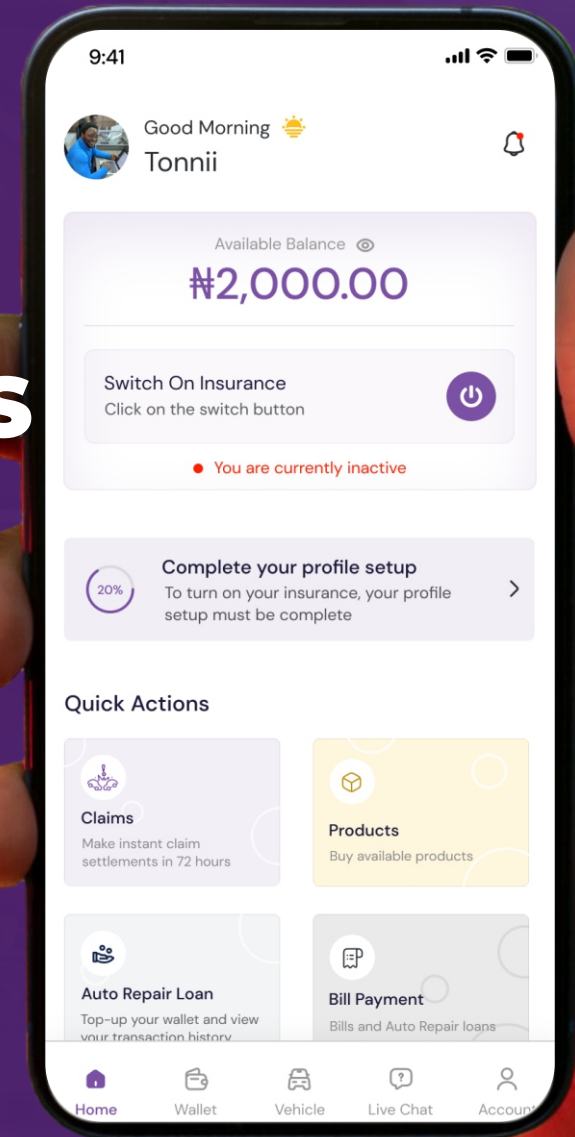


AI AUTO INSURANCE UNDERWRITING AGENT FOR INFREQUENT DRIVERS, DELIVERY & LOGISTICS DRIVERS, RIDEHAILING DRIVERS, STUDENTS & IMMIGRANTS IN THE USA AND CANADA.

Pay-U is an AI and smartphone telematics powered auto insurance underwriting engine.

Pay-U is a co-driver that guides, predicts and instantly rewards (not deferred reward at renewal) a driver that's mindful of his/her activity behind the wheels.





The Problem

Approximately 50 million car owners across Canada and U.S., are looking to pay fair auto premium for full coverage.

In Canada, YoY 57% of auto owners switch insurers due to price while 60% consider dropping coverage benefits to reduce cost.

Premium growth is driven by rising repair costs, theft claims and inflation.

In the U.S, premium have more than doubled in the past 5 years with a large majority saying coverage feels unaffordable.

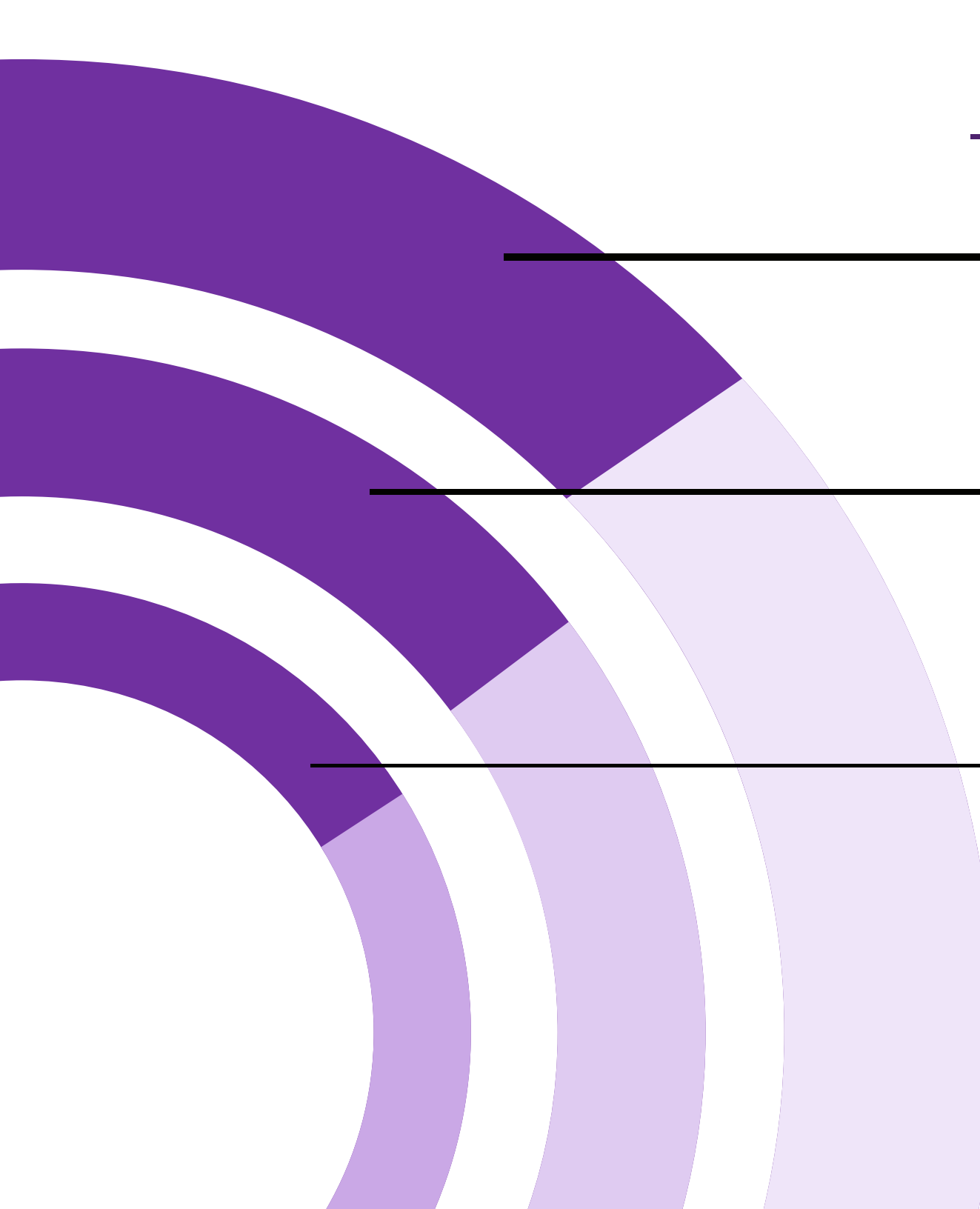
Many drivers are responding by raising deductibles, reducing coverage or going uninsured temporarily because they can't afford premiums.

The Solution

AI powered underwriting agent for pay per minute, auto insurance and claim settlement on a single platform.

- 1** Auto insurance that offers billing per minute for drivers who want to exchange careful driving for instant premium discount.
- 2** Fast claim settlement, as fast as 5-hours from when claim is reported via the app.
- 3** End-to-end automation
- 4** In-app wallet to hold funds.





Market Size

107 Million Cars

(Average car ownership growing at 7% YoY across Canada, and U.S.)

43 Million Cars

(Approximately 40% of cars are fully paid for)

9 Million Cars

(9 million drivers are our immediate customers in Ontario and Texas)

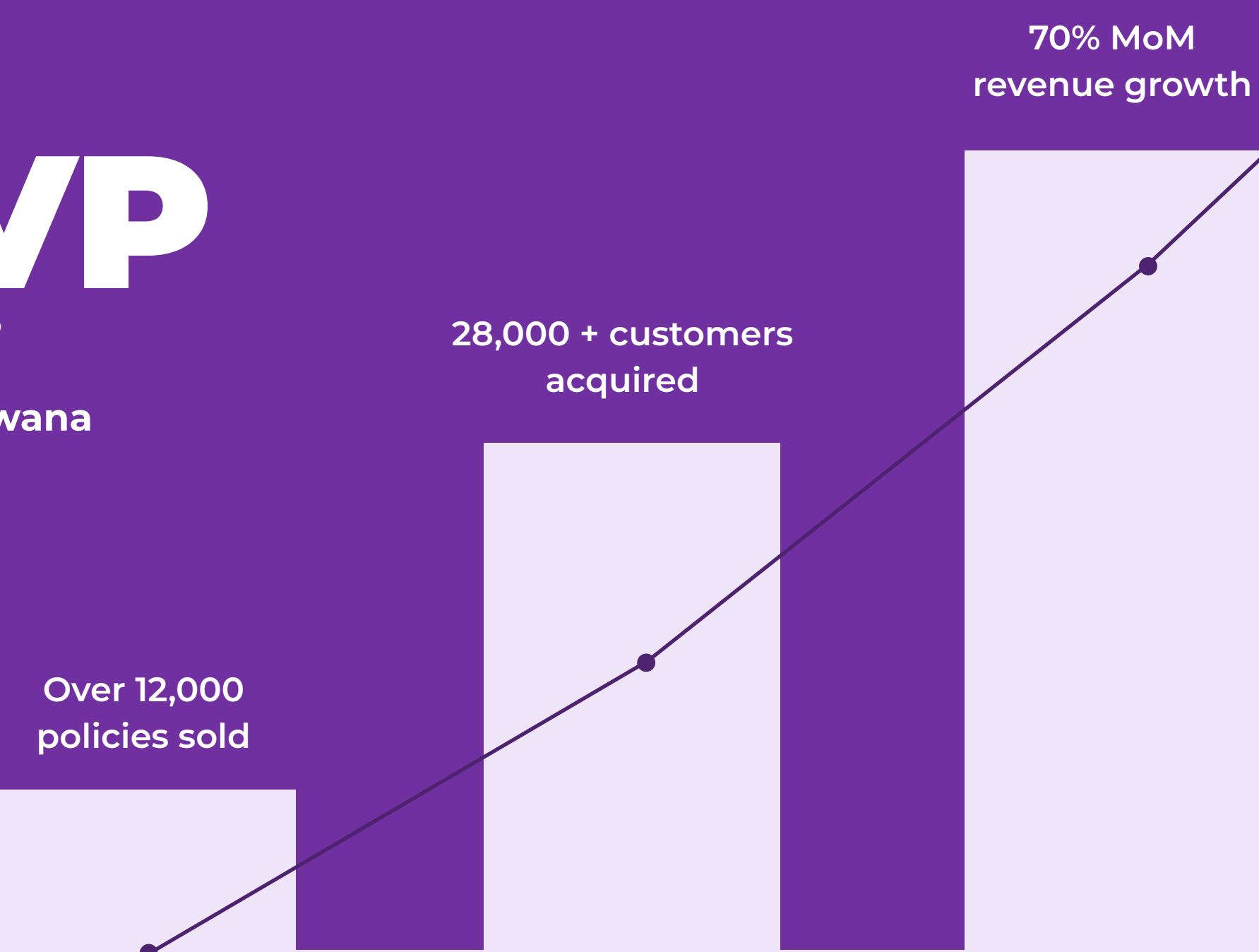
Traction

Launched

MVP

In March 2025

Live in Botswana
and Nigeria

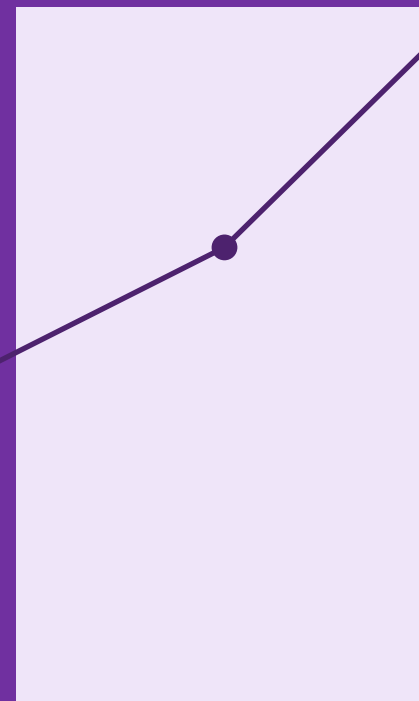
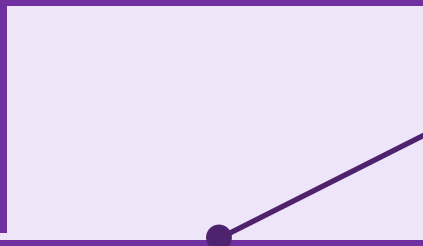


Traction cont'd

Product Patent Acquired

Underwriting Partnerships
across Africa

\$274k ARR



Revenue Model

Transaction fee on pay per minute
motor insurance

20% on B2C

- **Transaction fees**
- **Interest earning on Savings**
- **Advert on Pay-U App**

Important Assumptions

- Minimum premium spend per user per year is assumed at \$2400
- Pay-U's gross annual revenue from user's assumed annual spend is \$360 per user

Adverts on Pay-U app by automobile industry
players - revenue source down the line.



Funding Ask

\$1,000,000

Funding ask for pre-seed

Use of Funds

- 24 months runway to achieve \$5,000,000 ARR
- Engineering hires and cloud
- Marketing to grow app users to 50K by 2026
- Launch in Canada and USA

Currently Backed by:

- Patrick Kelahan
- Lagos Angel Network (Kola Aina, Olumide Soyombo, Adeleke Alex-Adedipe, Tunde Salako and Chike Asiodu)



54COLLECTIVE



ZEP-RE
(PTA Reinsurance Company)



Meet the Team



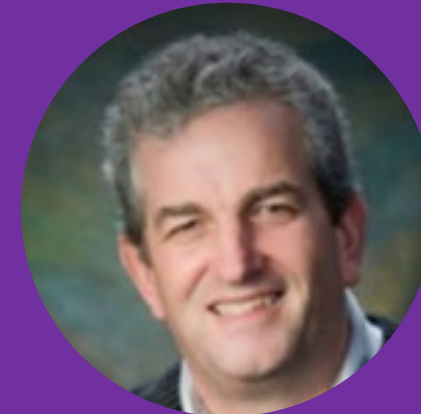
Adeyemi Temitope 
Founder/CEO

- Bsc Management Accounting at Ladoke Akintola University of Technology (2004 - 2009)
- Co-Founder and CEO at **Pay-U**
- 17yrs experience in Insurance, Sales, Underwriting & Management
- Worked at **Axa Mansard** as a Direct Sales Manager
- Founded **Assur Customer Agency** in 2012, as an Insurance sales agency and was acquired by Pay-U
- Co-founded an insurtech startup - **Coverdor** which failed in 2021



Eyiwumi Lawal 
Co-Founder/COO

- Bsc Management Accounting
- 10yrs experience in Accounting.
- Worked at Adebost Micro-finance Bank & Financial Consulting. Ebenezer Mining and Ceramic Industry Limited, Assur Customer Agency & Co



Patrick Kelahan 
Advisor

- BSC, Management from University at Buffalo (1974 -1978)
- MBA, Management from University at Buffalo Graduate School of Management (1997 - 2000)
- Co-Founder **HealthMitra**
- Co-Founder **iotAR** - Tech service aggregating IoT device outputs and providing same through an augmented reality dashboard
- Chief Elephant at **The Insurance Elephant Incubator**
- Consultant- Insurance Claims, Innovation, Customer Focus - **H2M Associates**
- Building Consultant - **H2M architects + engineers**

Meet the Team



Akinlowo Olawoye 
Cofounder-BD North America

- Bachelor of Laws - LLB at University of Ibadan (2006 - 2009)
- BL - LAW from Nigerian Law School (2011 - 2012)
- Associate at **MODE LAW**
- Worked as an Independent Consultant for Deloitte between 2022 and 2024
- Was a Foreign Counsel for Odeyemi Law Professional Corporation for 2 years
- Worked as a Legal Counsel for Matpatson Petroleum Services Ltd for 5 years



Damilola Oladeji 
CTO

- B.Tech, Remote Sensing and Geographic Information Systems at Federal University of Technology Akure (2011 - 2017)
- Worked for 5 years as the Geospatial Lead/Project Manager at Omo Oye Integrated Data Services Limited
- Web and Data Team Co-Lead at Space Generation Advisory Council



**Come back the world's
first pay per minute motor Insurance**

INVEST IN US NOW

THANK YOU

Name: Temitope Adeyemi (Founder/CEO)

Email: tadeyemi@pay-u.io

Phone Number: +234 803 085 9425