

# “LAMI” (SWAHILI)

paving the road for insurance for all  
Africans

# Our Vision is to insure all africans

We offer an end-to-end digital insurance platform that empowers companies across all sectors to seamlessly manage their insurance process.

## Our Vision

To democratize insurance products to improve people's lives, and offer a safety net for millions of customers through accessible, affordable and trustworthy financial and insurance products.

## Our Mission

To create innovative insurance products beneficial for people by empowering our partners with a state-of-the-art platform to facilitate the servicing of different policies.

# How we work

At Lami, we work closely with insurance partners across the continent to provide you with tailor made insurance solutions, exceptional service and value for money.

Our philosophy allows us to add value to your organization through:

01. Gap identification

02. Seamless onboarding through customer journey analysis

03. Easy claims processing

04. Member education & training

05. A seamless digital platform

# The Process

We partner with trusted local and international underwriters



Digitize insurance products



Automated claim and declaration reporting via API or portal



Insurance delivery via web portals or APIs



Real time monitoring via our partners dashboards



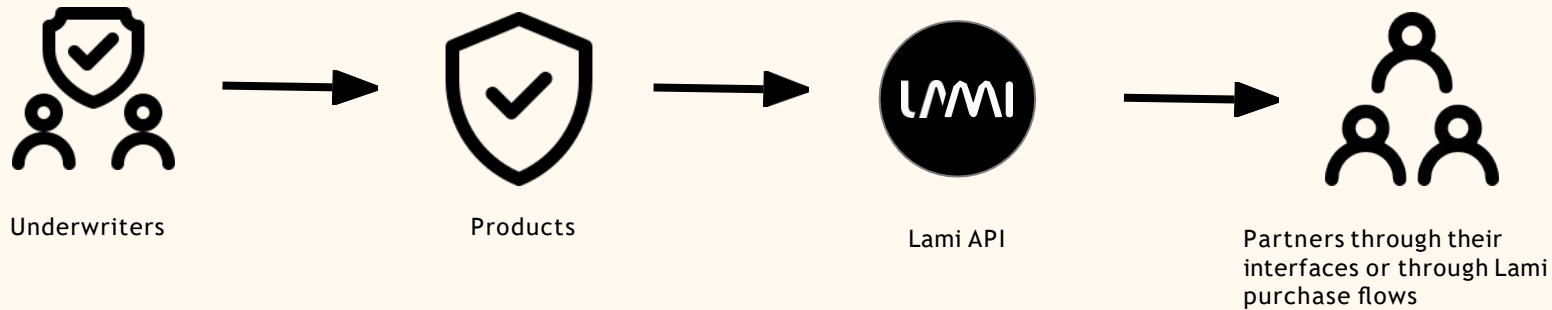
Distribution of Insurance (digitally) on top of existing businesses withn weeks



Embed and contextualize insurance into the customer' daily used apps:  
full quotation + underwriting policy management, claim filling  
and payment management

[www.lami.world](http://www.lami.world)

Our solution is to **embed** and **contextualize** insurance...



Underwriters **digitize and simplify insurance products** then deliver them via API to apps, e-commerce marketplaces, payment systems, and other business platforms to reach end users in their daily lives

## Insurance API Usage

- High volumes, transactional For
- all B2B or B2B2C



















## Insurance Platform License

- Banks & Insurers
- Insurance-as-a-Service fee

Note: We occasionally and historically do charge setup fees for banks and insurers due to customization of insurance features.



# A few of our partners and use cases

	Mobility & Logistics	Buy Now Pay Later & E-commerce	Banks & Fintech	HR & Talent
Product Offering	Motor Goods in transit	Asset all risk Credit Life Credit Default	Motor Medical Credit Life	Medical Motor Electronics
Partners	    	     	   	  

**23M+**  
Consumer Reach

**90k+**  
Policies Sold

**7.5x**  
GWP

**30**  
Underwriters

**114**  
Partners

**3**  
Countries

## What has worked

### Some embedded products

White-Label eg KCB Plugged in Insurance products to their mobile banking platform

### Opt in flows

Our online opt-in flow is a seamless way to provide insurance benefits for people-centered teams.

Our current offering is motor insurance as we expand into other types of insurance relevant to your business.

## Key realisations:

1. Channel partners don't sell insurance on their own + insurance needs to be very simple and seamless for it to work
2. Partners are not tech ready / savvy for self-integrations so Simpler no code / low code tech needed







# Thank you

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