Evolve or Die

How to avoid the fate of Kodak, Nokia and others
Agenda

- Intro
- Underlying Trends
- Deep Dive: value chain
- Beyond the value chain
- 8 Step Plan
- Eyes on the prize
Robin who?

- Mentoring for Start-Ups
- Due Diligence of Start-Ups for Investors
- Consulting for Insurers, local branches of insurers outside home market, large brokers & agents
  - Digital Strategy Process
  - Implementation-Strategy Process
  - Cultural Change
- (Innovation-) Advisory boards
Crocodile
The Roman Empire & Insurance Industry
Don’t get me wrong!
10 years ago in the tech industry

Nokia CEO Cries During his last Speech

Nokia CEO Ended His Speech Saying This
‘We Didn’t Do Anything Wrong But Somehow, We Lost’
• Explosion of aata
• Acceleration of adaptation of new technology
Insurance Value Chain

- **Product Design**
  - Personalized Protection
  - New Pricing Model
  - New Product Categories
  - New Data Base

- **Acquiring the customer**

- **Consulting & Filing Application**

- **Underwriting & Risk Management**
  - Automated underwriting
  - mid-complex to complex tasks
  - Unstructured text & image recognition

- **Policy and claims Management**

- **Aftersales / Customer Service**
  - Tech driven communication
  - Predictive cancellation prevention
  - Cross- & Upselling
Competition is coming: VC backed & tech driven insurtechs

Dr. Robin Kiera
Optimizing candles ...
Focus vs. Expansion
Product vs. Customer
Ecosystem of products and services
How do we get there? Structured Processes

Strategy Process

Ideation Process

Product Development Process

Investment & Partnership Process

No matter the size or branch
Cost of Change: Will this change be easy? 

A struggle for survival
My personal 8 step approach

1. Honest Look into the mirror
2. Preserve an optimize existing business model
3. Become an agile Tech-Company yourself
5. Ecosystemstrategy: Don’t offer products, offer solution
6. It’s the people and the cutlure: HR Change: Educate work force where possible, eliminate workforce where necessary
7. Structural change
8. Combine strength and experience of the insurance industry with the strength and innovation of the digital- & tech industry
Keep the eyes on the prize

Prize: 3,5 Trillion EURO

Evolve or die
THANK YOU!

How to work with me

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