When People protect People
Different protection models

Traditional Insurance

P2P risk sharing

Mutual Insurance

Mutual aid platform

"P2P" broker
P2P insurance models: a western reading

The 4 Waves of Peer-to-Peer Insurance

The evolution from friends & family to Crowdsurance

Wave 1: Distribution Model
Wave 2: Carrier Model
Wave 3: Self-Governing Model
Wave 4: Retail Investor Model

Credit to Rick Huckstep – TheDigitalInsurer
Mutual Aid models: a Chinese view

Kang Ai Gong Shi

Shuidi Huzhu

Zhongtuobang

Bihubao

Tong Ju Bao
Blockchain Projects

Preparation of a blockchain use case, in order to:

- Optimize process = reduce costs
- Automatize claim vetting = trust
- Instantaneity = satisfaction

Plus specifics of P2P Protect model:

- Return of excesses = money back
- Online voting = user power
1. Insurance penetration is very low in China, in particular in low income and rural segments: 800 million people in China don’t have any insurance at all.

2. No adequately priced products for the majority of the population to have basic supports against critical illness.

3. Many social risks not covered by traditional insurance (divorce, child trafficking, migrant’s family precarity).

4. Insurance often perceived as a bad answer to real problems (“they take your money and they keep it”).

5. Negative perception is exacerbated for Y and Millenials generation.
P2P Protect focus: back to users

- Return Money
- Empower users
- Full disclosure
Risk money is your money: Paid or Returned

➡️ Community always get it 100% back

100% Paid

OR

100% Returned

$ Money committed

$ Money

Users
Transparency

Dashboard

Reports
User Engagement = User Power

Discussions board

Vote on products

Vote results
Intensive social media usage

WeChat in China / Facebook in the West -
Protected Risks

2015 – 2017

- China
  - Divorce
  - ID Loss (Migrants Workers)
  - Child trafficking

2018 – 2019

- France project & Social partners
  - Overindebtedness; credit insurance; divorce
  - Solidarity against terrorism
  - Rental payment insurance, access to housing

2019 – 2010

- Africa topics: discussion with major Mobile Payment operator:
  - Critical Health – Hospitalisation – Small Merchants?
Good user recognition

USER GROWTH
= CHINA PHASE 1 RESULTS

ACQUISITION = (+) low cost

RETENTION > superior to traditional insurance

VIRALITY > superior to traditional insurance but requires full experience cycle

< 50% cost per user
90%
60%
• Regulators are held responsible for ensuring financial system stability

• But innovation is by essence movement, by definition it has not been time tested

Is it part of regulators’ mission to facilitate and nurture innovation, to permit that new models bring new protections or benefits to the same or new, un-reached portion of the population?

Of course… as entrepreneurs and innovators, we hope you do WE NEED YOU.
Innovators’ long road to regulatory safety

Innovation is frail!

There are so many ways a regulator can kill it, not even knowing!

Regulator’s story 1
Unintended death kisses

Regulator’s story 2
Sleeping beauties... do not stop aging.
We need loving and nurturing regulators
Thank you

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