Quick financial help after disasters.

Wesley Pergament | wesley@solarelief.com
Source:
03/26/2021
Newnan, Georgia
EF4 tornado
Tornadoes cause nearly $5 billion in damage per year.

Source: NWS
Problem

Tornado Strikes INCIDENT

Leads to a gap...
Lengthy claims
Out-of-pocket expenses

4+ WEEKS Claim settled
Homeowners at Risk

50 million homes at risk across ~20 states
Natural Disasters and Insurance

almost 3 days until a first call back from carrier

41% of severe weather claims had at least one problem

Source: Consumer Reports
Solution

A low-premium, low-payout supplemental insurance policy that helps homeowners cover immediate out-of-pocket expenses.
Julia would have received $7,500 through Sola to spend on whatever she needs after the tornado before her carrier even sent an adjuster to her home.

Source: Dayton, Ohio 2019 Tornado
Solution

Immediate cash to many homes at once
How it works

Using National Weather Service data to automatically detect tornado damaged areas and proactively payout

<table>
<thead>
<tr>
<th>Tornado</th>
<th>Payout</th>
</tr>
</thead>
<tbody>
<tr>
<td>EF0-EF1</td>
<td>$2,000</td>
</tr>
<tr>
<td>EF2</td>
<td>$5,000</td>
</tr>
<tr>
<td>EF3</td>
<td>$7,500</td>
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<tr>
<td>EF4</td>
<td>$10,000</td>
</tr>
<tr>
<td>EF5</td>
<td>$15,000</td>
</tr>
</tbody>
</table>
Business Model

Sola

Providing infrastructure and technology

B2B2C

P&C Carrier

Homeowner
Insurance Partnership

Sola

Technology and Product Implementation
70 years of Actuarial Data Models
Integration into Core System

Carrier

Paper
Financial Capacity
Distribution
Traction

- Great interest from and in conversation with multiple carriers for implementation
- Completed the Global Insurance Accelerator 2021 program sponsored by 10 P&C carriers
- Completed actuarial modeling of pricing/payouts and hosted multiple product demos
- InsurTech Hartford Travelers Emerging Product Finalist
- Participated in the Lloyd’s of London Product Innovation Facility
Bridging the Gap for Carriers

- Increased innovation
- Improved ratings
- Stronger retention
Team

Wesley Pergament
Founder, CEO

Andrew Berndt
Data Analyst

Advisors

Bryan Falchuk
Founder, Insurance Evolution Partners

Ben Jen
CEO of Ben Jen Holdings LLC
What do you want insureds to remember after a natural disaster?
Market Research

- 200 respondents
  - States all across the Midwest and Southeast
  - Segmented by home policyholders
  - 55% male / 45% female
Confidence in Home Insurance
(1 = completely agree, 5 = completely disagree)

- I am confident that my current home insurance provider will cover everything quickly and easily after a natural disaster.
  - 2.4

- I am worried that my home insurance claims process after a natural disaster will be tedious and will make my road to recovery not as easy as it should be.
  - 3

- I am unsure as to whether my home insurance coverage will cover everything quickly and simply after a natural disaster.
  - 3.2
Supplemental Policies

- 50% conversion rate
- Expected price to cover all natural disasters - $700
- Expected price to cover tornadoes - $350
Immediate Expenses

42% of respondents do NOT think that all the expenses to the left are covered under their policy.
Time to Payout

● How long would be too long before you expect your insurance company to cover immediate out-of-pocket expenses after a natural disaster?
  ○ 14 days

● Approximately 62% of Americans have less than $1,000 in their savings accounts (Source)
Extra comments

- “Most of them have fine print which excludes a lot of things, and most people don't realize this until it is too late.”

- “Most people do not have adequate insurance.”
  - 66% of homes are underinsured (Source)

- “These add-ons are necessary.”
Thank you! Any last questions?

Contact Us:
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