

InsurTech Analysis: Executive summary

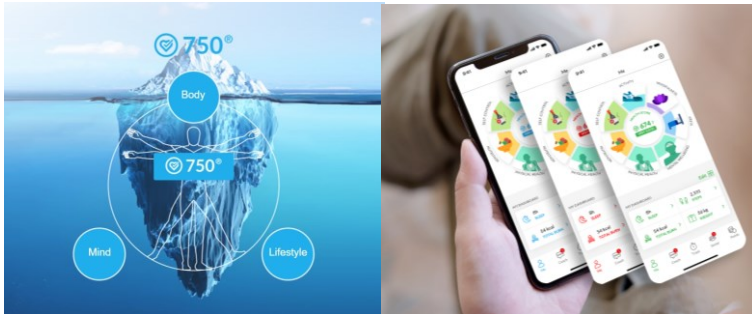


Making health measurable and understandable

Vision: Great life and health for everyone



<https://www.dacadoo.com>



Unless otherwise stated all images in this deck source: dacadoo

What it offers?

- Digital Health Engagement Platform (DHEP)
- Holistic health app
- Risk engine
- Gamified step counter app

How is it different?

- Holistic health score, SaaS-based engagement platform, with AI coaching and a patented predictive risk engine
- Fully branded, configurable white label solution with API access options for business partners to “connect, score and engage” with their customers

Founder

- Peter Ohnemus, Founder, CEO

Tech deployed

- Predictive, real-time risk engine
- AI and ML
- RESTful API (OAuth 2.0)
- SaaS

Funding , revenue, clients

- Total funding: Approx. \$75m USD
- Revenue: Undisclosed
- Series C completed in Dec 2019
- 35 of top 100 life and health insurers are clients

What to look out for

- Wheel of Life, launched 2020, is dacadoo’s biggest product transformation within its DHEP to date, and improves customer UX and engagement features

[Further Info](#)

[Founder interview](#)

[Wheel of Life demo](#)

[dacadoo demo](#)

TDI Point of view

dacadoo’s B2B strategy of licensing its white label Digital Health Engagement Platform and Health Score Risk Engine to life and health insurers globally has proven successful to date. Its growth now depends on maintaining its pace of innovation in an increasingly attractive sector, which will see new entrants as a result of the COVID-19 pandemic accelerating consumer demand for digital health and wellbeing products

InsurTech Analysis: Overview



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Company Overview

- Founded in 2010 by Swiss entrepreneur Peter Ohnemus
- Headquarters in Zurich, Switzerland, with offices in Europe, North America and Asia-Pacific

Current position / Development stage

- At growth/new product development stage. At the end of 2020 the Wheel of Life health app upgrade launched for insurers and health providers
- Approaching end of external equity funding cycle following Series C in 2019

Customer base

- 35 of top 100 life and health insurers
- In 2020 formed partnerships with: Generali Hellas, SOMPO Himawari Life, Manulife, Seguros Unimed, Swiss Life Global Solutions
- Ecosystem partners include: Meru Health, Accenture, Oracle

Business Potential

- Business growing globally with class leading products
- Societal and cultural factors indicate digital preventative health and insurance sector is primed for growth
- dacadoo's API allows for a range of novel partnerships to develop

Competitive position

- Allows insurers to easily access patented health engagement and health risk quantification technologies, which are already validated over a decade of use
- Helps insurers engage with and cross-sell to customers
- Innovative new products can be quickly deployed by insurers through the platform

People

- More than 120 employees across seven locations in Europe, Asia-Pacific and the Americas

InsurTech Analysis: SWOT



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Strengths

- Large, corporate, established client base shows technology is scalable, aligned with insurance business goals, as well as consumer needs
- Health app and real-time risk platform have developed over a decade and help insurers move up the value chain to remain relevant to consumers
- dacadoo's vision is aligned with the sustainable goals of a stakeholder economy

Opportunities

- Coronavirus is accelerating consumer adoption of digital health services and propelling insurers to introduce or enhance their wellbeing services
- There is a global shift to managing health costs through prevention
- Traditional carriers are increasingly competing within a real-time integrated platform economy
- Premium growth in emerging markets

Weaknesses

- Application is reliant on users' sharing data, and global data usage regulations associated with that
- Wellness apps is a hugely competitive and well-developed space – outside of insurance. Many users remain uncomfortable, or simply find it inconvenient to link their insurance and wellness data through an insurer's app

Threats

- Regulation, especially around data sharing and digital insurance cross-selling
- Competition from non insurance businesses that have wider real-time data sets available and are already well connected within people's digital lives
- Insurers developing their own platforms

InsurTech Analysis: White label DHEP



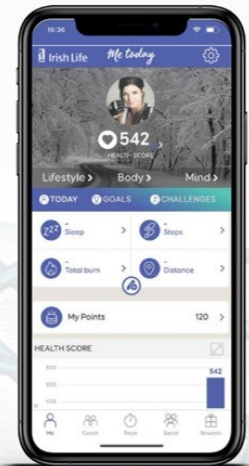
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- The mobile-first Digital Health Engagement Platform (DHEP) measures health in real-time, showing users a health score, and engages them to actively manage their wellbeing
- As dacadoo is focused on a B2B2C go-to-market approach, it offers the capability to fully brand and configure its DHEP
- The white label version includes a completely separate adaptation of the platform and database, along with full customer branding
- Customisation options include a range of colour schemes for optimised user experience, branded apps in app stores, and the ability to customise content, goals, rules and rewards.



InsurTech Analysis: Wheel of Life



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- dacadoo's [Wheel of Life](#), rolling out in 2021, is an enhanced lifestyle navigator based on dacadoo's Digital Health Engagement Platform, but with a UX makeover
- The Wheel of Life aims to make digital health engagement easier by encompassing seven dedicated areas to track a user's holistic health, and offer more personalised goals
- Wheel of Life includes an automated digital coach available 24/7 for users to receive relevant health and wellbeing advice
- Pre-set user goals in this version of the DHEP are better tailored, challenges are more frequent and personalised, and content is designed to be more motivational.

MAIN FEATURES AND BENEFITS

Our Wheel of Life™ DHEP has been designed with your organization in mind. We know what your needs are as insurers or corporate wellness providers and we understand how to meet them.



Complete branding of mobile apps (iOS, Android) and the web application



Compliant with GDPR, HIPAA & Swiss data privacy laws



Wide range of secure Azure Cloud hosting locations



The science-based dacadoo Health Score



Content available in over 15 languages



Reporting tools or access to reporting database via APIs



The dacadoo digital Coach including many wellbeing goals and the ability to send direct notifications to users



Connector hub for wearables and tracking apps



Ability to implement Single Sign On (SSO)



Support tools such as the Content Manager and Administration Portal



Ability to create / customize your own content for your end-users



Access to RESTful API

InsurTech Analysis: Wheel of Life



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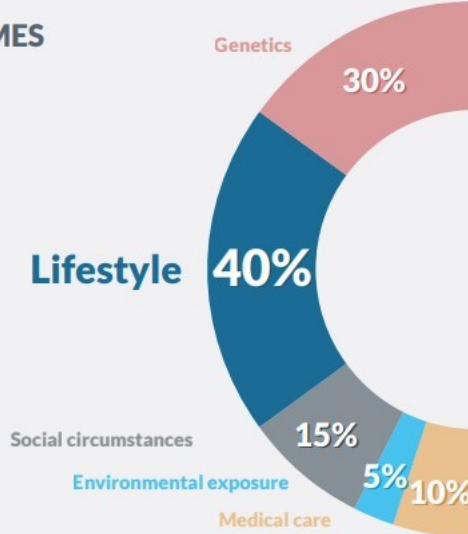
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LIFESTYLE HAS GREATEST IMPACT ON HEALTH OUTCOMES

Research shows that over 40% of an individual's general health can be influenced by their lifestyle and behavioral factors alone. Leading causes of death are being attributed to Non-Communicable Diseases (NCDs), which are mostly caused by lifestyle behaviors, such as smoking, lack of exercise or a poor diet. Besides the risk of developing NCDs, leading an unhealthy lifestyle poses a big threat to emotional and mental wellbeing.

Therefore, the importance of improving or maintaining a healthy lifestyle is paramount. The dacadoo Digital Health Engagement Platform (DHEP), featuring our award-winning Health Score, takes a holistic approach to health. Users are engaged in all aspects of their health, such as: nutrition, sleep, activity, physical & mental wellbeing, their mindfulness and even their smoking and alcohol habits.

“ We know that now, more than ever, lifestyle choices matter. ”



Source: "The combined effects of healthy lifestyle behaviors on all cause mortality: a systematic review and meta-analysis" Martin Loeff, Harald Walach, 2012



InsurTech Analysis: Risk Engine



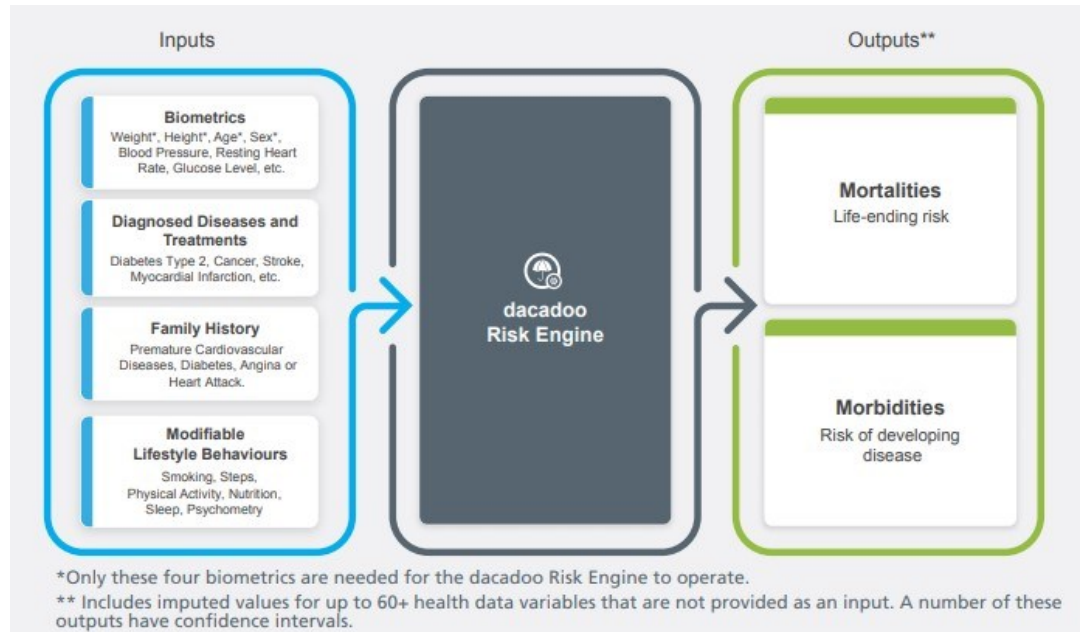
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- The dacadoo Risk Engine calculates probabilities for mortalities and morbidities based on limited data and estimates missing data to provide complete health data sets
- The Risk Engine model is based on more than 300m people years of clinical data, and more than 2,500 clinical papers
- The Risk Engine combined with the dacadoo health app are used to calculate a health score between 1-1000
- For insurers the Risk Engine supports and enhances various use cases, in particular accelerated underwriting and dynamic risk.



InsurTech Analysis: dacadoo GO



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DACADOO GO

GO is a customizable geolocation-based walking app that transforms walking into an interactive game.

It is designed to encourage players to engage and interact with the game by simply motivating them to walk more using the powers of gamification.

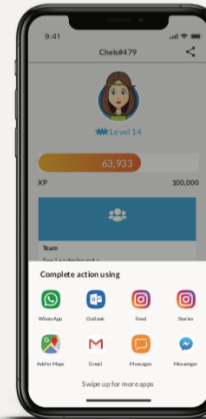
Players, whether they are your customers, visitors, employees or clients, follow the map and are incentivized to walk to specific locations to collect items, as well as simultaneously boosting their step count.

It's simple, fun and engaging, with quests, team battles, challenges and a scientifically-validated Step Score.



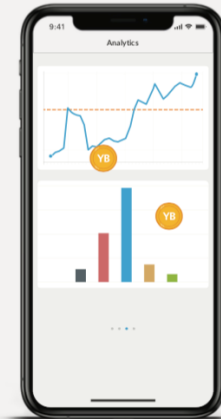
AUGMENTED REALITY

Augmented Reality can be used to further drive engagement and interactivity. Introducing a fun, gamified element, taking walking to the next level!



DRIVE ENGAGEMENT

GO fully supports social sharing and is integrated with popular social networks, allowing players to interact and engage with friends.



ANALYTICS REPORTING

See how engaged your audience is by obtaining comprehensive anonymized data of the population using your new GO app.

InsurTech Analysis: DHEP health outcomes



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- dacadoo reports that the majority of users on its Digital Health Engagement Platform improve their Health Score within a year
- The score can be split across lifestyle, mind and body measurements

DOCUMENTED RESULTS

Using our award-winning dacadoo Digital Health Engagement Platform has proven highly effective for the improvement and management of users' health. Nearly two thirds (64%) of active users improve their Health Score within 12 months of using the platform, as a result of:



A better **Lifestyle Score**. 90% of the aforementioned active users improved in this area, through: optimised nutrition, decreased smoking habits, higher rates of physical exercise and better sleep quality, amongst others.



Enhanced **Mind Score**. 72% of the aforementioned active users improved in this area, due to improvements in: managing stress levels, the capacity to focus, mental wellbeing and a positive outlook on life.



A healthier **Body Score**. 41% of the aforementioned active users experienced: improvements in heart rate and blood pressure values, a better BMI (weight management) and fat percentage.

InsurTech Analysis: Clients and geography



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- dacadoo has clients in around 40 different countries and its technology is available in more than 16 languages
- dacadoo's top 35 clients cover more than 200m lives in 100 different countries
- Customer roll-outs globally include by Aon, Chubb, Generali, Sompo, and Optum/United Healthcare Group, among others

Life & Health Insurers



Corporate Wellness (indirect & direct)



Strategic Partnerships



InsurTech Analysis: USP



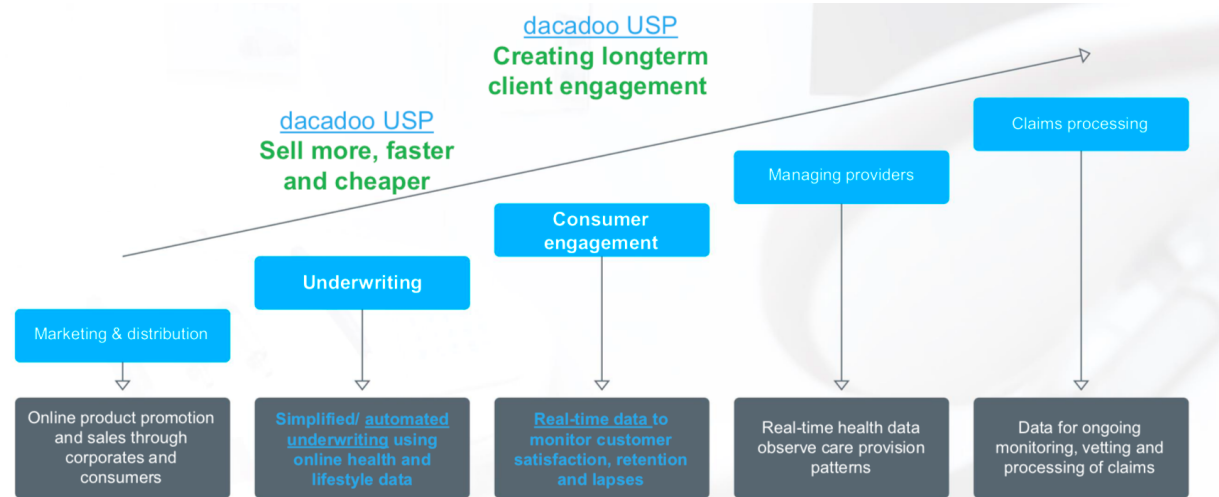
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- dacadoo's main benefits are currently realised in the underwriting and customer engagement portions of the insurance value chain
- dacadoo has filed 110 patents, with 29 granted, around its digital life & health solution



InsurTech Analysis: In the news



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- dacadoo has recently featured in:
 - [*The Geneva Association Digital Health: Is the euphoria justified? Research report*](#)
 - [*Willis Towers Watson Quarterly InsurTech Briefing Q4 2020*](#)
 - [*BCG and LIMRA report: The COVID-19 Effect: High Tech With Human Touch to Optimize Life Insurance Customer Experience*](#)



The COVID-19 Effect:
High Tech With Human Touch to Optimize
Life Insurance Customer Experience



Image source: Respective report authors

InsurTech Analysis: Founder and Awards

- Peter Ohnemus (pictured centre with his team) founded the dacadoo Health Score/dacadoo ag, in Zurich, Switzerland in 2010. Peter has been involved in high-tech and bio-tech investments over the last 25 years. This had led to four IPOs and multiple trade sells. In 2004 He co-founded ASSET4, the world's leading provider of extra-financial information. This was sold to Thomson Reuters in 2009. Peter previously held senior executive positions with Sybase, Logic Works, The Fantastic Corporation and COS – all of which went public during his tenure.
- dacadoo has won numerous awards, most recently it was the MongoDB Innovation Awards 2020 winner in the Data for Good category, and the global Innovator of the Year champion.



InsurTech Analysis: Quotes

“For the insurers, building and leading integrated health and wellbeing digital ecosystems means they will have a unique understanding of a consumer’s life, while the consumer gains relevant health advice and personalised lifestyle navigations. Such micro-services and lifestyle-based insurance products will become extremely popular, as long as customer privacy and trust are retained and a good mobile experience is delivered”

Peter Ohnemus, Founder and CEO, dacadoo



“The Wheel of Life makes digital health engagement easier than ever. I am very excited to have released this pioneering solution at a time when incorporating healthier habits and leading better lifestyles is so crucial. Additionally, Life & Health insurers now have a tangible solution to both keeping their insured members healthy, focusing on prevention of lifestyle-derived health conditions, but also a way to incorporate a #wecare strategy, which is at the peak of importance in the new normal of the stakeholder economy”

Peter Ohnemus, Founder and CEO, dacadoo

Research links



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<https://www.dacadoo.com>

Source	Content of interest	link
LinkedIn	Corporate social media	visit
dacadoo homepage	Latest updates and B2B information	visit
dacadoo YouTube	Range of video content from dacadoo including demos	visit
Digital Health: Is the euphoria justified?	The Geneva Association report featuring dacadoo	read
Quarterly InsurTech Briefing Q4 2020	Willis Towers Watson report featuring dacadoo	read
The COVID-19 Effect: High Tech With Human Touch to Optimize Life Insurance Customer Experience	Boston Consulting Group and LIMRA report featuring dacadoo	read