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Is there life before death?

Jonathan Roomer



01 October 2019

The world's most famous gap

£3,000,000,000,000



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The problem with the industry

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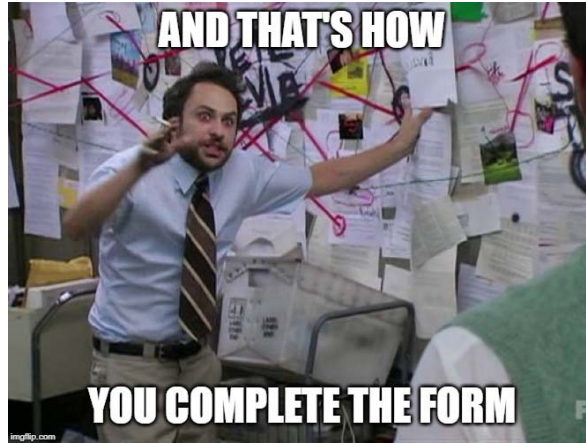
Trust



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Complexity



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Sell based on fear



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The problem with humans



I want it now

In only ONE Month
You Can do it too

Register Now!!!

Photoshop Courses
The best tool to change your body



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YOLO



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Change the narrative

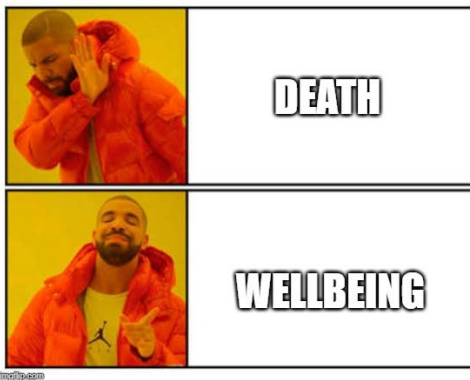


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Human perspective

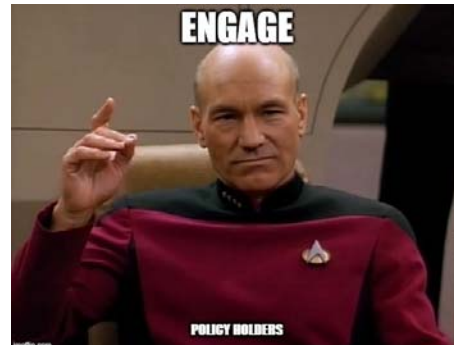


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Industry perspective



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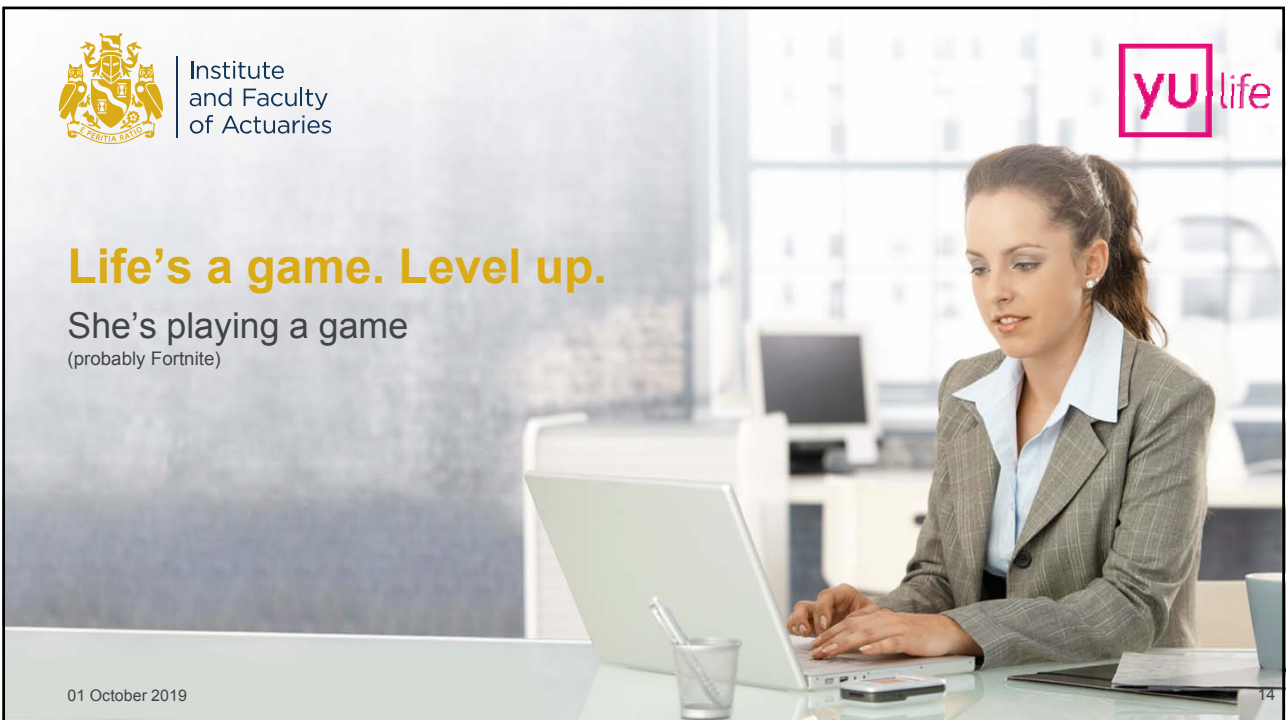


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Life's a game. Level up.

She's playing a game
(probably Fortnite)



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Games are big business



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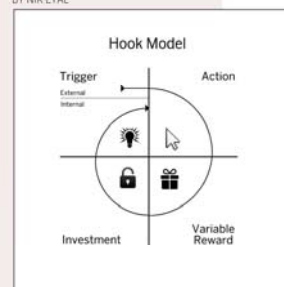
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Games change behavior



BY CHARLES DUHIGG

BY NIR EYAL



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life insurance that inspires life

*pronounced yoo'laaf in South African

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love being yu

our mission is to inspire people to live their best lives every day

*we believe in using financial services as
a force for good*

*we deliver this by offering meaningful insurance
products integrated with game-based wellbeing services
to catalyse real behaviour change*



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That's us



Sammy Rubin, CEO, was the founding CEO of PruProtect, now Vitality Life. Sammy previously founded Policy Portfolio, the first market maker in traded endowments and led the company's flotation on the full London stock exchange.



COO: sam fromson



CTO: josh hart



CFO: Jonathan roomer



CIO: Jaco Oosthuizen



Head of product: Maria Papadelli



Head of Marketing: Kate Whitelock



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Introducing yulife

protect

engage

reward

<p>group life insurance (death in service)</p> <p>Provides a tax free lump sum following a death to the employee's chosen beneficiaries.</p>	<p>group income protection (sick pay)</p> <p>Provides a monthly benefit to support an employee if they are unable to work due to long term illness or injury.</p>	<p>group critical illness</p> <p>Provides a tax-free lump sum to an employee if they, their child or if covered their partner suffer one of the defined medical conditions.</p>
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Our infrastructure



LocalGlobe

CREANDUM

MMC
VENTURES

NOTION



BLOOM
& WILD



iZettle



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Game of wellbeing



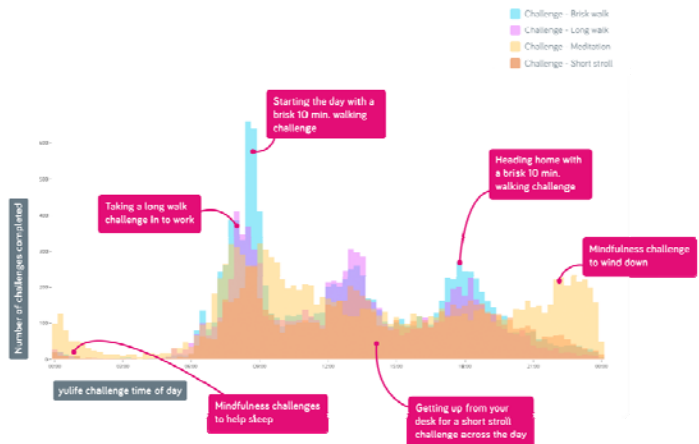
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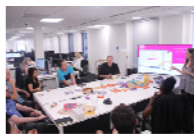
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Proven engagement

- 45% of our customers use the yulife app monthly
- 38% of our active customers use the yulife app every single day (vs. finance industry avg of 11.4%)
- 120 average touchpoints with our customers per year (vs. avg of 2 for other insurers)
- 12% increase in steps after onboarding



Set up for success



Georgia, an account manager presents at an onboarding



Lewis, a sales rep, helps a customer download the app



Employees try out smoothie bikes in a magic circle law firm!



Help our customers success lead runs a mindfulness session



Why it matters

help prevent **mental health** issues
 enable people to live **their best lives**
 life insurance that people **value**

Selfie?

Autograph?

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