

UNDO:

Cut
the
crap
insurance

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UNDO IS A DIGITAL INSURANCE STARTUP.

We provide intuitive, fair, and
user friendly insurance.

YOUNG PEOPLE DON'T UNDERSTAND YOUR PRODUCT



They don't know
**WHAT THEY ARE
PAYING**

They don't know
**HOW THEY ARE
COVERED**

They don't know
**HOW TO USE
THE SERVICE**

UNDO:

WE HAVE INTERVIEWED MORE THAN 150 DANES IN THEIR 20'S ABOUT THEIR INSURANCE

- >80% could not mention 2 coverages they had
- >50% had unanswered questions about their coverage
- >30% worried about what would happen if they had a claim
- <1% had read the terms

YOU ARE SETTING YOUR CUSTOMERS
UP FOR DISSAPPOINTMENT...



&

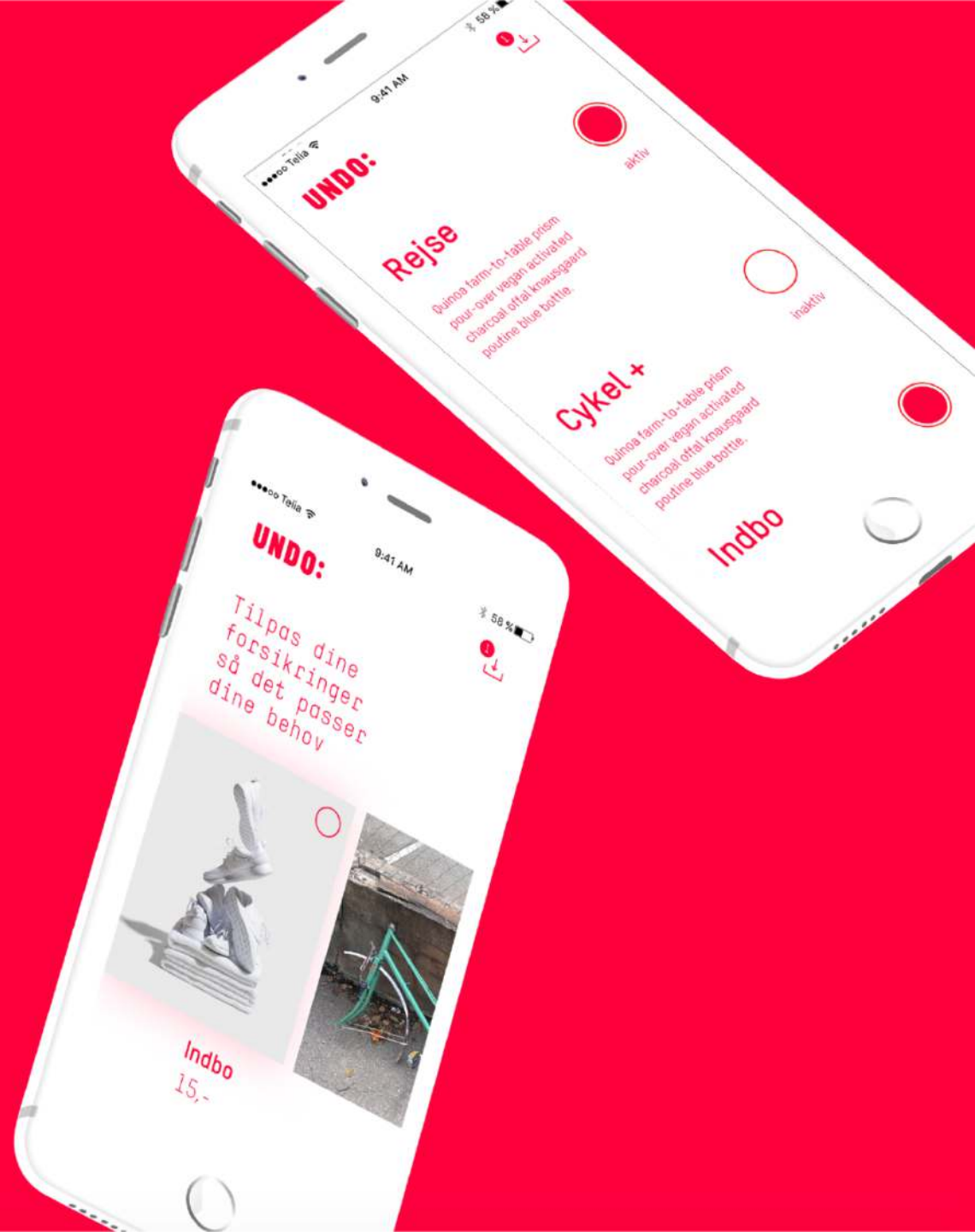
...AND MISSING VALUABLE
OPPORTUNITIES

OUR SOLUTION?

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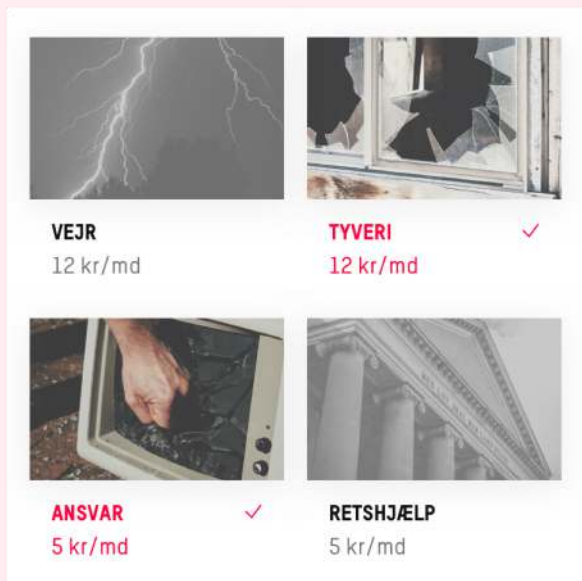


Our app makes insurance easier to understand and use

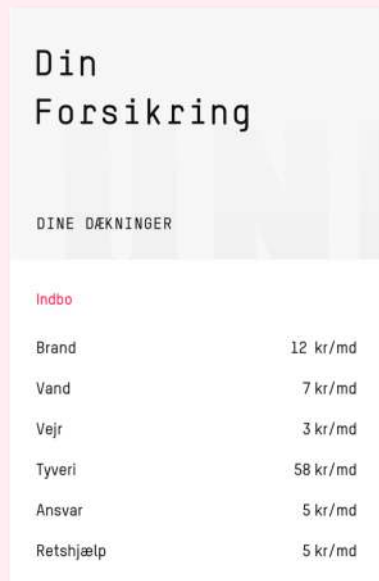
Get insured in 3 minutes

100% flexible coverage

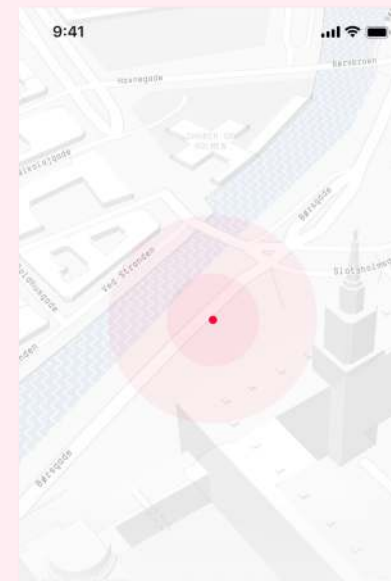
Make claim in 5 minutes



Overview of possibilities
Intelligent recommendation



1-click changes in app



Fast and easy claim in the app

UNDO:

THE CATCH?

**Simplicity
doesn't come
for free.**

it is difficult and comes
with increased risk

~~Lock-in period~~

~~Hidden fees~~

~~Phone queues~~

~~Insurance lingo~~

~~Annual payments~~

~~Long forms~~

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