

# ETHOS

Life insurance, the human way.

5% of US kids lose a parent  
before age 15.

70% of US families go bankrupt within 3 months of losing the breadwinner.

10 million Americans buy  
individual life insurance each year.



**We are on a mission  
to protect the next  
million families.**

# Problem with life insurance today

Most highly-considered financial purchases are moving to digital, but life insurance is as painful and unclear as it was 50 years ago.

## Traditional Life Insurance



- Weak culture
- Channel conflict
- Legacy tech
- Misaligned incentives

Moving complex purchases to digital

**ETHOS**  
Buying life insurance

**OSCAR**  
Buying health insurance

**Opendoor**  
Selling your house

 **ROCKET MORTGAGE**  
by *Quicken Loans*  
Getting a mortgage

**GEICO**  
Getting P&C insurance



## Ethos Solution

- Apply in 10 minutes
- Get a policy instantly or within a few days
- Usually no medical exams or blood tests
- No pushy or commissioned salespeople

# Spectacular product experience

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## ETHOS (10 minutes)

1. Signup online (10 minutes)
2. Instant Underwriting (instant)
3. You're Approved! (often instant or a few days)

## VS. Traditional Life Insurers (15 weeks)

1. Agent meeting (Discuss options, get sold investment-feature products)
2. Paper Application (Endless forms)
3. Medical Exam (Schedule weeks out, plus blood test, urine test)
4. Follow-Up Evidence (Bank statements, drivers license, medical records)
5. 2<sup>nd</sup> Agent Meeting (Discuss approved rates, upsell)
6. Snail Mail (Policy in mail, mail back receipt form)



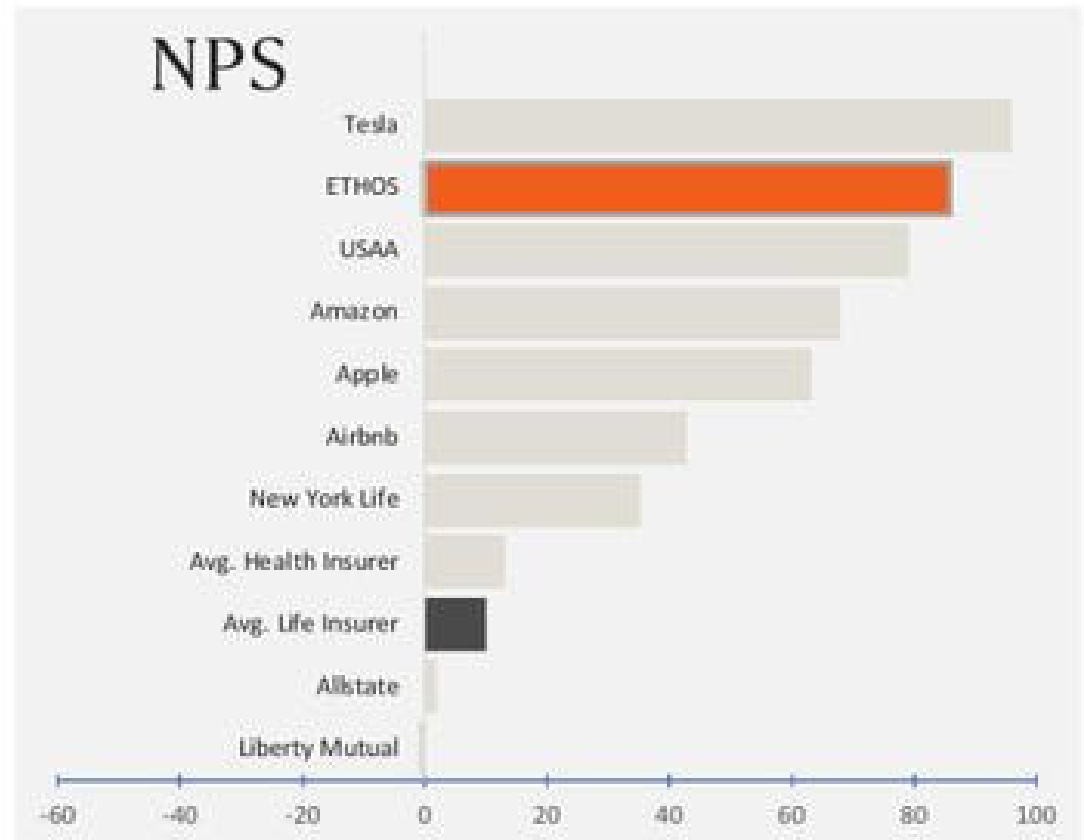
# #1 life insurance experience

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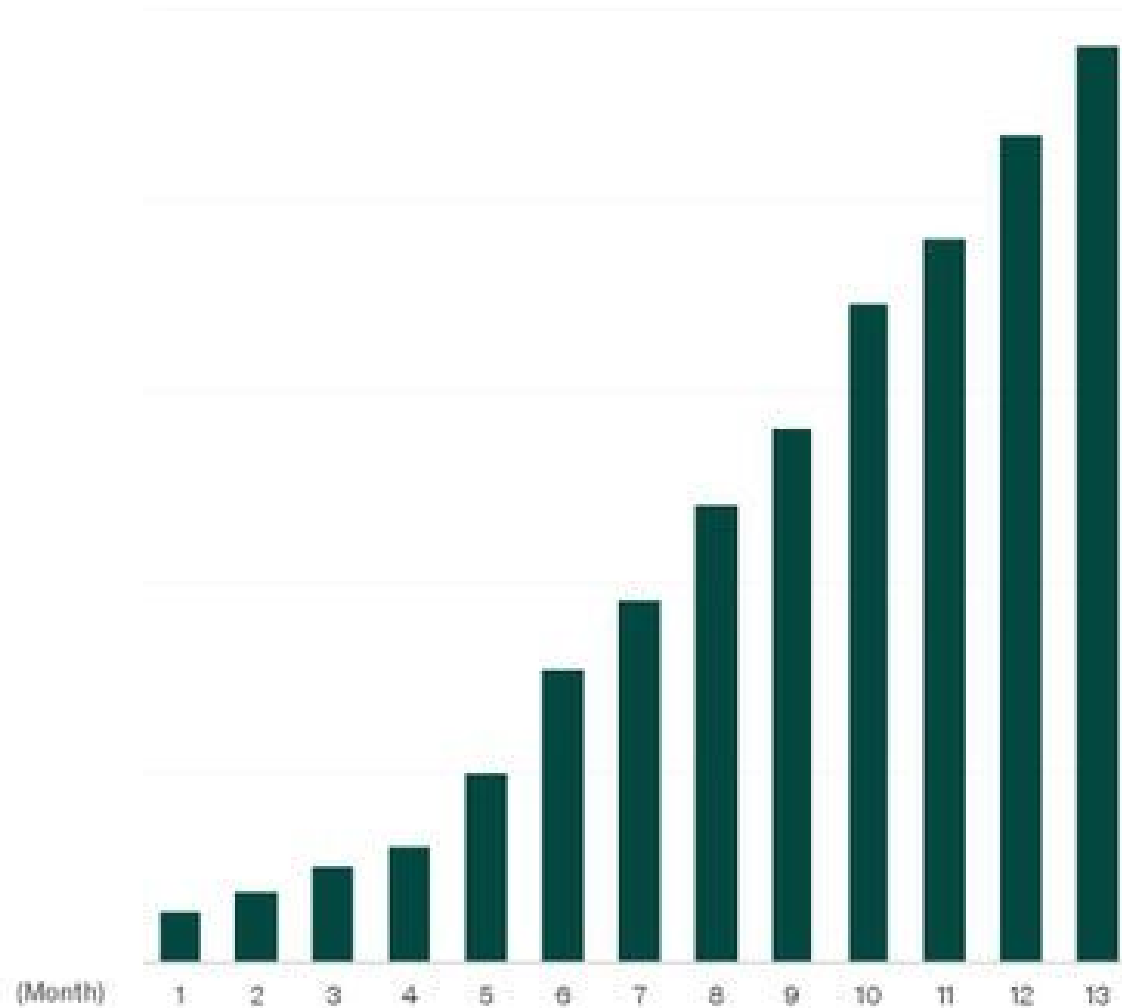
2018  
**NPS** 86

★ Trustpilot  
★★★★★ 9/10

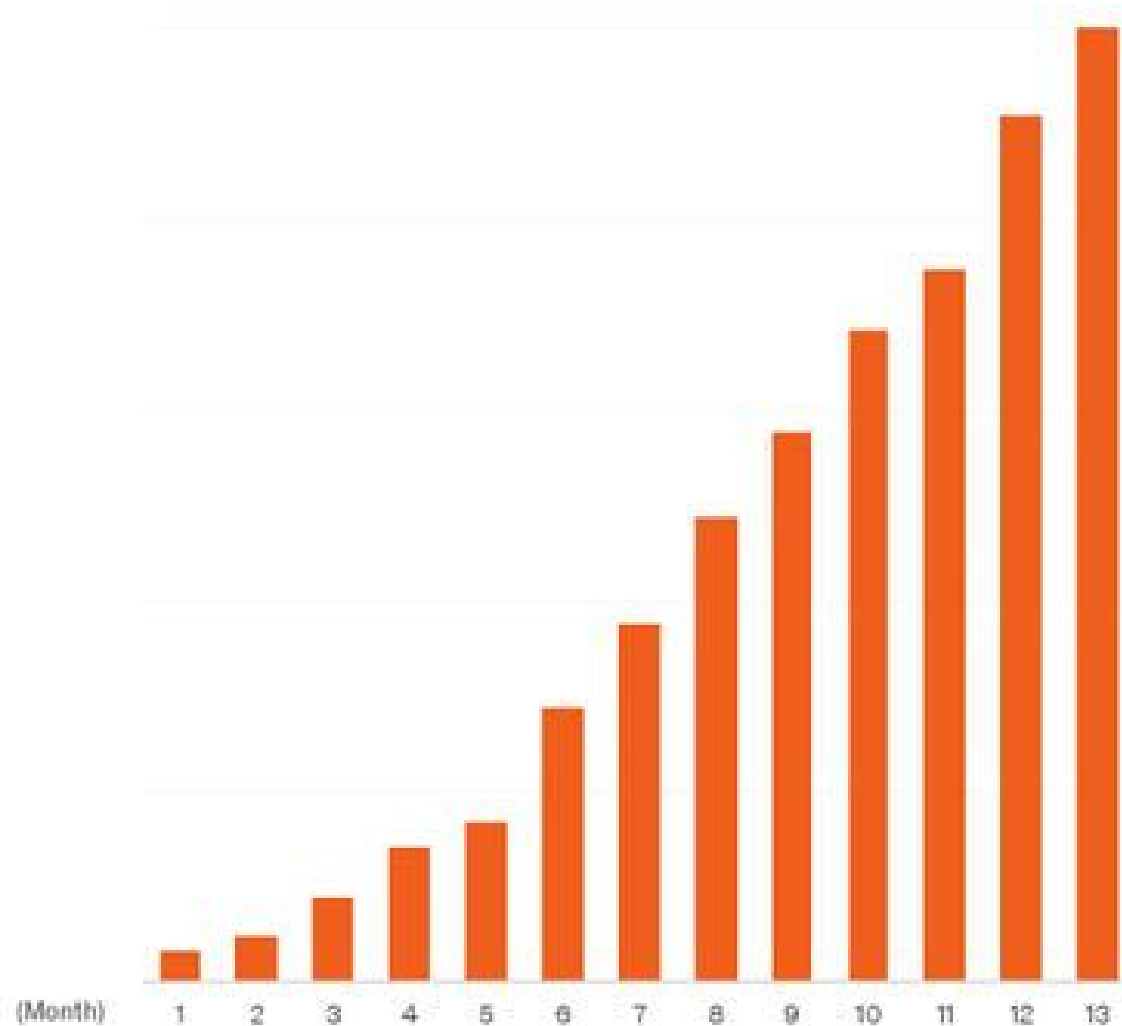
Google  
★★★★★ 4.6/5



# # of Families Protected



# Spectacular Revenue Growth



# Customer acquisition machine

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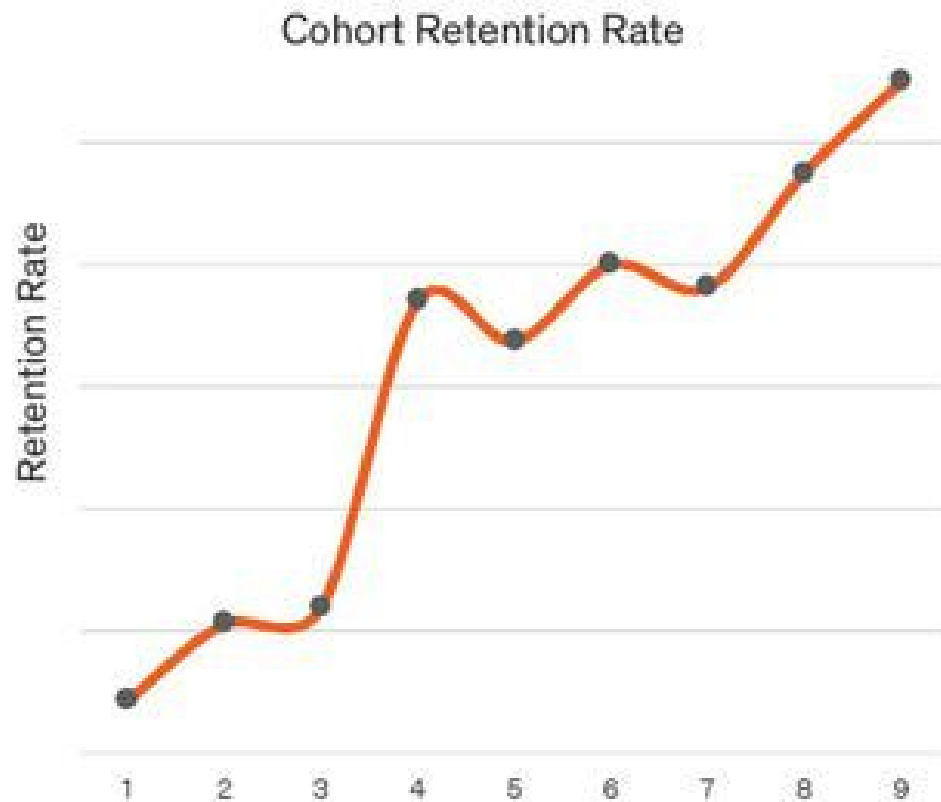


## Word of Mouth

is our largest channel

- Most applicants not “looking” for life insurance when they find Ethos (Ethos grows the market)
- Not reliant on any single marketing strategy – highly diversified channels

# Excellent & Improving retention



High-confidence retention prediction model shows excellent and continuously improving retention rates.

Predicted cohort 5-yr retention is XX%

## Drivers of Churn

1. XXX
2. XXX

## Activated Solutions

1. YYY
2. YYY



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CEO / CO-FOUNDER

Prior co-founder of Ovid Corp., an online life insurance exchange

Stanford MBA



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**Protect the next  
million families.**