

Motif Insurance

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Powering Tomorrow's Life Insurance, Today

Tired of operational inefficiencies plaguing policy management? Exasperated by a disconnect between carriers, IMOs & BGAs, brokers, and consumers? We were too. That's why we've channeled our expertise into the birth of Motif Insurance, a revolutionary platform designed to overhaul post-issue policy communication.

Overview

Before we show you where we're going, let's take a moment to understand where we've been. The traditional life insurance carrier has been bogged down by managing FTP transfers of CSV/XML files (many times these are manual and custom formats) across dozens of requests. This labor-intensive process not only eats up valuable time and resources but also exposes data to security vulnerabilities and lacks any substantial validation. The results are errors, compliance risks, and, ultimately, disgruntled customers.

Even systems like the Depository Trust & Clearing Corporation (DTCC), which were once heralded as cutting-edge, are showing their age, especially outside of the Wirehouse channels. When it comes to managing life insurance policies, DTCC is riddled with deficiencies, and struggles to deliver all required policy management data points, often leading to insufficient information. Additionally, their transaction-focused nature makes it challenging to provide holistic customer-centric service, making it difficult to maintain a high level of customer satisfaction.

Motif Insurance is the answer to these challenges.

We're pioneering a platform that seamlessly integrates with carriers' existing infrastructure, while delivering advanced, streamlined policy management and communication. With Motif Insurance, the outdated and inefficient become modern and proficient.

Our robust and secure platform bridges gaps between carriers, IMOs & BGAs, brokers, and policyholders, fostering an environment where collaboration is not just possible, but effortless. We're injecting the life insurance landscape with a much-needed dose of modernity, catalyzing new growth opportunities and delivering optimal experiences for all stakeholders.

What truly sets Motif Insurance apart is our ability to integrate with carriers' legacy systems. There's no need for costly upgrades or system overhauls; we're designed to seamlessly integrate with your existing infrastructure, saving time, money, and headaches.

Motif Insurance stands at the intersection of customer satisfaction, streamlined communication, and efficient policy management. We're inviting forward-thinking investors and carriers to journey with us as we reshape the insurance industry.

As the old saying goes, "If you want to go fast, go alone. If you want to go far, go together." This isn't just a pitch for a better tomorrow. It's a call to those prepared to lead the charge into the future of insurance, effective immediately. Discover a world where "business as usual" becomes extraordinary. This is Motif Insurance.

The Imperative to Evolve Beyond DTCC

The Depository Trust & Clearing Corporation (DTCC) has served as a foundational institution in the financial industry for decades. However, the rapid evolution of technology and growing demands for improved efficiency, transparency, and security necessitates an evolution beyond the traditional DTCC structure. Here's why:

Legacy Limitations: The DTCC, founded on legacy technology, was not designed to accommodate the scale and complexity of today's rapidly changing insurance industry. This often results in data silos, slow transaction processing times, and significant manual intervention, leading to inefficiencies that can hinder growth.

Data Security Concerns: With cyber threats on the rise, the need for robust, modern security systems cannot be overstated. While the DTCC has made significant strides in this regard, new technological solutions offer superior security features, such as advanced encryption, to protect sensitive data.

Lack of Flexibility: The DTCC model, while stable, lacks the flexibility needed to adapt quickly to changing industry requirements. Today's dynamic insurance landscape demands more agile and adaptable solutions, capable of incorporating emerging technologies like AI, big data, and blockchain. Not eighteen month turnarounds for simple standard integrations.

Inefficiencies in Data Validation: Current DTCC processes involve multiple, cumbersome validation stages, which can lead to delays and increased risks of errors. Modern solutions offer efficient data validation tools that ensure accuracy and integrity while reducing processing times.

Motif Insurance is leading the charge in this necessary transition, leveraging state-of-the-art technology to deliver a comprehensive and innovative solution that addresses these issues. By replacing the traditional DTCC framework with Motif's integrated, secure, and adaptable systems, carriers, IMOs, brokers, and consumers can enjoy streamlined operations, enhanced data security, agile responsiveness to industry changes, and efficient data validation. This not only aligns with the trajectory of the insurance industry's digital transformation but also drives it forward. Embrace the future of life insurance with Motif Insurance.

How We Envision the Future

At Motif Insurance, we're on a mission to reshape the life insurance landscape by embracing modern technology and prioritizing efficiency, data security, and connectivity. Here's how we believe the industry should function:

Unified Data Management: In an era of digital information, effective data management is key. We believe in unifying all data points into a streamlined system. This includes standardizing data formats to promote ease of access, comprehensibility, and cross-functionality. By

consolidating data, we can break down the silos that have traditionally hampered the industry, driving improved communication and collaboration.

Insightful Analytics: Harnessing the power of data for strategic decision-making is critical. We envisage an industry where every carrier, broker, and policyholder has access to actionable insights based on accurate, real-time data. This enables informed strategic decisions that drive growth and customer satisfaction.

Simplified Policy Management: Policyholders deserve an insurance process that is transparent, easy to navigate, and customer-centric. We advocate for streamlined policy management that ensures policy changes are simple, efficient, and user-friendly. This enhances the insurance experience for all parties involved - from carriers to consumers.

Strategic Networking Opportunities: For the industry to thrive, it needs a marketplace where carriers, brokers, and agents can connect, collaborate, and conduct business effectively. We believe in the power of networking and envisage a platform that facilitates these vital connections, making it easier for industry professionals to meet, share knowledge, and create opportunities.

Robust Security & Compliance: In a world where cyber threats are ever-increasing, robust data security and compliance with industry standards are non-negotiable. We envisage an industry where all data is protected by state-of-the-art security protocols and where compliance with standards such as ACORD is the norm, not the exception.

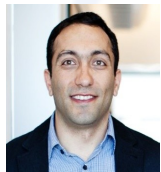
Seamless Integration: Modernizing operations shouldn't necessitate costly upgrades or replacements of legacy systems. We believe in solutions that integrate seamlessly with existing infrastructures, ensuring that every organization, regardless of its current systems, can benefit from the advances in technology.

At Motif Insurance, our vision is clear: an insurance industry that is efficient, secure, connected, and ready for the future. Join us as we drive this transformation, elevating the insurance experience for all.

Core Team



Nicholas Bowman, CFP®, CEP®, MSPFP - Nick is the Founder and CEO of Motif Insurance. Nick has been in Life Insurance and Financial Services for 13 years and worked as an individual agent on a team of top producing agents, taught insurance for the CFP Board, and most recently worked for Lion Street, an Independent Marketing Organization overseeing 1000 agents/producers. His experience is unique in that he lives the agent and IMO pain points, and worked with carriers to help fix this.



Pooya Sarabandi - Pooya is the Technical Co-Founder and CTO of Motif Insurance. Pooya has extensive experience in InsurTech in the enterprise (Moody's Analytics - RMS, The World Bank, Allianz - AGCS) and startups (InShare, B2Z/Acrisure, StandardC) channels. Coupled with a PhD and MS from Stanford University, Pooya has led substantial change and innovation in the Property and Casualty, Commercial Auto and Liability InsurTech space, and will bring this experience into Life Insurance.

Advisors



Royce Imhoff - Strategic Advisor

Managing Director, Lion Street / President, American General / Travelers



Ken Leibow - Market and Strategic Advisor

CEO, InsurTech Express / Mutual of Omaha / Impact Technologies / Genworth / Ebix / Oracle



Mark Murphy, CLU[®], ChFC[®] - CEO Advisor

CEO, Northeast-Sequoia Private Client Group / Past President AALU-FINSECA



Mark Warnquist - CEO Advisor

CEO, InShare / Global Uber Executive / Aviva / Travelers



Angus Dunn - Technical Advisor

Tech Veteran; Salesforce / Vlocity / SAP / eBay



Philipp Willigmann - Strategic Advisor

Head, Vontier Ventures / MonitorDeloitte / Techstars / Endeavor