



Challenges

“What will the future of insurance look like?”

“Does insurance really need to be dull, boring and non-transparent?”

“The world is complicated enough. My insurance shouldn’t also be.”

We are looking forward to your ideas on three central challenges of the insurance sector:

• **1**

New customer experience

Emotional, inspirational customer experiences and regular touch points are crucial for customers to become fans. Your challenge: how can insurance companies use digital solutions to generate customer experiences with real added value, thereby improving customers’ loyalty and readiness to recommend the product/service to others?

• **2**

„Best ager – silver surfer“

No demographic group is growing as quickly as the generation of over 50 year-olds. Beyond traditional insurance solutions, interesting perspectives are opening up through smart homes, mobility, e-health and social networking and matching. Your challenge: how can insurance companies safeguard their position for this important and increasingly digital target group?

3

„Internet of things“

The Internet of Things (IoT) represents the next generation of the Internet. When the physical and virtual worlds melt, almost all objects will become intelligent and linked. This also assigns increasing importance to wearables. Your challenge: how can insurance companies use IoT-based business models and technologies to achieve an advantage for their customers?

Jury



JAN SCHMINKE
(ALLIANZ)

Jan Schminke is Managing Director of Kaiser X Labs in Munich, the UX Research and Design Agency of Allianz Deutschland AG. As an expert in UX conception and design, he spent many years in design consulting in the USA and Germany, where he worked with companies such as IDEO and TEAGUE to develop service and product concepts for globally operating companies. The focus of his work is the identification of user needs and their transfer into holistic solutions for successful brand and consumer-centric worlds of experience and digital products. Main topics are UX-Innovation, Organizational Development, Change Management and Design Thinking.



CLIFF MOYCE (DATAART)

Cliff Moyce is Global Head of the Finance Practice at IT consulting company DataArt. He has been operating in executive roles in financial services and capital markets for many years, including as COO and CTO of a market data company, COO of an exchange technology company, and COO of a private equity company. Cliff has a particular interest in insurance and insurtech being the person who led the operations side of the Lloyds of London rescue in the 1990's and before that playing a leading role in the reorganization of the Life Insurance business of Norwich Union. Cliff is a passionate proponent of the use of machine learning and Blockchain in the insurance industry (topics on which he also writes and speaks).



MICHAEL FRANKE (FRANKE UND BORNBERG)

Founder and managing director of “Franke und Bornberg GmbH” and “Franke und Bornberg Research GmbH” as well as founder of “versdiagnose GmbH”. Active in the insurance industry since 1987. Pioneer and leading service provider of insurance product rating since 1995. Online pioneer in insurance comparisons since 1998. Development of the first German Insurance Contract Act (VVG)-compliant technical consulting process with robo elements in 2004. Founder of vers.diagnose, the first electronic risk assessment platform for biometric insurance products in 2013.



OLAF SCHEER (ZEB)

Dr. Olaf Scheer, Partner and Director at zeb. Bank clerk, degree in business administration and doctorate from the University of Kiel. Business positions at the Bayerische Vereinsbank, Dresdner Bank and HypoVereinsbank as head of department for private retail banking for German and Eastern European customers. Since 2001 at zeb, from 2001–2014 as member of the management board of the zeb group, since 2015 enhancement of important customer relations in Germany and abroad on topics such as strategy, organization and mergers, private and corporate customer business models and strategic finance. In addition, he is an assistant lecturer at the LMU University of Munich.



MEHRDAD PIROOZRAM (INSURTECH.VC)

Mehrdad Piroozram is the founder and general partner at InsurTech.vc. The pioneer in the areas of Web and Apps began his career as a software developer for a German corporation. In 1995 he established his company Pironet which he led to an IPO in 2000. Since 2003 he acts as a successful business angel. Being one of the first recognizing the App Revolution, he was among the 'first movers' internationally. In 2014 Mehrdad Piroozram founded InsurTech.vc, where he operates as one of the leading seed investors for start-ups from the Insurtech space throughout Europe.

Original article — <https://www.hacknext.de/en/>