

COMPANY SUMMARY

Eusoh is disrupting the \$4.8 trillion insurance industry with a patent-pending software platform connecting communities providing Assurance™. Assurance™ is a just-in-time loss financing product. Their subscription model pools actual losses instead of risks and applies to any segment with short-tail losses. Eusoh created a reimbursement model that eliminates insurance company waste, reduces costs by >50%, and creates transparency that aligns incentives.

Management

Allen Kamrava MD MBA, Founder & CEO: 20+ experience in healthcare, business, finance, risk management consulting and corporate governance.

Karly Doble, CRO: 14 years in risk & reinsurance, having worked as a consultant to over 100 companies worldwide.

Sam Bolland, CMO: over 20 years' senior management marketing & brand experience, with a focus on launching new startups to market

Gary German, CFO: over 25 years' C-Suite and senior management experience in the insurance segment.

Customer Problem

Insurance companies consume 34% of total health care costs, provide little added value, and only 7% of Americans trust them. Worse, fraud consumes 33% to 38% of the insurance industry's cash. Traditional insurance has a just-in-case risk financing model. By law, its revenue may not exceed a set percentage of premiums; therefore, to increase profits, insurance companies have no other choice but to inflate costs and raise premiums, while minimizing reimbursements.

Product/Services

Eusoh provides a SaaS platform for members to join groups on a subscription basis who share costs on-demand. Second, it creates an automated loss-pooling mechanism that sheds the expense burden associated with insurance company operations and regulatory compliance. Instead of pooling risks through an insurance company, Eusoh allows its users to directly share losses. By introducing market mechanisms into a system currently devoid of them, Eusoh is aligning incentives, creating transparency, and eliminating waste. Result: >50% savings to its members.

Target Market

\$4.8T insurance industry with many large market segments.

1. Product market Fit: Pet care: \$1.3 B US market - LTR/CAC >5

Successful launch and proved with 85% savings.

2. The second market segment will be selected based upon adoption rate and profitability: Equine, Renters, Consumer Electronics, High Deductible Health Care.

3. International expansion to Australia, Germany, and China with potential partners already identified and negotiations ongoing.

Company



URL: <https://eusoh.com>

Founded: July 2017

Employees: 7

Entrepreneur

Allen Kamrava, MD MBA

(310) 601-6716

allen@eusoh.com

Round Overview

Funding Stage: Post Seed

Capital Raised: \$2.14M

Capital Seeking: \$2.5 M

Pre-Money Valuation: TBD

Net Burn: \$80k

Team

Allen Kamrava Founder & CEO

Karly Doble CRO

Sam Bolland, CMO

Gary German CFO

Advisors

Ari Mir

Bryan Lalezarian

Sid Amster

James Hutchin

Avi Kalderon

Andre Leb

Christopher Rowan

Douglas Komen

Legal Team: Orrick

Josh Pollick

Social

<http://www.linkedin.com/company/>

<http://www.twitter.com/geteusoh>

<http://www.facebook.com/geteusoh>

Business Model

Eusoh is a SaaS platform with a monthly subscription model. Members share costs retrospectively and pay a low monthly platform fee. Combining the administrative savings with the market savings, it is estimated that members will achieve more than 50% in total savings no matter which short-tail market segment.

Customers

Eusoh has successfully launched the first market in veterinary care. 65% of Americans have a pet, yet 99% of them have rejected the traditional insurance model (vs Europe where 35% currently do purchase pet insurance). Our members have achieved >85% savings to date as compared to the traditional insurance model. The current LTR/CAC >5 with a roadmap to improve it.

Sales/Marketing Strategy

Distribution will be through direct to consumer and major distribution partners in each segment.

Our customer acquisition strategy is to combine paid CAC and content marketing with a major channel partner in each target segment. Several companies are moving forward with offering Eusoh as a benefit for their employees. Significant focus is on this B2B2C channel that has become a very rapidly accepted growth channel.

1. RFP – 400k Multifamily.
2. White label to national pet retailer.
3. Commitments for operating capital from German and Asian strategic partners.

Competitors

There are three broad categories of competitors in the insurance space: insurance companies, companies self-funding, individuals self-funding. Eusoh offers > 50% cost saving with no out of network problems and the same deductible. The patent-pending platform eliminates several standard insurance processes, providing at a minimum 50% savings on administration cost relative to the legacy model:

Competitive Advantage

Our patent-pending platform eliminates several standard insurance processes, providing at an average of 50% savings on administration relative to the legacy model:

Eusoh Annual Financials

	<u>2019F</u>	<u>2020F</u>	<u>2021F</u>	<u>2022F</u>	<u>2023F</u>
Revenue	\$205,763.23	\$2,015,942.70	\$6,394,582.26	\$17,884,999.45	\$55,880,042.44
EBITDA	(2,194,941.91)	(3,745,707.54)	(2,782,522.93)	\$1,334,732.68	\$22,417,272.40

2018 US Pet Insurance Premiums \$1.4B

*Does not include any revenue potential from current negotiations with:

- Multifamily- RFP 400k Units
- White Label to National Brand
- Soft Commitments for Operating Capital from German and Asian Strategic Partners