical



Travel

# InsurTECH



Hospital



Car



4B





# Challenge:

Identify a unique approach to understand the insurance needs of potential customers and deliver them a digital buying experience.

# Tools at Your Disposal

- Accelerated Underwriting
  - Eliminating Medical Exams
  - Instant Approvals



<https://info.assurity.com/api>



# Products for the Challenge:

We offer easy-to-understand products designed to provide real value to individuals & employers.

- Critical illness
- Disability income
- Term life
- New Random Insurance Offering

# Limitations



# Questions

Or Hyper Confusion?

# Wild Card Challenge

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- Any vertical
- Business/idea less than 6 months old
- Business/idea must be scalable
- Judging Criteria
  - Is this a real problem that needs to be solved?
  - Is it a massive opportunity?
  - Are you solving a problem for the future?

# Prizes

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## Assurity/Insurtech Prizes

- \$2000 cash prize
- 3 months free coworking at FUSE Coworking
- Interview for a spot in the NMotion Accelerator
- Dedicated partnership from Assurity to help you validate

If the winner makes progress on their idea, the winner can also earn:

- \$25,000 LaunchLNK grant
- Access to APIs from Assurity
- Potential investment from Assurity Ventures



# Prizes

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## Wild Card Challenge Prizes

- \$1000 Cash Prize
- 3 months of free coworking at FUSE Coworking
- Interview for in the NMotion Accelerator
- Opportunity to get feedback and connect with mentors

# Next Steps

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Register yourself/your team for the March 14<sup>th</sup> pitch competition at:  
[www.jumpstartchallenge.com/lincoln](http://www.jumpstartchallenge.com/lincoln)

Register for the challenge you will be competing in:

**Assurity/Insurtech Challenge -or- Wild Card Challenge**

# Next Steps

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Develop your solution & make as much progress as you can before the March 14<sup>th</sup> Pitch Competition

Develop a 6 minute presentation to pitch your idea/solution

Come back to Assurity & pitch your idea to a team of judges to compete for prizes and glory