

# Microinsurance

Securing the future for the mass market



## The challenge

Multiple barriers to doing microinsurance right



A limited focus on feasibility during strategic business planning



Limited client-centric products and services



Sub-optimal distribution and misaligned use of technology

## The opportunity

Microinsurance now has a proven business case. Standing at about 500 million policies a year today, the microinsurance market has the potential to reach 4 billion policies a year. (Swiss Re, 2010)

500 Mn.  3.5 Bn.  
Reach of current policies Unmet potential policies

## MSC Offers

### Strategic analysis

- Strategy and business model development
- Competitive benchmarking
- Industry and regulatory assessment

### Product and services innovation

- Qualitative market research
- Client-centric products and services
- Piloting and product roll-out

### Channel optimization

- Channel feasibility assessment
- Channel strategy development
- Performance management

### Proven track record in

- Reengineering of products and processes
- Sector-level studies
- Project reviews
- Project coordination and execution

## Clients and partners



and many more...

## Our impact

### Expertise to get microinsurance right



We helped develop a technology platform to enable a DFS provider in Ethiopia to reach 100,000 farmers.



We are pioneers in introducing a natural catastrophe insurance for MSMEs in the Philippines.



We redesigned the formalisation of an informal microinsurance program and the road map for its implementation. The initiative will secure over 2 million clients in Indonesia.

Key contacts: Bhavana Srivastava (bhavana@microsave.net); Anup Singh (anup@microsave.net)