

# **white swan.**

**The Future of Permanent Life Insurance**



whiteswan.io

There is an old adage that goes:

**“Life insurance is sold, not bought.”**

And because of this, the industry lacks a digital sales channel for permanent policies, despite the fact that they make up 77% of the US market.

And for the the digital generation:

**“What isn't online does not exist”**

In the midst of a market bubble digital investors aren't aware or able to access the downside protection of permanent life insurance or it's high risk adjusted returns.

**The Current Paradox of Permanent Life Insurance**

**“While the need for permanent life insurance has never been higher, the chance for potential buyers to be exposed to it has never been lower”**

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## But isn't permanent life insurance too complicated to be bought online?

The same thing was once said about:

Stocks, and now:



**robinhood**

Latest valuation \$40bn

Banking, and now:

**chime**

Latest valuation \$30bn

Asset allocation, and now:

**Betterment**

Latest valuation \$800m  
(Private)

Home insurance, and now:

**Lemonade**

Latest valuation \$10bn

Term life, and now:

**Policygenius**

Latest valuation \$500m  
(Private)

Permanent life, and now:

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### **Insurers Problems:**

- No digital sales channels for permanent
- Aging agent force, 30 % retiring in 10 yrs
- Image and product awareness issues



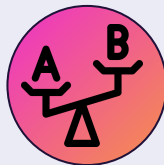
### **Digital Generation Problems:**

- Only exposed to trendy/risky investments
- Averse to in-person or high-touch sales
- No online DIY experience to satisfy demand



### 1: Recommendation Engine

Helps clients find the perfect policy with our digitized insurance advisor.



### 2: Product Comparison

Helps clients compare policies with essential illustration metrics visualized.

## Our Online Buying Solution

(with human help always just a click away)



### 3: Applications

Clients seamlessly applies from our user friendly interface.



### 4: Underwriting

Helps clients get their policy approved quickly from our client portal.

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### **Benefits for Clients:**

- Demystifies permanent life insurance
- Exposure to high risk-adjusted returns
- Providing buying experience they expect



### **Benefits for Insurers:**

- Expanding client base for perm products
- Modernizing asset class image
- Enabling scalable distribution of perm

Competitive Landscape



## Business Model

We earn money on commissions from insurers, as well as interest and fees on future credit products.

### Insurance Commissions

	Whole Life	Indexed Life
<b>1st Year Commission</b>	50-55 %	70-90 %
<b>Recurring Commission</b>	3-5 %	1-3 %

Built with scalable technology, but not necessarily a volume play:

### Potential revenue Q4 2021 - Q4 2022:

	Average Client (\$1k/mo)
<b>100 New Clients</b>	\$720k
<b>200 New Clients</b>	\$1.44m
<b>300 New Clients</b>	\$2.1m

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## Market Expansion Strategy

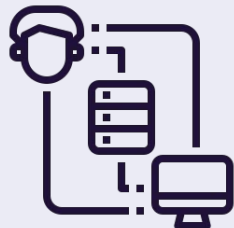
Recognizing the lack of knowledge of permanent life insurance amongst the digital generation a core pillar of our strategy is built around content marketing.

### Content types:

- Published Book
- E-books & resources
- Articles
- Podcast

### Marketing Tactics:

- Native Advertising
- Social Advertising
- Social Media
- E-mail campaigns



## Ready-to-Buy Client Strategy

To tap into the current market we are using strategies specifically designed for prospective clients already self-educated or referred via financial advisors.

### Marketing Tactics:

- Search Advertising
- Affiliate Marketing
- Active outreach to financial advisors
- Finance Influencers

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## **MVP Product**

(Current)

- Manual Custom Quotes
- 5 Carriers/Available in 4 States
- Recommendation Engine 1.0
- Semi-digital Applications
- Human first, Digital second

## **In Development**

(2-3 months)

- Optimized Recommendation Engine
- Semi-automatic Custom Quotes
- Policy Discovery Platform
- General UX/UI improvements

# **PRODUCT ROADMAP**

## **Product 2.0**

(Post-money)

- API Driven Automatic Quotes
- 10+ Carriers
- Licensed Nationally
- Fully Digital Applications
- Digital first, Human second

## **Future Life Ecosystem**

(Post \$100k MRR)

- External Loans Integration
- Life insurance Secured Credit Card
- Cash Value Securitization
- Variable life & annuities

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# THE TEAM



**Pontus Lagerberg**  
CEO

- Ex co-founder & CEO Grand Le Mar
- Financial author with published book
- Web application developer/designer



#1 in Life Insurance (Kindle Store)

Customer Reviews: ★★★★★



**Todd Hawk**  
CRO

- Ex Goldman Sachs/Deutsche Bank
- Co-founded & sold fintech company
- Revenue optimization, market strategy

# Goldman Sachs



BUSINESSWIRE.COM

Cowen Group, Inc. Agrees to Acquire Algorithmic Trading Management



**Thomas Zirbes**  
Head of Life Insurance Sales

- 40 years industry veteran
- \$800m+ personal production
- Trained & lead teams of 20 agents



**Andrew Fathman**  
Head of Digital Marketing

- Digital marketing & data analytics
- PPC, content, funnel optimization
- Founded digital marketing agency managing a \$4m annual adspend

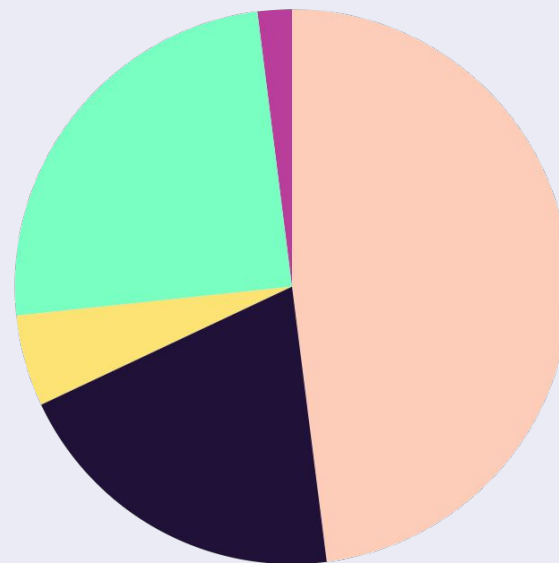
## Seed Round Ask

**\$1.4m**

**18 Months Runway**

### Use of Funds

- Automated Quoting System
- Marketing
- Legal & Accounting
- Salaries & Tech Hire
- Operations & Rent



Salaries Automated Quoting System Operations Marketing Legal & Accounting