

Ideabook

Quotes, ideas, & survey results.



 Reeske



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How to use

This is not another list of to-do's. Here is how to prioritize for the Reeske roadmap.



Print this document.



Read through the entire document.



Read again. Cross out the items that are not for you or don't fit your roadmap.




Circle the ideas that are "no-brainers" and can be implemented quickly and easily.



Put a question mark next to those that require more information or time to contemplate.



This is not another "to-do" list. What follows are options, thoughts, and data points. Add to your roadmap and prioritize accordingly.



**"I just want to say how impressed
and inspired I am every time I hear
Dennis present Reeske."**

- From the survey



1

"Insurance"

Let's talk about income protection & insurance. Share what you love and don't love about insurance. We'd love your honesty. This will help us with messaging & positioning.

Love

Confidence. Allows you to breathe easy. Gives you a way to prepare for future scenarios.

Protection during unfortunate circumstances is there when you need it, a sense of security, for example, leaving the role/job - walking away from insurance coverage, other products to bridge the insecurity, freedom, and ability to make other choices.

Great opportunity to make a meaningful difference.

Love the people that work in the industry (PR gives a bad rep for corps when people actually want to help people at a time of need when they need it).

Human beings are bad at assessing risk - having an industry that does that for you is incredibly valuable.

The moment is now - been a long time coming, especially for Life and Annuities.

Always a need, especially in panic times

1 Cont'd

Don't Love

The process of learning and selecting insurance is really painful. The consumer experience when being identified as a lead is brutal. Lots of sales folks reaching out.

Needs-based insurance, knowing that its there (for traveling and such)

Too many sales can feel overwhelming

Trying to look for the best deal, but you might not get the coverage that you need- how do you balance that.

Hard to understand what you need and when you need it, abstract value of insurance, know they need but so intangible, complexity when it comes to the products - insurance company earn from uncertainty.

Struggle on a solution on how to sell to end-users

Accessibility - folks who really need it, do not have it, no educated in time for their family and creates a vicious cycle economically, too much choice in the insurance space, limit to how many products, lose perspective, confusing to sort multiple products out there, having a tool to easily identify would be appealing.

Hard to substitute the knowledge, highly regulated.

Costs

Writing different checks for different coverages

Transparency, what getting. Over time products get less and less good (more exclusions, more fine print, etc), which makes it harder for a consumer to compare apples to apples.

Figuring out the timing of when needing things.

Competitive Advantage

How can Reeske establish a competitive advantage? What opportunities do you see in the insurance space?

Calculate for yourself what would be adequate insurance

Help know what questions to ask of insurance sales folks

Simplifying the story of life insurance/income protection products

Reeske is small and nimble, allowing them to create simplified standard products for smaller fintech companies

A strategic partner or embedded insurance is a good strategy

Help customers understand the framework of a personal insurance strategy

scare tactic to sell life insurance doesn't have to be the only way - help them understand the value in the products you're selling - that is an advantage

Partnerships with fintech are good, but what about carrier space/employee benefits side? When people are buying health products on exchanges, and buy something another kind of insurance product?

Could Reeske be part of these employee benefits side?

Delivery of Reeske solution - really focus on the holistic customer experience, this really matters

Good product, good approach, need to be more targeted in their audience (fintech/carriers vs)

Make it simple to buy an insurance product

Selling through ERISA plans would potentially remove some of the regulatory risks with embedded insurance relationships are really personal and Reeske focuses on this

2 Cont'd

Reeske - accelerating the change is more feasible with company size - you have the capability to be the SWAT team

Help Reeske clients find all components of their full insurance strategy

promote the special sauce over your peers (what is it)

People buy insurance during life changes, can it be positioned at all kinds of life changes - birth, marriages, etc. buying a house, getting a divorce, new job, etc.

Needs analysis calculation is the differentiator

With a partnership, you get some of the benefits of an implied endorsement which can be a great strength

By existing outside of a specific provider Reeske can agnostically help customize plans from many providers to the customer

Win-Win Partnerships

At Reeske, we're building win-win partnerships. What are you working on right now? What barriers do you want to overcome? What platforms or brands can Reeske pursue for a partnership?

Need quantity and need them fast - event planner - need strategically get partnership quicker. hop in and hop out

Gen Z - produce a product that augments - wave on financial literacy.

Get more education out there regarding these products. Income protection products (Disability). Including GIG workers. A lot of people don't know what they have and don't

Churches and such where there's a lot of volunteer energy to educate about insurance strategy. Use that as a loss leader that can funnel folks to Reeske.

Syndication - get their name out there within the bigger companies.

Look for loss leader - for example: churches - to understand the products.

Newsletter looking for content. DotDash - newsletter - Balance - generation Z - financial education of young families, potential opportunity to talk about income gap that people suffer from.

Social Media Influencers who teach things in small chunks

Partner with premi - low dollar term life - not much good operator - partner with those entities that provide good products - potential partners - industrial life.

Small bite education - Tik Tok - influencers - about insurance.

Content provider - get paid for the content.

Lead generation tool - consumer clicks generate revenue.

Collect data for underwriting carriers.

3 Cont'd

Some initial proof points/case studies would be helpful in understanding where the value resonates
Wedding planners.

Exploring exchanges

Brand recognition - through carrier relationship.

From a FinTech perspective - finding alignment with companies who want to educate their customers

Executive Recruiters, new income to protect

Portfolio of channels to tap into

Revenue share, assess their demographics and roll it out where they can

Should they partner with lead gen - Everquote? might not have back-end infrastructure. Partnership with a town or entities - that ties directly to the revenue.

New channels through towns to rebuild. (example in Colorado) - Community-based insurance.

Think BIGGER

Last round! Think big. What did we miss? Share with us your BIG ideas. How can we take Reeske to the next level?

Who can be that middle partner now, blockchain distributor?

Customer retention, run a pilot and get a broader group excited, as evidenced by some study

Customer churning is a big issue, 3 products vs 1 product to keep customers happy

Underwriter laboratory that certifiers of coverage gaps

Where is the sales team?

Is the US the best place for this? Is Latin America better for this? Potentially, more market/audience research

Right-sizing in terms of price to reach the right market. Streamline the process to make the economics of a smaller ticket have some protection.

Fill a gap - small policy with a streamlined process.

Benefit solution

Offer needs analysis

Offer credit check for insurance.

Certain countries might be more insurance friendly, don't underestimate international markets

Need to secure a financial industry partner. Is there a smaller fintech to partner with?

Differentiate a smart-up fintech by partnering with Reeske.

Fit with smaller carriers - underserved carriers rather than the bigger providers. Focus on customers that are less concerned about the brand.

Find someone who needs them - an antiquated, older, outdated provider who needs a young start-up.

Give away free insurance, 1,000 potentially? Check from a regulatory side of things.



Survey

What additional ideas or suggestions do you have for the Reeske team?

Don't quit. Keep learning. Test & iterate. Stay hydrated!

I just want to say how impressed and inspired I am every time I hear Dennis present Reeske.

It would be good to have a clearer understanding of Reeske's value proposition (e.g. quicker, better, cheaper) for the end customer and for the distribution partners.

A marketing strategy based on helping insurance companies improve customer retention by partnering with Reeske is something they could develop.

One that came up in one of our discussions was to invest in a "hot shot" marketing talent to "close the deal" of finding a distribution partner.

I would suggest if technology is the strength of Reeske, then partnering with any organizations/firms where you have people online and you can get their demographic data, it makes sense to target them. In particular, things with life changes like self-storage companies, baby clothing stores, wedding registries/stores, preschools, etc. all could be places where the insurance could be offered and the revenues split.

It wasn't clear if you have successful adoption with an embedded Fintech solution. That proof of concept would be the biggest growth driver.

Reeske needs sales talent. They have technical expertise, marketing savvy and industry knowledge. What they lack is a pure in-person sales person (or people).



Thank you

Bruce Friedland

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