

What is Income Insurance?

You can think of it as an income safety net, giving you an earnings replacement if you're not able to work due to an unexpected illness or injury. It's also known as disability insurance.

This is why we are in the market: Income Insurance is Heavily Overlooked

- **It's difficult to apply**

Traditionally, the application process takes weeks (60+ days) and requires invasive underwriting.

- **Lack of knowledge**

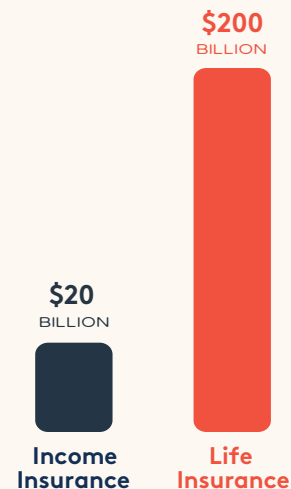
People don't know it exists. Did you know that 'Disability insurance' is more commonly used to protect your income from cancer, muscular issues, auto-immune diseases and even arthritis?

- **Cost Prohibitive**

**Life is unpredictable,
income shouldn't be.**

**We're making income insurance accessible,
So the sales opportunity is high**

Today, the income insurance market with no understanding and difficult access is a \$20B market. We believe by eliminating the difficult barriers of entry, income insurance has the potential to grow to a \$200B market.



50%

Disability is the cause of nearly 50% of all home foreclosures

25%

1 in 4 people will be unable to work due to wellness complications before retirement

54%

Women have a 54% chance of becoming seriously ill or injured during their working years

90%

90% of disabilities in the US are due to illness not injury