SFA | SINGAPORE FINTECH ASSOCIATION

INSURTECH PITCHBOOK

SFA INSURTECH MEMBERS PITCH BOOK

SFA is driving efforts at showcasing our members' solutions to other industries, enterprises/SMEs and other industry bodies and relevant agencies.

This is in line with our mission to:
(i) increase our members' chances of success, and
(ii) uplift our industry, and FinTechs in the Singapore ecosystem.

Our SFA members are driving innovation and unlocking new possibilities across the fintech landscape. We are excited to showcase these latest advancements in InsurTech with all stakeholders and ecosystem players, and together foster a more dynamic and resilient industry in Singapore and beyond.

- Holly Fang, President, Singapore Fintech Association

Arrange

Company Details

InsurTech Category
Financial/ Estate Planning
Data Consolidation and Insights

Business Model
B2B2C

Website
https://getArrange.com

Contact Person
Chow Lin Yi

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linyi@getarrange.com

Business Phone Number
9678 3103

Founded
2017

Which countries do you operate in?
Singapore

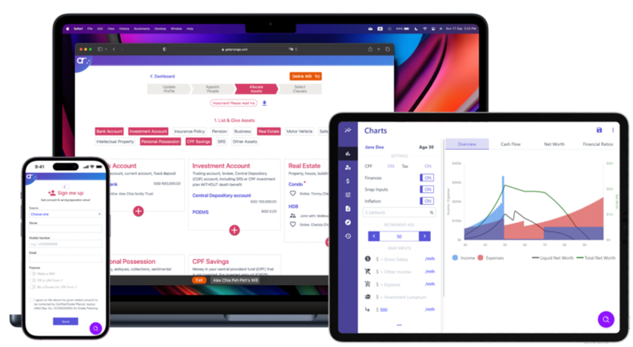
Examples of FI clients
Representatives across major insurers and financial institutions in Singapore (e.g. AIA, Financial Alliance, Manulife)

Pitch
Reimagine Will Writing for Financial Institutions
"Trusted by over 800 advisers across Singapore's major insurers and financial institutions."

getArrange is a Will-writing and estate planning SaaS platform purpose-built for financial advisers. It enables them to generate legally valid Wills (compliant with Singapore law), automate estate calculations, and guide clients through legacy planning—all through a streamlined, adviser-led experience.

Problem/Opportunity and Solution/Product
Most financial advisers lack practical tools for offering estate planning—forcing them to refer clients externally, lose control of the advice process, or skip this need entirely. Meanwhile, client demand for full-spectrum life planning continues to rise.

getArrange solves this by allowing advisers to prepare valid Wills, simulate estate distributions, and manage cases directly through a guided, digital platform. The process is seamless, efficient, and designed to reduce administrative friction—so advisers can focus on delivering holistic financial advice. At the same time, the structured data captured during the process provides advisers with deeper insights into their clients' financial situations, enabling more comprehensive and personalised recommendations that better serve each client's needs.



Estate Planning Learning Management · Lawyer Vetted System · Robust Helpdesk
Instant Will Drafting Tools · Estate Projections Tool · Invoicing & Pricing Control

SFA Certified FinTech

InsureMO

insureMO

Company Details

Category
New Business/ Policies Issuance
Distribution

Business Model
B2B

Website
https://www.insuremo.com/en

Contact Person
Rajat Sharma

Business Email
rajat.sharma@insuremo.com

Business Phone Number
9185 8601

Founded
2023

Which countries do you operate in?
50+ countries, including Singapore (headquarter), Indonesia, Thailand, Malaysia, Vietnam, Sri Lanka, Australia, Hong Kong SAR, India, Japan, Switzerland, United Kingdom, Brazil, United States, etc.

Examples of FI clients:
Insurers, distributors, and ecosystem partners. Examples include AXA, Income, HSBC Life, Chubb Life, MetLife, Liberty Insurance, Great Eastern, ageas, SBI General Insurance, Generali, Oona, WTW, CRED, SMBC, Geely, Tata Capital, amazon, Viettel, NTT Data, etc.

Pitch
insureMO is the global insurance middle office platform. The platform is organized across three pillars, API, Data, and AI, with 2,500+ atomic APIs spanning the full insurance lifecycle from quotation to claims. This is what makes insureMO both ecosystem-friendly and AI-friendly; any AI tool that can call an API is ready to build on insureMO. Over 500 insurers, distributors, and ecosystem partners across 50+ countries run on insureMO, processing more than US$25 billion in GWP across 17,500+ configured products spanning Life and Health, Personal Lines, Commercial and Specialty, and Reinsurance.

Problem/Opportunity and Solution/Product
insureMO is an infrastructure platform built for the AI and connected era of insurance.

It offers three key pillars: Insurance API Platform, Insurance Data Platform, and Insurance AI Platform, to enable insurance operation and innovations at speed and at scale.

- **Insurance API Platform: Launch and Orchestrate AI-ready Insurance APIs with insureMO**
  2,500+ AI-ready and ecosystem-friendly atomic APIs support all lines of insurance business across the full policy lifecycle, from product and quote through policy servicing, billing, claims, and partner transactions.
  Most insurers already have APIs inside PAS and legacy systems, but they are rarely structured for AI discovery, business orchestration, or ecosystem-scale reuse.

- **Insurance Data Platform: Build Your Insurance Data Ocean with DataMO**
  Consolidate your data of policies, claims, billing, distribution, products, and others, from all of your core systems and other systems into a trusted insurance data foundation for analytics, AI, reporting, and digital operations.
  DataMO is insureMO's insurance-native DataOps platform. Insurance Data Ocean is the unified data foundation built with DataMO using insurance domain models, governed pipelines, and reusable semantics.

- **Insurance AI Platform: Accelerate AI Adoption in Insurance with Deep Domain Assets**
  insureMO AI Platform is an enablement infrastructure for insurance AI innovation. It gives insurers the domain knowledge, orchestration, toolchain, and governance needed to move beyond generic AI pilots into reliable insurance-specific execution.
  Insurance AI fails when models lack domain grounding, context is fragmented, execution is opaque, and every use case must be built from scratch. insureMO AI Platform addresses those gaps with pre-built capabilities, standard APIs, scenario-based workflow templates, and instrumented execution.

Staple AI

Company Details

Category
Claims Processing & Adjudication
Data Consolidation and Insights

Business Model
B2B

Website
www.staple.ai

Contact Person
Hannah Tran

Business Email
hannah@staple.io

Business Phone Number
+65 8374 1609

Founded
2019

Which regions do you operate in?
APAC, Greater China, Europe, America

Examples of FI clients:

1. A top-tier global life insurer
2. North America's largest life and health insurance providers
3. Multinational financial services group

Pitch
Insurance runs on paperwork, but manual processing is slow, costly, and risky. Staple AI doesn't just read documents - it understands them and unlocks insights while keeping you compliant.

Problem/Opportunity and Solution/Product

The insurance industry runs on documents, claims forms, medical reports, policies, and invoices—yet manual processing slows operations, increases costs, and exposes firms to fraud and compliance risks.

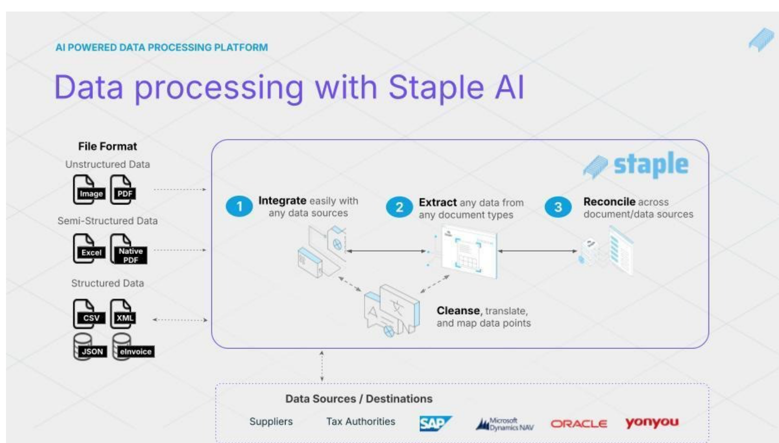
But when claims, reports, policies, and invoices are handled manually, operations slow down, costs go up, and the risk of fraud and compliance issues grows.

Staple AI transforms this challenge into a competitive advantage with powerful AI that doesn't just read documents, but understands them.

Why insurers choose Staple AI:

- AI that adapts: Handles complex layouts especially hierarchical tables, languages
- Compliance built-in: Automatically identifies and protects PII, PHI, and financial data—wherever it appears.
- Seamless integration: APIs compatibility ensure quick deployment to enterprise systems

From reducing claims leakage to pre-empting fraud, Staple AI turns documents into a strategic asset. Let's discuss how we can tailor a pilot to your most time-consuming workflow. Contact us for a demo!



BMS Asia

<table>
<tr><td>

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Pitch
BMS in Asia is a dynamic broker that provides comprehensive solutions for Specialty insurance backed by the resources and expertise of the global BMS network. Group was established in 1980, and today, we place $8.5bn of premiums each year and employ more than 2,000 people worldwide globally.

Problem/Opportunity and Solution/Product
In Asia, companies and investors face a dynamic and rapidly changing risk landscape. This requires a well thought out and adaptive approach to risk management. Doing business in Asia should never involve an off-the-shelf solution. With over 40 years of broking experience at BMS Group in Asia, we call on our in-depth local expertise and excellent market access to craft tailored insurance solutions that meet your needs.

As your trusted insurance broker, we work closely with your team to understand your needs, formulate insurance solutions that best serve your interests and execute them with the highest level of professionalism and integrity.

Strong client relationships are core to the success of our business. While others might offer client satisfaction, we go further to bring a reputation underpinned by a fresh and unbiased perspective and a deep understanding of the local culture and risk environment. Aligning our vision with clients' interests, our personal approach makes us the broker of choice for your specialist insurance and reinsurance needs in Asia.

Within our Specialty Risks Practice we offer a broad range of expertise both local and global, mainly covering Third Party Liability Risks across the Commercial and Financial institution sectors across Asia. The Practice covers a broad spectrum of risk classes, which include:

Financial and Professional Risks

- Financial Institutions Insurance
- Commercial Directors & Officers Liability Insurance
- Commercial Crime Insurance
- Commercial Professional Indemnity Insurance
- Cyber & Technology Insurance
- Technology Errors & Omissions
- Intellectual Property Covers
- Management & General Liability
- Affinity and InsureTech

Our PEMAT practice (Private Equity, Mergers & Acquisitions and Tax) are specialists in:

- Warranty & Indemnity Insurance
- Tax Liability Insurance
- Title Insurance
- Contingent Risk Insurance
- Liquidation Insurance
- Litigation Buyout Insurance

</td></tr>
<tr><td><u>Company Details</u></td></tr>
<tr><td>Category
Insurers/ Brokers</td></tr>
<tr><td>Business Model
B2B/B2C</td></tr>
<tr><td>Website
https://asia.bmsgroup.com</td></tr>
<tr><td>Contact Person
Dominic Morrison</td></tr>
<tr><td>Business Email
dominic.morrison@bmsgroup.com</td></tr>
<tr><td>Business Phone Number
+65 8354 7879</td></tr>
<tr><td>Founded
1980</td></tr>
<tr><td>Which countries do you operate in?
BMS Asia headquartered Singapore and Hong Kong with networks across North and South-East Asia. BMS Group spans the Americas, Europe, MENA and Australia.

Examples of FI client
Primarily: FinTech's, asset managers, funds, financial exchanges, retail and commercial banks, private equity, venture capital firms, private banks, trust companies, hedge funds, trading firms, corporate advisories, consulting firms, even insurance companies.</td></tr>
</table>

bolttech

Company Details	Pitch
Category Distribution	bolttech is a fast-growing global insurtech, launched in 2020 and headquartered in Singapore, with a vision to connect people with more ways to protect the things they value. Through global licenses, extensive partner networks, and leading-edge technology and product innovation capabilities, bolttech enables partners to embed protection seamlessly into customer journeys, making insurance more accessible for everyone. The company operates across 4 continents, working with over 700 distribution partners and over 250 insurance providers across industries including insurance, financial services, telecommunications, mobility, e-commerce, and retail. With over 7,000 product connections and more than US$85 billion in annual quoted premiums, bolttech is trusted by leading global brands and continues to scale its ecosystem worldwide. **Problem/Opportunity and Solution/Product** bolttech is helping address the multi-trillion dollar global protection gap by making insurance easier to distribute, access, and operate at scale in a fragmented and highly regulated industry. Through its digital ecosystem, bolttech connects insurers, distributors and customers, expanding access to protection for millions of underserved and uninsured consumers worldwide. Its Insurance-as-a-Service (IaaS) platform enables distribution partners to seamlessly embed and offer insurance within their customer journeys, powering scalable embedded insurance solutions across markets.
Business Model B2B2C Global	
Website https://bolttech.io	
Contact Person Ralph Rambausek	
Business Email enquiries@bolttech.io	
Business Phone Number +65 6535 1828	
Founded 2020	
Which countries do you operate in? Headquartered in Singapore, bolttech serves customers in 39 markets across North America, Asia, Europe and Africa.	
Examples of FI clients bolttech works with over 700 distribution partners across insurance, financial services, telecommunications, mobility, ecommerce, retail and more. FI partners we work with include ING, Progressive, MoneyHero, HomeCredit, FWD, Allianz, Sumitomo Corporation.	

Choys Technologies

Company Details

Category
Employee benefits, Employee wellbeing and engagement

Business Model
B2B2C

Website
https://getchoys.com/

Contact Person
Sharon Li

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Business Phone Number
8350 3219

Founded
2022

Which countries do you operate in?
Singapore and SEA including Indonesia, Malaysia, Japan, Vietnam, Australia, Philippines etc

Examples of FI clients
CMC market, Antler, Heymax, Fluid, Cashlezz

Pitch
CHOYS transforms employee benefits into measurable business value. As your Digital Chief Wellbeing Officer, we seamlessly integrate insurance, wellbeing, and engagement into a gamified experience that employees love.

Problem/Opportunity and Solution/Product

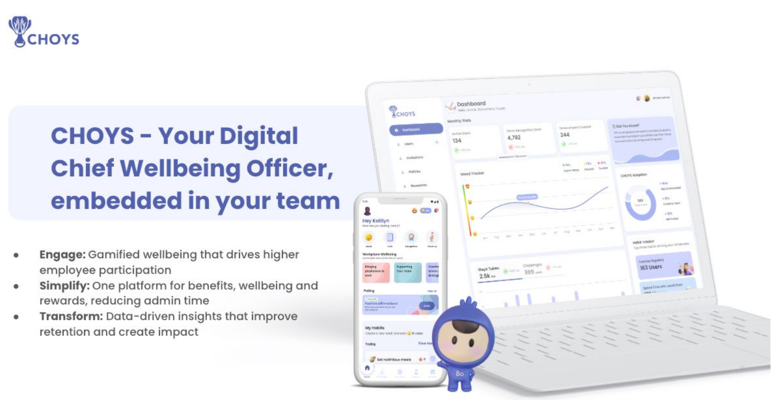
Every year, companies lose $8 trillion globally due to disengaged employees. 25% of benefit budgets go completely unused.

That's why we built **CHOYS**—your **Digital Chief Wellbeing Officer**. CHOYS turns employee benefits from a cost center into a **business driver**. It's a gamified platform that **engages, rewards, and protects** your people—while giving HR real-time insights and tools to build a thriving culture

CHOYS brings together everything under one roof:

- **CHOYS Benefits**: EAP, Insurance, Telemedicine, Dental, Health Screening
- **CHOYS Fit**: Track mood, habits, steps, and set personal goals
- **CHOYS Engage**: Polls, Recognition, Events, and Interest Clubs
- **CHOYS Rewards**: Instant rewards, donations, and company-branded incentives

We go beyond perks and benefits—we build a system where wellbeing becomes part of the daily work culture.



Dyna.Ai

Company Details

Category
Customer Engagement

Business Model
B2B, B2B2C

Website
www.dyna.ai

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cynthia.siantar@dyna.ai

Business Phone Number
8486 8685

Founded
2024

Which countries do you operate in?
Singapore (HQ), APAC, Middle East (Gulf Regions)

Examples of FI clients
TP(Global), FIS(Global), GXS(SG), Commercial Bank of Dubai (UAE), Riyad Bank

Pitch

Revolutionizing Insurance with Agentic AI: Insurers must deliver fast, personalized, omni-channel experiences while containing operational costs and meeting ever-tightening regulatory requirements. Dyna.Ai's Agentic AI platform embeds intelligent text and voice agents across the entire policy lifecycle, from lead generation and onboarding through renewals, servicing and claims, engaging customers in multiple languages including (English, Chinese, Japanese, Bahasa Indonesia, Arabic, Cantonese and Spanish) over WhatsApp, WeChat, web and contact-centre channels. The outcome: higher conversion and renewal rates, leaner operations, and a rapid InsurTech-driven competitive edge.

Problem / Opportunity and Solution / Product

Acquiring & Converting Customers with Agentic AI
Dyna.Ai's outbound voice and chat agents (VoiceGPT) turn static campaigns into dynamic conversational outreach, qualifying and engaging prospects at scale, faster and more cheaply than manual telemarketing and without fatigue or negative emotion. Key applications include:

- Lead Screening & Qualification: AI outbound agents call and filter purchased or digital leads, lifting conversion on traditionally low-yield campaigns
- Drop-off & Abandoned-Application Recovery: automated re-engagement of prospects who stall mid-application, recovering business that would otherwise be lost
- Conversational Cross-/Up-Sell & Appointment Scheduling: real-time profiling recommends riders and complementary products, then books adviser slots and sends reminders to cut no-shows

Maximizing Retention & Renewals with Agentic AI
Life, motor and health policies require timely renewal contact over many years. Dyna.Ai's agents reach every policyholder before and after the due date, controlling and improving renewal rates with minimal labour. Key applications include:

- Automated Renewal Reminders: proactive pre- and post-due-date outbound calls across life, motor and health lines
- Renewal Marketing & Win-back: personalized outbound campaigns that re-engage lapsing customers and promote upgraded or additional coverage.

Onboarding & Servicing Policyholders with Agentic AI
Dyna.Ai's always-on voice and chat agents absorb high-volume, repetitive onboarding and service interactions, escalating only the most complex cases to human specialists. Key applications include:

- New-Policy Onboarding & Welcome Calls: AI confirms policy details, costs and risks—satisfying regulatory confirmation requirements within mandated windows while absorbing peak new-policy volumes
- 24/7 Policy Maintenance & Inbound Service: agents handle policy checking, mid-term changes such as address updates, billing and FAQs across voice and chat
- Real-Time Quality & Compliance Monitoring: AI inspects call and chat transcripts on the fly to flag compliance gaps, sentiment shifts and coaching opportunities.

The AI Advisor: Expert Knowledge on Demand
Dyna.Ai's AI Advisor (TextGPT) is trained on detailed policy features, coverage specifics, underwriting rules, and costs and benefits—serving both as a copilot for agents, bancassurance and brokers and as a 24/7 customer-facing expert deployable on WhatsApp, WeChat and insurer websites, in English, Chinese and more. Key applications include:

- Agent & Bancassurance Copilot: instant, accurate product knowledge that shortens ramp-up for new agents and standardizes advice
- Customer-Facing Product Q&A & Consulting: context-aware guidance—for example, children's accident & health insurance consulting—across chat and avatar interfaces

Streamlining Claims Resolution with Agentic AI
Dyna.Ai's multi-modal agents guide policyholders through the claim process and keep claimants informed. Key applications include:

- AI-Guided Claim Reporting: conversational agents collect incident details and supporting documents to ensure complete, accurate claim submission
- Automated Progress Notifications: policyholders receive timely status updates via SMS, chat or voice, eliminating manual follow-up and reducing anxiety

Forgettable

Company Details

Category
Distribution
Data Consolidation and Insights

Business Model
B2B/ B2B2C

Website
forgettable.ai

Contact Person
Gideon Hurwitz

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gideon@forgettable.ai

Business Phone Number
89127279

Founded
2024

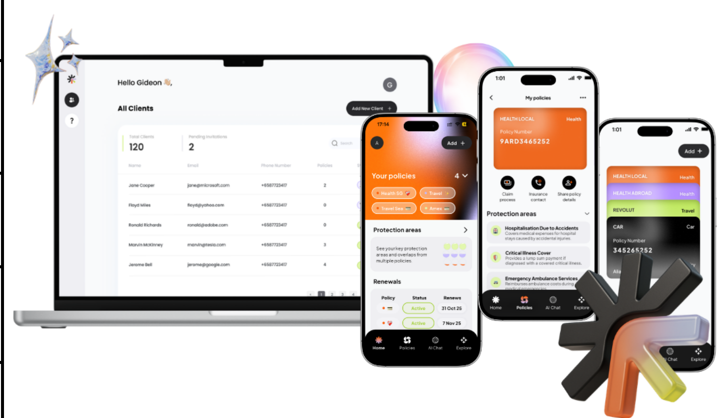
Which countries do you operate in?
Singapore

Examples of FI clients
Financial Advisers, 1st Carrier onboarded

Pitch

Insurance is sold, not bought.
Forgettable is the customer layer connecting a fragmented insurance ecosystem, an AI policy wallet that reads every policy, finds every gap and helps people close them. People see their full coverage picture in minutes, not hours, and advisers get the same holistic view across a client's entire book. Starting with Singapore.

Problem/Opportunity and Solution/Product
The rest of finance went digital; insurance is still stuck in PDFs. Most people have no single view of their cover and don't know what they're actually insured for, while advisers lose hours consolidating each client by hand. Forgettable's Coverage Check shows people their gaps benchmarked to MAS and LIA, the policy wallet structures every policy into one cross-insurer view, and gap analysis turns that understanding into best-fit cover, matched to the gap, not the margin.



Feature strip (bottom of right cell): Coverage Check · AI Policy Wallet · Gap Analysis vs MAS & LIA · Cross-Insurer View · Adviser Portal

FPL Online

FPL-ONLINE.com

Company Details

Category
Data Consolidation and Insights
Distribution

Business Model
B2B/ B2C

Website
https://askinsurance.ai/
https://www.fpl-online.com/

Contact Person
S Venkat
Vivek Purushotham

Business Email
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vivek@fpl-online.com

Business Phone Number
+65 96756403 Venkat
+65 91198636 Vivek

Founded
2017

Which countries do you operate in?
Singapore

Examples of FI clients
Insurance Companies & Intermediaries
Claim Litigation Lawyers
Insurance Policy Holders

Pitch
FPL Online Pte Ltd is a Singapore-based AI and **digital marketplace** company focused on **insurance intelligence** and **customer engagement solutions**. Its AI platform**, AskInsurance.ai**, helps policyholders **file claims correctly**, supports insurance intermediaries with **customer education** and **faster deal closures**, enables insurers **to reduce claims assessment time**, and assists litigation lawyers in **understanding claims disputes**. The company also operates **FPL-Online.com**, a **media** and **marketplace** platform that connects customers with service providers across multiple industries.

The Problem:
Insurance policies are complex, lengthy and difficult to understand. **Policyholders** make uninformed decisions due to lack of clarity-leading to inadequate coverage, unexpected claim rejections and financial vulnerability. **Insurers and agents** spend excessive time explaining policies to prospects. **Insurance litigation** is prolonged by manual policy review. "***The knowledge gap between what insurance policies say and what policyholders understand represents a significant consumer protection and financial literacy challenge***."

How It Works:
askInsurance.ai allows users to upload insurance policy documents in PDF format. The platform analyses the document using Generative AI and Natural Language Processing-delivering structured plain language explanations of:

- Coverage scope and sum assured
- Exclusions and limitations
- Waiting periods
- Fine print and conditions
- Claims process and require documentation

Users interact with the platform through a **prompt-based interface-**asking specific questions about their policy and receiving structured responses.

Fpl-Online.com is an aggregation, customer engagement, information content platform, that brings together diverse service providers and customers. We **Complement the Distribution / Marketing Channels of the Service Providers.** Service providers can showcase their brand, product or services, reach a large pool of audience, and provide solutions for their respective customers across the nation. Customers can efficiently find solutions to their requirements by connecting to a multitude of service providers across **insurance, banking products, real estate, automobile, healthcare, education, lawyers, and accountants.** While you Connect with so many service providers, we ensure secure and privacy-focused communication with all of them without being raided with unsolicited cold calls or messages.

All our ideas and strategies are aligned with the Smart Nation Initiative.

GoalsMapper

GoalsMapper

Company Details

Category
Financial/ Estate planning
Data Consolidation and Insights

Business Model
B2B2C / SaaS

Website
www.goalsmapper.com

Contact Person
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Business Phone Number
+65 9338 8244

Founded
2015

Which countries do you operate in?
Singapore (HQ), Brunei, Indonesia, Malaysia, Philippines, and Thailand

Examples of FI clients
Banks
Financial Advisory Firms
Insurance Companies
Wealth Management Companies

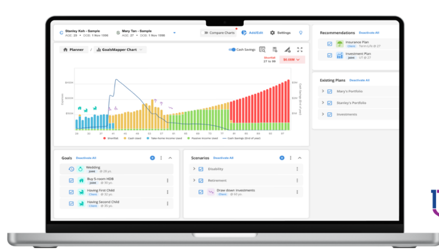
Pitch
Winner of the Global FinTech Award presented by the Monetary Authority of Singapore and the Singapore FinTech Association at the Singapore FinTech Festival 2021, GoalsMapper is a Singapore-based FinTech SaaS platform **tailored for financial consultants and institutions**, providing a complete digital solution for their financial advisory practice needs.

Financial consultants and institutions rely on GoalsMapper to help clients simplify complex decisions, turn financial dreams into reality, and **boost productivity and efficiency**. This is achieved through our comprehensive ecosystem of products and services covering financial and estate planning, gifting, legacy planning, mortgage planning, education, and more — **empowering financial consultants to deliver holistic, client-centric solutions.**

Problem/Opportunity
Financial consultants and institutions face increasing pressure to grow their book of business and deliver personalised, holistic advice while managing complex client needs, regulatory demands, and more. Traditional tools, even those developed in-house by major insurers, often fall short in helping financial consultants visualise client goals, integrate multiple financial areas (such as estate, mortgage, and legacy planning), and provide real-time, data-driven visualisation of insights — limiting their ability to build trust and deliver value.

Solution/Product
GoalsMapper's ecosystem of products and services offers digital solutions to support financial consultants and institutions end-to-end in their conduct of business, enhancing their efficiency and productivity, while offering professional, holistic financial planning.

We digitalise the financial advisory journey **from pre-consultation digital fact finding** to generating **real-time scenario-based** financial information into **informative charts** for on-the-go consultations **to servicing post-consultations**, and more. GoalsMapper is widely used by thousands of financial consultants across six countries in Southeast Asia, helping them to **impact over 155,000 lives** and empowering them to make better financial decisions.



Scan and book a 15-min Free Demo

DATA PROTECTION ASSURED

Conform with MAS-TRM Guidelines

SOCOTEC ISO/IEC 27001 CERTIFIED

KoverNow

kover now

Company Details

Category
New Business/ Policies Issuance, Distribution

Business Model
B2C, B2B, B2B2C

Website
https://www.kovernow.com/

Contact Person
Stephan Kaiser,*CEO*
John Trotter, *Managing Director*

Business Email
info@kovernow.com

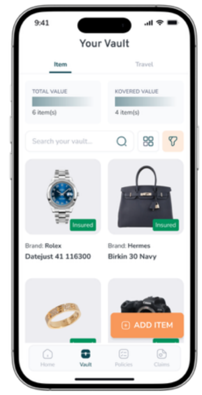
Business Phone Number
NA

Founded
2020

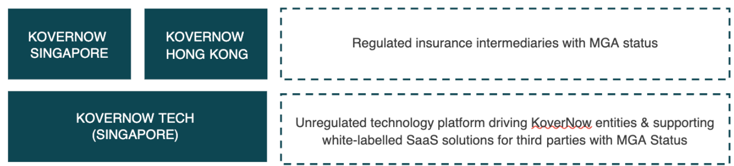
Which countries do you operate in?
Singapore, Hong Kong

Examples of FI clients
- Insurers/Reinsurers
- Brokers
- Private Banks
- Asset Managers

Pitch
KoverNow is Asia's first fully digital specie insurance agent licensed and operating in Hong Kong and Singapore, specialising in luxury items and collectibles such as watches, jewellery, handbags, wine/whisky and art. The KoverNow app digitizes the entire insurance lifecycle (onboarding, quote-and-bind, endorsements, claims) and connects specialist insurers, reinsurers, and data oracles. Through APIs and SaaS modules, we are developing partnerships to embed this capability into luxury retailers, auction houses, private banks and other B2B2C partners.



Problem/Opportunity and Solution/Product



Standard policies leave material gaps for high-value items with friction at every step – for every stakeholder. KoverNow offers a fully digital solution, backed by a specialized insurance network.

	Consumers	Luxury Retailers	Brokers	Insurers/ Reinsurers
Problem	Want to insure their cherished items but find it difficult	Want to engage customers more and offer additional services	Don't have resources to offer consumer products at scale	No digital infrastructure & specialized expertise for Specie
Solution	Fully Digital Experience, Instant Cover, Competitive Price	Value-Add Service, Revenue Channels	Value-Add Service, Additional Revenue, Retail Tech	Distribution, Production, Retail Tech (Direct Relationships)

Novo AI

Company Details

Category
Claims Processing & Adjudication
Data Consolidation and Insights

Business Model
B2B

Website
https://heynovo.ai/

Contact Person
Julien Condamines

Business Email
julien@heynovo.ai

Business Phone Number
+65 8750 0317

Founded
2020

Which countries do you operate in?
Global coverage in Asia and Europe (Singapore, Hong Kong, Japan, Korea, Australia, UAE, Saudi Arabia, New Zealand, SEA, etc)

Examples of FI clients
Tokio Marine Safety Thailand, April International, Henner Group, Asia Capital Re and La Positiva.

Pitch
Novo AI is a portfolio intelligence and cost containment platform built to turn the messiest claims data into clear decisions. We screen claims at both pre-payment and post-payment stages across many formats, languages, and mediums, turning them into actionable insights and preventing abuse. This gives ops & SIU teams the patterns that expose provider-induced fraud, network teams the evidence to hold providers accountable, and heads of insurance visibility of where loss ratios are moving.

Problem/Opportunity
Every claim holds signals about abuse, pricing, and risk. Yet most of that data remains hidden inside complex, unstructured documents. Handwritten forms, varied languages, and inconsistent formats are information that conventional systems cannot read at scale. As a result, only a fraction of claims data are actively acted upon, leaving leakage undetected and loss ratios harder to move.

Why Novo?
Novo AI exposes the abuse that builds across a portfolio, by catching the hidden patterns across thousands of complex claims documents.

- Connects claims, pricing and provider data to surface **cost anomalies** and **potential abuse** earlier.
- Achieves **99% accuracy** on print and **85%** on handwriting.
- Proven in production across global health insurers, delivering **10x efficiency** and **preventing 7-15% of abuse**.

Pand.ai

Company Details

Category
Distribution
Insurers/Brokers

Business Model
B2B/B2C

Website
www.pand.ai

Contact Person
Chuang Shin Wee (Founder & CEO)

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Business Phone Number
+65 9349 9032

Founded
2016

Which countries do you operate in?
Singapore, Malaysia, Indonesia, Thailand and Taiwan

Examples of FI clients
AIA, Allianz, Bangkok Bank, CIMB Bank, FWD, Great Eastern, Hong Leong Assurance, MSIG, OCBC

Pitch
Pand.ai is a Singapore-based InsurTech that pairs proprietary conversational AI with a fully licensed insurance brokerage. Licensed by the Monetary Authority of Singapore (MAS) as a general insurance broker since 2022, Pand.ai operates GINA.sg, its AI-powered digital brokerage on WhatsApp — making it not only a technology provider but a regulated broker that takes direct accountability for distributing insurance to customers.

Problem/Opportunity and Solution/Product
Most InsurTechs are technology vendors only; few are also regulated brokers. Pand.ai bridges that gap. Through GINA.sg, our conversational AI streamlines the entire customer journey — product discovery, comparison, advisory and purchase — enabling efficient, scalable and personalised distribution of general insurance. By uniting a MAS-licensed brokerage with proprietary AI, Pand.ai delivers regulated insurance distribution with a modern customer experience that few players can match.

Qoala Technology

Company Details

Category
Distribution
Embedded Insurance
Insurers/Brokers

Business Model
Agency and Partnerships/Embedded

Website
https://www.qoala.app/id/blog/tentang-kami/

Contact Person
Prashant Pawar

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(+62) 822 103 332 20

Founded
2018

Which countries do you operate in?
Indonesia, Thailand, Philippines, Vietnam

Examples of FI clients

Pitch
Founded in 2018, Qoala is the leading InsurTech platform operating across Southeast Asia (SEA). We have 2 main business models: (1) Agency – AI powered tech platform supporting insurance agents to sell motor, health & life, property and other products to customers and (2) Embedded – end-to-end AI-enabled platform to distribute insurance through digital and offline platform partners; in-house underwriting for Indonesia portfolio.

Problem/Opportunity and Solution/Product
We leverage tech and innovation as solutions to key problems. In the countries we operate in, insurance penetration rates are relatively low. There are also gaps in both demand and supply sides, such as low awareness, product distribution, difficulty in searching for products information, and lack of innovation.

Through our products, we serve (1) insurance agency at scale: our tech-enabled agent network reaches the customers who need a clear and comprehensive information to buy insurance, (2) our embedded products allow us to sell inside platforms people already use (travel, ecommerce, fintech, etc.) — wide reach, increase awareness, and cheaper acquisition costs. Furthermore, our digital carrier enables us to design policies for innovative products such as gadgets protection, travel & lifestyle products.

Sumsub

Company Details	
Category New Business/Policies Issuance Claims Processing & Adjudication	
Business Model B2B	
Website sumsub.com	
Contact Person Penny Chai (VP, Sumsub) Yvonne Goh (APAC, Sales)	
Business Email penny.chai@sumsub.com	
Business Phone Number +65 9114 8032 (Penny)	
Founded 2015	
Which countries do you operate in? Global coverage	
Examples of FI clients sumsub.com/customers/	

Pitch

Insurance fraud silently costs carriers billions, with 76% of losses surfacing after onboarding. Sumsub's comprehensive verification and fraud prevention platform empowers insurers to proactively reduce fraud, waste, and abuse across every customer touchpoint, from initial policy issuance to claims payout. Leveraging 20-second identity verification, 99.98% accurate deepfake detection, and real-time behavioural analytics, Sumsub reveals hidden fraud networks, prevents identity spoofing, and boosts legitimate customer conversions to over 90% globally. Trusted by 4,000+ enterprises worldwide, clients see a proven ROI of 240% within six months according to a study by Forrester.

Problem/Opportunity and Solution/Product

Global insurance fraud losses are estimated to exceed $1 trillion annually, significantly undermining profitability. Insurance providers increasingly battle sophisticated fraud schemes, including synthetic identities, deepfake-driven scams, and collusion networks that exploit fragmented and traditional verification systems. With 76% of fraud surfacing post-onboarding, primarily at the claims stage, insurers need advanced, continuous fraud detection that integrates seamlessly across customer touchpoints.

Sumsub addresses these pervasive challenges comprehensively:

- **Frictionless customer onboarding:** Sumsub's AI-driven ID verification, combined with liveness checks, reliably authenticates customers in just 20 seconds across 220+ countries, and 14,000+ document types - boosting conversions while stopping fraud early.
- **Deepfake & identity fraud prevention:** Sumsub checks all submitted documents for authenticity, image integrity, and validates document data. Our industry-leading 99.98%-accurate deepfake detection instantly rejects synthetic and spoofed identities.
- **Comprehensive lifecycle fraud monitoring:** Built on 200+ patterns, behavioural analytics, device intelligence, and transaction-level monitoring enable continuous oversight throughout the customer journey, revealing subtle fraudulent patterns and uncovering fraud rings before claims can be processed or paid out.
- **Regulatory compliance and audit-readiness:** Sumsub complies with global standards (ISO 27001, PCI DSS, SOC 2), ensuring insurers remain fully compliant with evolving regulatory frameworks, including AML and data protection.
- **Proven economic impact:** An independent Forrester TEI study confirms clients leveraging Sumsub achieve measurable results: realizing rapid payback, and an ROI of 240% within just six months.

Synpulse

synpulse	**Pitch** Synpulse is a global management consulting and technology firm specialised in financial services, supporting insurers across the full value chain - from strategy and product innovation through to technology implementation and operational transformation. We combine deep insurance expertise with end-to-end execution capabilities to help insurers modernise core platforms, optimise underwriting and distribution, and improve operational efficiency. Our services span core system transformation, embedded insurance, underwriting and pricing enablement, finance and operations transformation, and reinsurance solutions, delivered through an integrated approach that aligns business and technology. With a strong track record across life, commercial, and specialty insurance, Synpulse enables clients to accelerate digitalisation, enhance customer outcomes, and build scalable, future-ready insurance businesses **Problem/Opportunity and Solution/Product** Insurers today face increasing pressure to modernise legacy systems, engage customers better, and unlock new growth while managing rising costs and complex regulatory requirements. Traditional operating models and siloed technologies limit speed, scalability, and the ability to deliver personalised, data-driven products-particularly in areas such as embedded insurance and digital distribution. Synpulse addresses these challenges by providing end-to-end transformation capabilities across strategy, technology, and operations. We support insurers in modernising core platforms, enabling customer centric advisory and engagement, optimising underwriting and pricing processes, and improving operational efficiency through integrated, technology-led solutions. Leveraging deep industry expertise, proven delivery experience, and strong ecosystem partnerships, Synpulse enables insurers to build scalable, future-ready business models that drive innovation and sustainable growth.
<u>Company Details</u>	
Category Consulting and Professional Services Customer Engagement	
Business Model B2B	
Website https://www.synpulse.com/en	
Contact Person Jason Amayun – Senior Director, Insurance	
Business Email jason.amayun@synpulse.com	
Business Phone Number NA	
Founded 1996	
Which countries do you operate in? Global presence across Asia-Pacific, Europe, and the Middle East, including key markets such as Singapore, Hong Kong, Switzerland, Germany, the UK, Australia, and others.	
Examples of FI clients Life, health and P&C insurers, both retail and commercial, reinsurers, Tier 1 and Tier 2 banks, private banks and wealth managers across APAC and Europe	

Tenity Singapore Pte. Ltd.

Tenity	Pitch
Company Details	Tenity Singapore is a partner to financial institutions in Asia, experts at the intersection of emerging technology and new business models. We help insurers and institutions move from intent to execution, turning ambition around agentic AI and new technologies into real operating-model change. Swiss institutional heritage, deep insurance domain and APAC-centered local expertise, execution-first.
Category Data Consolidation and Insights	**Problem/Opportunity and Solution/Product** Financial institutions across Asia know they must adopt agentic AI and emerging technologies, but most stall between intent and execution. Pilots multiply, little reaches the operating model. The gap is not appetite; it is the absence of a pragmatic path from possibility to adoption.
Business Model B2B	
Website https://www.tenity.com	Asia's insurers are one of the largest, fastest-moving pools of transformation demand globally, yet few partners pair genuine financial-services depth with the ability to operationalize, not just advise. A clear opening exists for a trusted partner between the institution and the technology.
Contact Person Cyrus Cruz	
Business Email apac.atom@tenity.com	Our Agentic Target Operating Model (ATOM) gives insurers a structured way to redesign how they operate around emerging technology, from target state to embedded execution. With market-access and investment-pipeline programs alongside, Tenity Singapore turns strategy into operational reality.
Business Phone Number +65 9068 8224	
Founded 2015	
Which countries do you operate in? Switzerland, UK, and Singapore	
Examples of FI clients UBS, Bank Julius Baer, Visa, Allianz	

ZENSUNG

Company Details

Category
Embedded Insurance
New Business/ Policies Issuance
Distribution

Business Model
B2B/ B2C

Website
www.zensung.com

Contact Person
Amod Dixit

Business Email
amod@zensung.com

Business Phone Number
+6596371944

Founded
2017

Which countries do you operate in?
Singapore, Malaysia & Indonesia

Examples of FI clients
TUGU Insurance, FPG Indonesia, MSIG (Indonesia), MCIS Sanlam (Malaysia)

Pitch
Zensung® is an ASEAN-focused Embedded Insurance and Digital Insurance Platform enabling insurers, automotive OEMs, banks, brokers, and enterprises to seamlessly distribute, manage, and scale insurance through digital customer journeys.

Through its flagship platform, Zensure®, Zensung connects insurers, distributors, dealerships, payment providers, claims ecosystems, and customers through a single cloud-native platform, transforming insurance from a standalone product into an integrated part of the customer experience.
Powered by Artificial Intelligence (AI), Machine Learning (ML), advanced analytics, and automation, Zensure® enables partners to improve underwriting efficiency, increase insurance penetration, automate renewals, enhance customer engagement, and unlock new revenue opportunities.

Problem / Opportunity
ASEAN represents one of the world's fastest-growing opportunities for embedded and digital insurance, yet the industry remains constrained by legacy distribution models and fragmented ecosystems.

- Traditional Insurance Distribution
- Disconnected Ecosystems
- Low Insurance Penetration and Retention
- Rising Demand for Embedded Insurance
- Need for Digital Transformation

Solution
Zensure® – Embedded Insurance & Digital Insurance Platform
A cloud-native, API-first platform enabling enterprises and insurers to launch and scale digital insurance ecosystems across ASEAN.
Core Capabilities

- Embedded Insurance for OEMs, banks, brokers, and enterprises
- Digital Insurance Distribution and Policy Issuance
- Multi-Insurer Connectivity through a single integration layer
- Customer Engagement and Renewal Automation
- Claims and FNOL Orchestration
- Telematics and Usage-Based Insurance
- ESG and Sustainability Solutions
- AI and Machine Learning-Powered Risk Assessment and Analytics

Partners can:

- Increase insurance penetration and conversion rates
- Improve renewal retention and customer lifetime value
- Accelerate product launches and go-to-market timelines
- Deliver seamless digital customer experiences

Summary:
"Zensung is an Embedded Insurance and Digital Insurance Platform enabling insurers, OEMs, banks, and enterprises to seamlessly integrate insurance into customer journeys across ASEAN."