Session 9
ICII 2023

Developing business models for inclusive insurance; Experience and lessons learnt
The Blue Ocean

Uptapped market

Penetration & Performance Opportunity
Setting the scene: Business Case

- **Destitute**
- **Very Poor**
- **Moderate Poor**
- **Vulnerable Non-Poor**
- **Non-Poor**
- **Wealthy**

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### Inclusive Insurance

All persons have effective access to insurance from responsible providers.

Aim to provide access to insurance for excluded groups.

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### Microinsurance

Insurance for low-income persons, provided by different entities and based on generally accepted insurance practices.
Setting the scene: Business Modelling Considerations

- **Develop Business Canvas**
- **Market segmentation**
- **Innovative and inclusive products and services through dynamic channels**
- **Performance measurement**
- **Client satisfaction & product reviews**

INVESTMENT  ➔  SCALE  ➔  CLIENT VALUE  ➔  PROFITABILITY  ➔  SUSTAINABILITY
International Conference on Inclusive Insurance 2023 – Accra, Ghana

25 October 2023 – Day 3:
14:00 – 15:30
Parallel session 9
Developing business models for inclusive insurance: Experience and lessons learnt

SPEAKER
Saurabh Sharma
Director, Emerging Customers, Britam, Kenya

SPEAKER
Tarek Seif
Secretary General, IFEGY, Egypt

SPEAKER
Agrotosh Mookerjee
Managing Director & Chief Actuary, Risk Shield Consultants, Zambia

FACILITATOR
Lemmy Manje
CEO, FinProbit Solutions, Rwanda/Zambia

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Developing business models for inclusive insurance; Experience and lessons learnt
D1: What can drive inclusive insurance in your company?

A. Organisational structural change & human capital investments
B. Investment in client centric product development processes
C. Investment in dynamic distribution
D. Improving claims processes
E. Appointment of champion
F. Investments in R & D
G. Technology and innovation

Select 2
D2: What can drive inclusive insurance in your country?

**DISCUSSION**

A. Client centric product development
B. Regulatory changes
C. Insurance education and awareness
D. Supply incentives
E. Application of technology
F. Other (specify)

Select 2