

Salus Insurance



"Unlocking Tailored Insurance Plans and Your
Optimal Health Lifestyle with AI"

OUR TEAM



BEN
CFO

Chulalongkorn University,
Faculty of Engineering



PERCE
CEO

Harvard University,
Computer Science



PUN
COO

Mahidol University,
Faculty of Medicine
Ramathibodi Hospital



PETE
CDO

University of
British Columbia,
Faculty of Engineering

PAIN POINTS

1

So Slow &
Hard to
Sign-Up



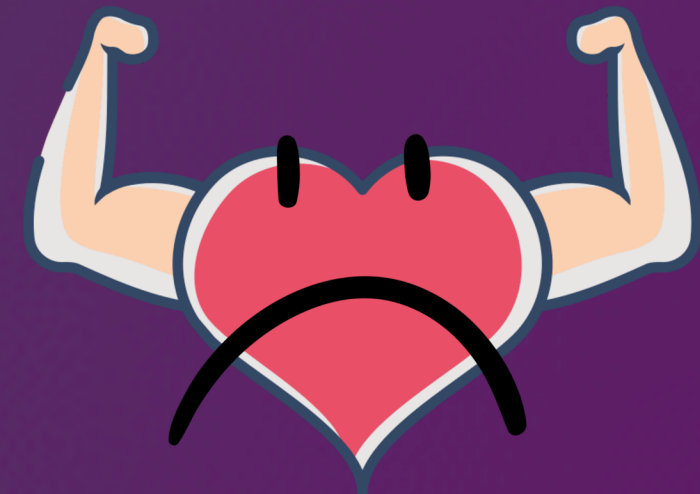
2

Packages
are so
Unpersonalized



3

Healthy get No
Rewards &
Unhealthy Stay.
Unhealthy.



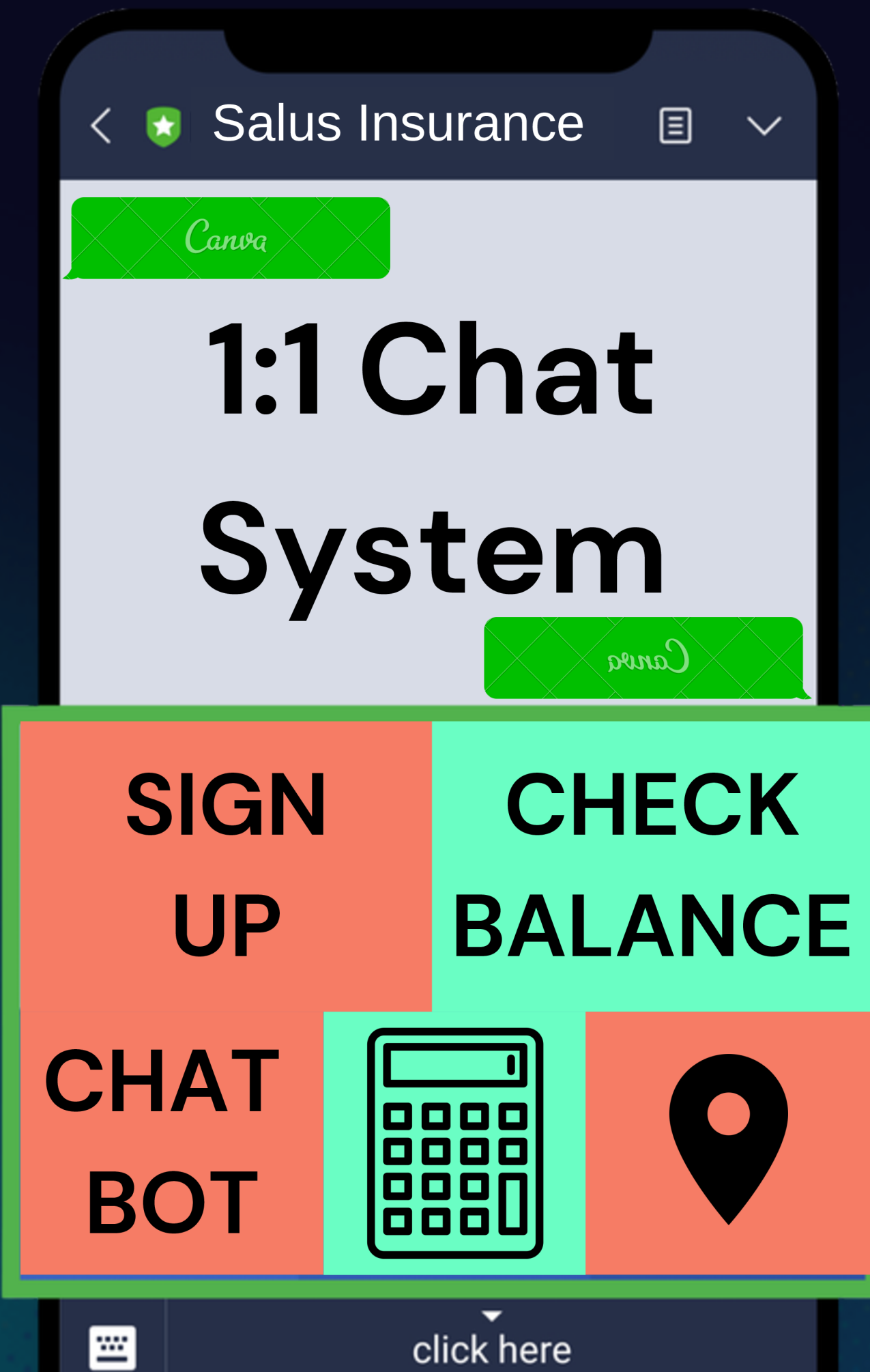
SOLUTION

Omni-Channel



Line
Official
Account

Salus App
Website



General

1. What is your full name?
Type here...

2. What is your age?
18 24 100

3. What is your sexuality?
Male ▼

4. What is your occupation?
Type here... 🔍

5. What is your height and weight?
0.00 ^ v 0.00 ^ v

6. What is your budget?
฿85,000 ฿100,000

7. Select diseases or operations
Type here... 🔍
✓ Diabetes, Surgery

🔔 📊 🏠 ☰ 👤

SOLUTION

"Redefining Personalization"



General



What is your full name?

What is your age?

18 100

What is your sexuality?

Male ▼

What is your occupation?



What is your height and weight?

^ v ^ v

What is your budget?

General



1. What is your full name?

Type here...

2. What is your age?

18

24

100

3. What is your sexuality?

Male ▾

4. What is your occupation?

Type here... 🔍

5. What is your height and weight?

0.00 ^ ▾

0.00 ^ ▾

6. What is your budget?

₺85,000

₺100,000

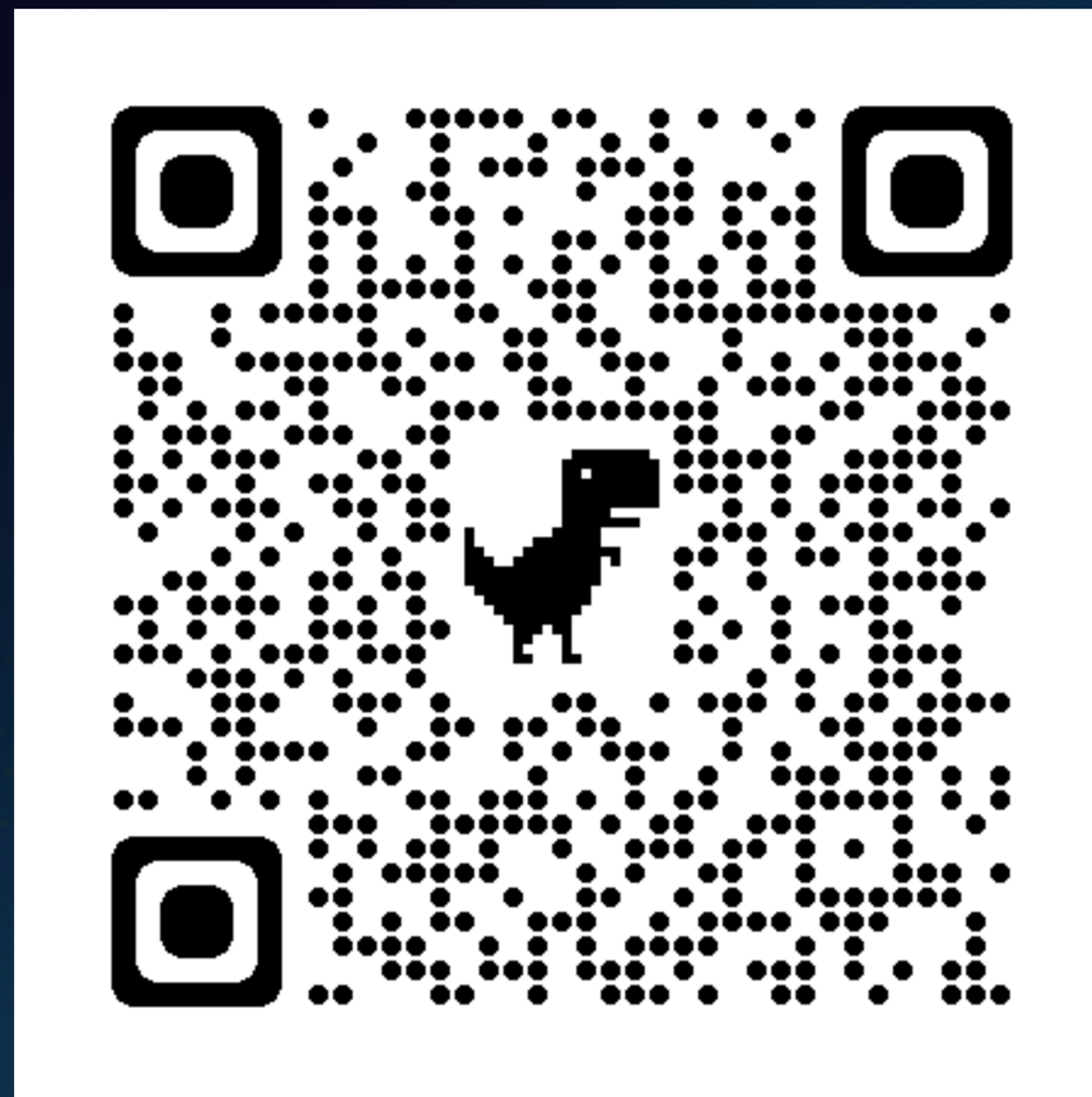
7. Select diseases or operations

Type here... 🔍

☒ Diabetes, Surgery



SOLUTION



QR to Prototype

0.9+

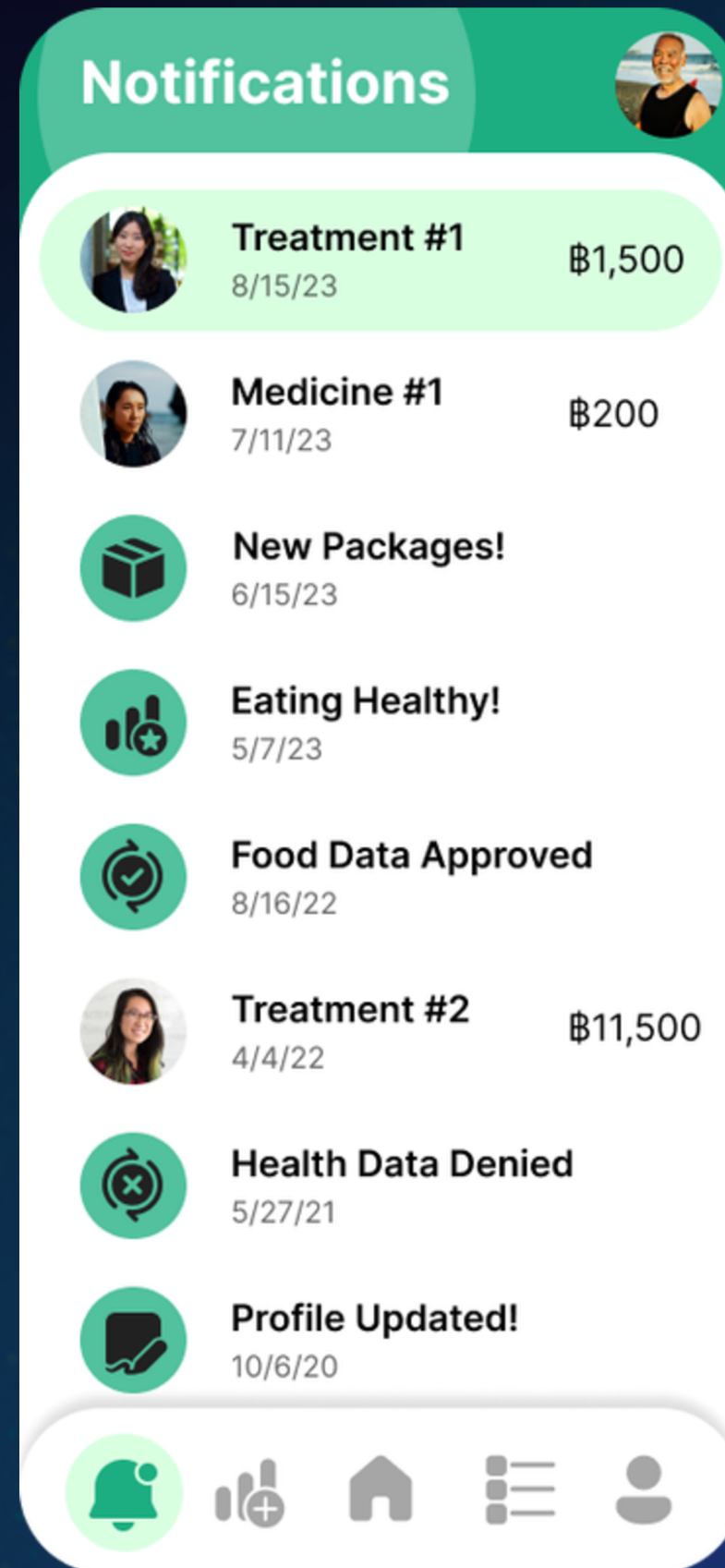
R-Squared Value

Our model can account for over 90% of the variability in the data.

SOLUTION



=



SOLUTION



**Microsoft
Azure**

GrabFood



**Apple
Health**

Data



History



Treatment #1 ▶

2/11/23

Salus Hospital



% Covered 90%

Before Deductible \$10,000

After Deductible \$1,000

Medicine #1 ▶

12/1/22

Salus Hospital



% Covered 50%

Before Deductible \$500

After Deductible \$250

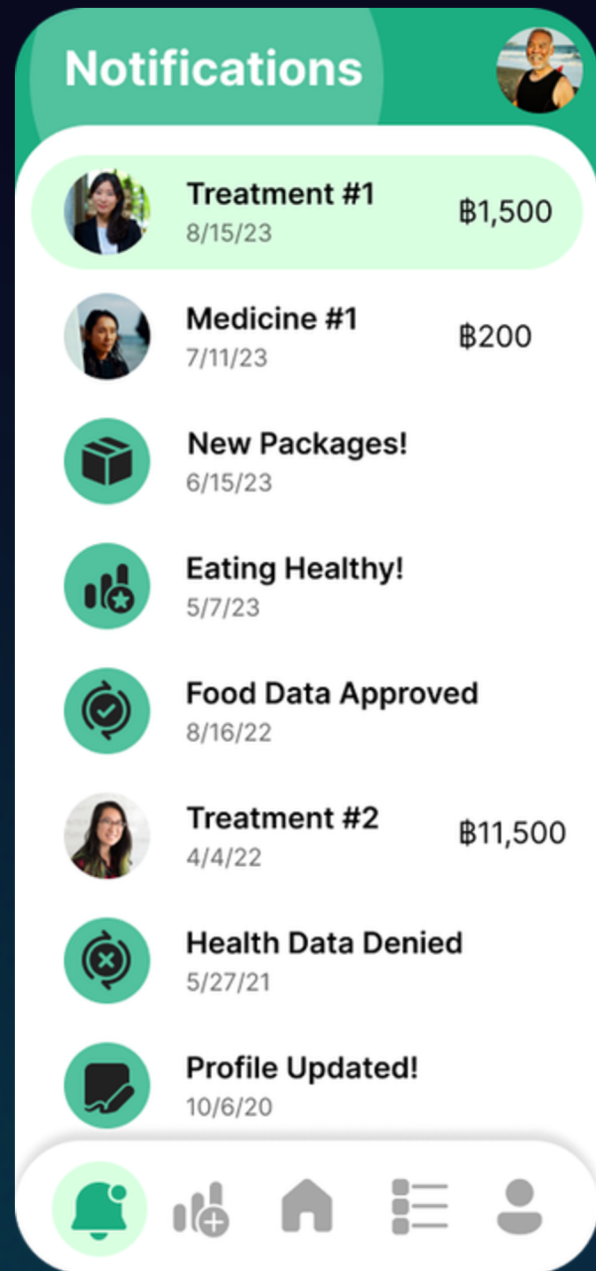
Medicine #2 ▶

9/17/22

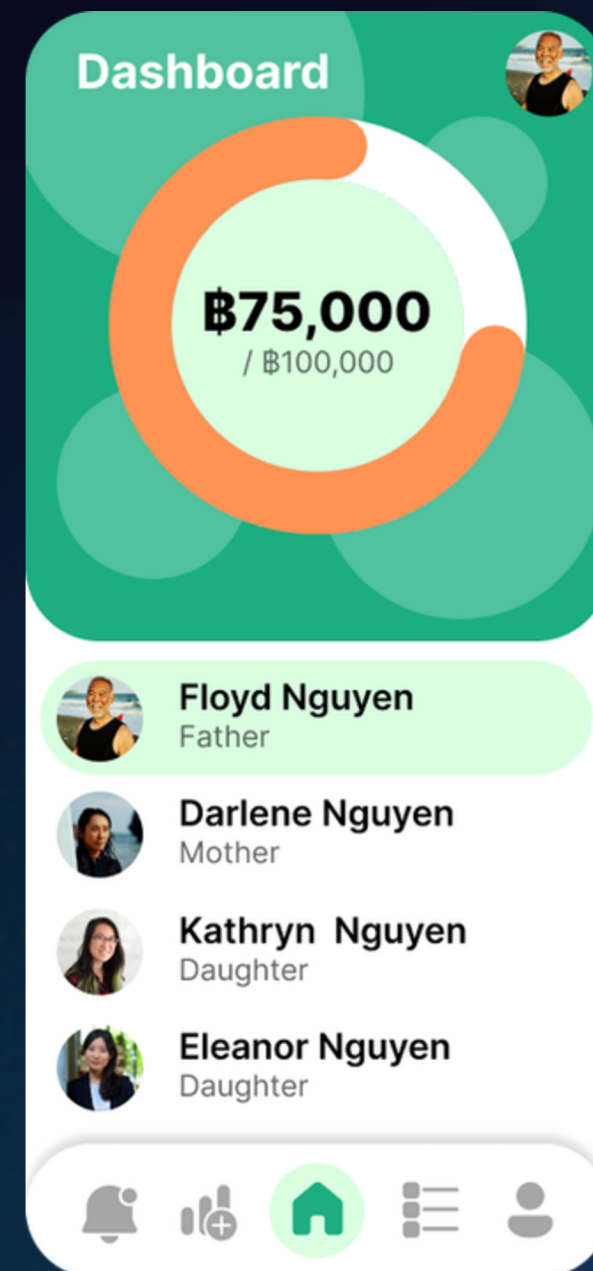
Salus Hospital



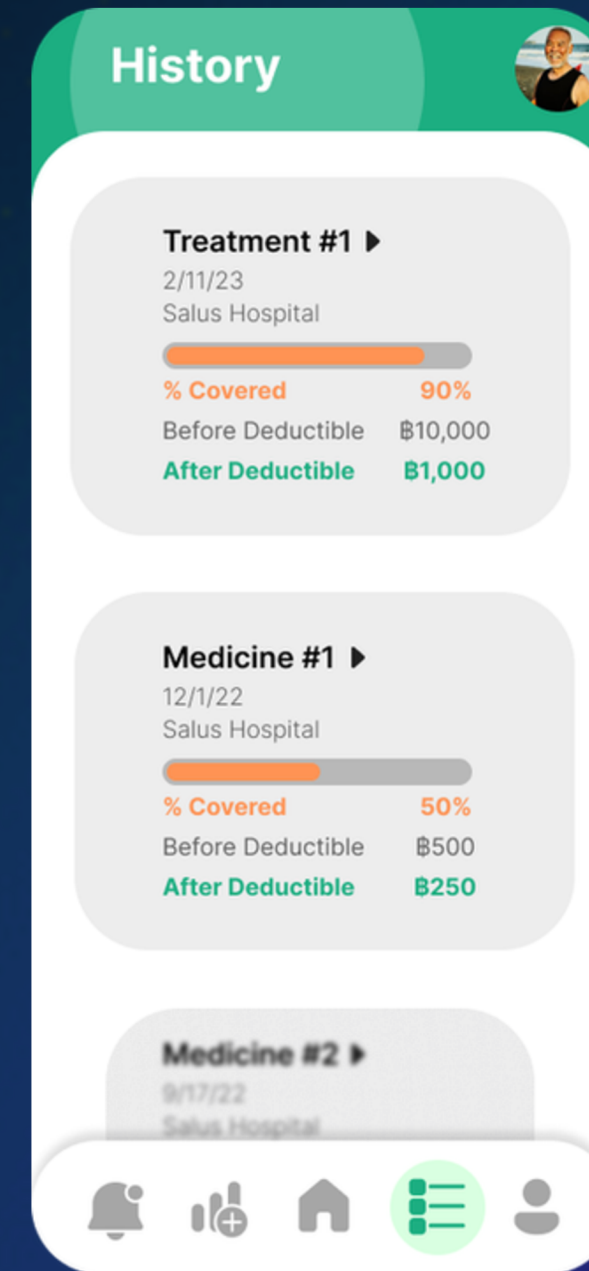
PRODUCT



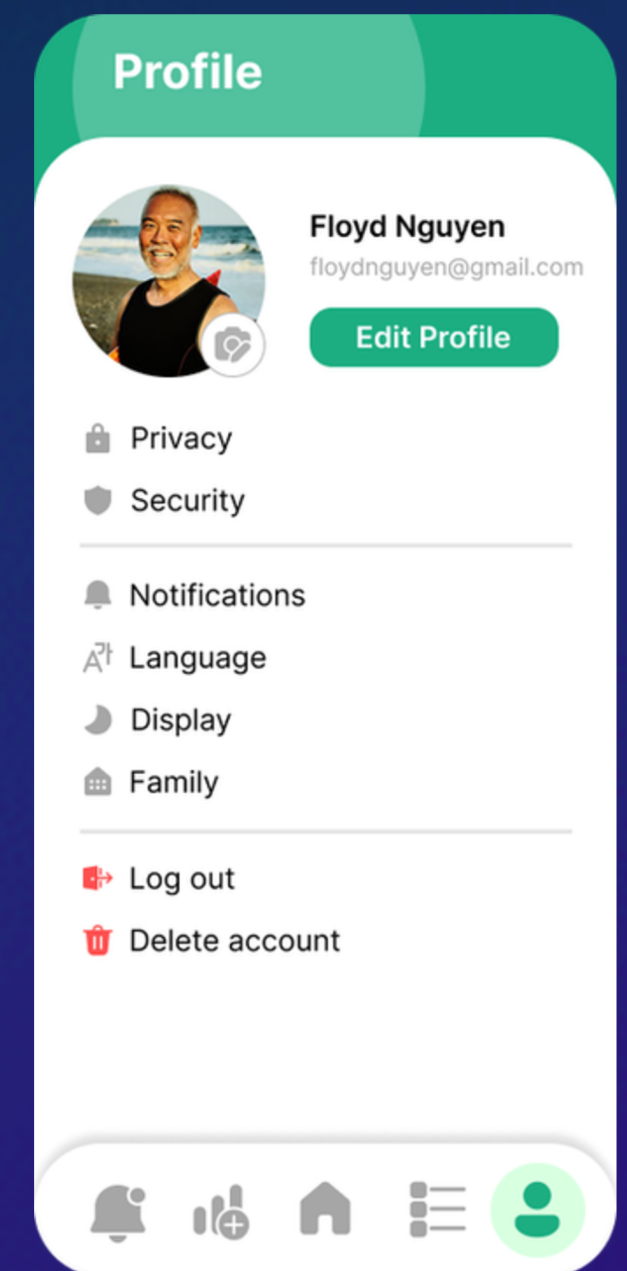
Always notified you
whenever the insurance is
redeemed



Easily track yourself and
your family remaining
balance



All of your redeemed
insurance all shown in a
single page



Profile page for any
customization

Business Model – Key activity

- Lease our risk management model to a single firm
- Royalty deal
- Anonymous data collection
- Scale and thrive with our partner

**2-4% of
every sales'
total**

Leads to a mutually beneficial partnership.

Business Model – Key activity

Our plan leads to a Win-Win situation.

Partner

- Tools to make money
- No investment & low risk
- More options for clients
- Freedom of financial decisions



Developers

- Enormous amounts of data for further enhancing our model = more accurate pricing
- Royalty revenue

ESTIMATED PROFIT GROWTH

21%

**Increase in
profit**

1%

**Increase in
insurance cost**

Cost Structure

Potential spendings include:



Partner

- Marketing costs
- Customer service costs



Developers

- Website/server maintenance fees
- Cloud service subscription fees
- Development costs to keep model up to date

CUSTOMER SEGMENTS



Individuals and Families

- Easy to control/monitor balance
 - Smooth and personalized experience
-



Corporations, companies, and institutions

- Less hassle in obtaining data (annual health checkups)
-



Niche markets

- AI and personalization can fill in the unique needs of a customer (chronic illnesses)

TAM

725
B฿

Total potential purchasing power
in health insurance for all eligible
clients in Thailand as of 2022.

SAM

15.8
B฿

Total money spent in
health insurance in
Thailand as of 2022 .

Source: Office of
Insurance Commission
(OIC)

SOM

791
M฿

+/-5% of health
insurance market shares
in Thailand in a year.

**"Unlocking Tailored
Insurance Plans and
Your Optimal Health
Lifestyle with AI"**

ESTIMATED PROFIT GROWTH

Increase in profit
calculation

$$\frac{\text{Profit from ML model} - \text{Profit from using mean trained data}}{\text{Profit from using mean trained data}} \times 100$$

= 21 %

Increase in cost
calculation

$$\frac{\text{Cost of ML model} - \text{Cost of mean trained data}}{\text{Cost of mean trained data}} \times 100$$

= 1 %

PRODUCT EXPLANATION



Create a profile with Salus, and input general information into our data base



Medical checkups (pay by Salus) for data collection



Select coverage choices (personalization)



Salus AI model calculates and determines the price of the tailored program



Website provides insurance contract for the clients to validate and sign



Payment and checkout

SQ & PAIN POINT

1

Go to Insurance Company Physically.

-OR-

Wait for them to call you back

Difficult & Time Consuming

Call time is UNCERTAIN
& Slow

SOLUTION & BENEFITS

Digitized Application Process

- Apply the insurance online
- New method for medical exam:
Digitalized health form
Data immediately send to us

Accessible

Fast

Omni Channel

SQ & PAIN POINT

Insurance "Options"

-OR-

Underwriter

SOLUTION & BENEFITS

AI & Machine Learning Models

Analyze General and Medical Data to manage Insurance company's risk and suggest users personalized package

Fast, but Unpersonalized

More Personalized,
but Slow & Risky.

Personalized

Profitable

Fair

Fast

SQ & PAIN POINT

SOLUTION & BENEFITS

3

Using your
insurance

Accessible Dashboard

Users can see their own and their family's insurance balance and history via application.

What is my balance?

Accessible

Quick

Claiming process takes time

Efficient to manage

SQ & PAIN POINT

SOLUTION & BENEFITS

4

Renewing your insurance

Health Lifestyle Data

User can import their lifestyle data to reduce the insurance cost and gain credit for renewing insurance

Low Repeat Customer Rate

Incentive through Benefits

Same Packages

Same Health Lifestyle

Less Insurance Claims

Optimal Health Lifestyle

Business model canvas.

KEY PARTNERS Insurance Firms - Lease the model to a single firm in a commission or royalty deal, alongside anonymous data collection. - If our tech turns out to be superior, we can capture more of the market. Financial Institutions - For institutions like banks that have insurance programs, our model can benefit hugely from purchasing data, which benefits both parties cost-wise. Health-tracking apps - Track user's health data for further calculations.		KEY ACTIVITIES Develop and lease our risk management model to a single firm in a commission or royalty deal alongside anonymous data collection, projecting to scale and thrive with our partner.	VALUE PROPOSITIONS Our company offers a risk management solution for insurance companies based on an AI model using machine learning. With this model, companies can assess risk for each candidate from multiple aspects, utilizing one of AI's strongest suits. This ensures more guaranteed and calculated profits for the company. At the same time, our model benefits the clients too, offering a tailor-made (calculated using AI from data) and very competitively-priced plan for the healthy general public. To conclude, we will offer a model that minimizes risks for insurance companies and offers competitive prices for healthy clients.	CUSTOMER RELATIONSHIPS Our main objective is to reward those who deserve a prize while incentivizing others to live healthier lives. Customers will pay less if they live a healthy lifestyle, which is a win-win situation. Customers will also receive a stutter-free and efficient experience.	CUSTOMER SEGMENTS Healthy and Semi-Healthy Customers Our main target is healthy customers, as we can ensure very competitive prices in the section. Furthermore, healthy customers who live a healthy lifestyle get benefits like a reduced fee. Semi-healthy customers can still benefit from our program but will miss out on some perks. Other We still offer insurance programs for unhealthy people, but we can't ensure competitive prices.
KEY RESOURCES Data - Data will be constantly collected from users to evaluate the best-fitting program for them. Database software - The cloud-based Microsoft Azure will be our database hosting the model and data.		CHANNELS Our primary platform will be an application where registration, purchasing, monitoring, and claiming can be done. We aim to offer a quick and user-friendly experience. We will advertise primarily on social media networks.			
COST STRUCTURE Development fees, constant development to stay relevant Microsoft Azure fees, billed monthly or annually			REVENUE STREAMS Royalty deal - about 5-10 percent of every package sold using our model.		
ENVIRONMENTAL COSTS Cloud computing still leaves a carbon footprint.		SOCIETAL COSTS Underwriters may lose jobs, leading to unemployment.	SOCIETAL BENEFITS Lower cost of living for the majority, while motivating people to be healthier.	ENVIRONMENTAL BENEFITS Cloud computing is sustainable compared to traditional methods.	