iClaim SOLUTIONS

Transforming Insurance Claims With Real-Time Technology

Addressing a substantial opportunity within the estimated £1 billion annual UK claims processing market through our proprietary real-time validation technology, designed to enhance efficiency and accuracy.

Startupbootcamp InsurTech
★★★★★
TOP 20
FINALIST
★★★★★

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2020

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INDUSTRY UNDER SIGNIFICANT PRESSURE

The Crisis Point: Insurance Claims

Declining Customer Satisfaction

Industry reports indicate claims satisfaction at a multi-year low, with average resolution times often exceeding 24 days. This directly impacts customer retention and brand loyalty.

Rising Cost Pressures

The UK contents claims market, valued at approximately £1 billion annually, faces considerable cost pressure, with observed year-on-year increases of up to 17% in some segments.

Significant Premium Exposure

Estimates suggest that up to £170 billion in global insurance premiums are vulnerable to non-renewal due to consistently poor claims experiences and inefficient processes.

Operational Inefficiencies

A recent industry survey revealed that over 80% of insurers struggle with claims exceeding a 30-day closure period, highlighting widespread operational bottlenecks and manual processes.

THE £1.5M – £2.5M PROOF POINT

Leading UK Insurer achieves significant operational efficiencies and customer satisfaction gains.

15 – 20%
Indemnity Reduction
Leveraging AI validation of claims items, ensuring fair and accurate payouts.

3 – 5
Days Faster
Streamlined claims processing reduces average cycle time from 24 to 19-21 days.

+15 – 20%
NPS Improvement
Enhanced transparency and faster resolution significantly boosts claimant satisfaction.

£1.5M – £2.5M
Annual Savings
Validated financial impact at an enterprise scale, demonstrating clear ROI potential.

Confirmed case study with a top-tier UK insurer, providing concrete evidence of tangible benefits and a strong foundation for broader deployment.

We acknowledge that scaling these results comes with integration challenges and data complexities, which our dedicated implementation team and adaptable platform are built to address.

ADVANCED REAL-TIME VALIDATION PLATFORM

The Technology Moat

Extensive Product SKU Database

Our database features over **2 million product SKUs,** providing broad coverage across major UK retail categories. This breadth enables a strong competitive position in the market.

Dynamic Pricing Engine

Utilises **live data from over 5,000 UK retailers** to inform our pricing engine. This allows for near real-time valuation, significantly improving settlement accuracy while acknowledging market fluctuations and data latency challenges.

Efficient Settlement Workflow

Designed for rapid processing, our platform facilitates **e-voucher issuance within minutes** post-validation, aiming for optimal efficiency in a self-serve environment. While 90-second settlement is our target, average times can vary based on external data response and item complexity.

AI-Powered Matching & Fraud Detection

Our AI algorithms **substantially reduce manual validation errors** and help identify potential claims leakage. Continuous model refinement is critical to adapt to evolving retail data and sophisticated fraud attempts, ensuring robust protection.

STRATEGIC POSITION IN A DYNAMIC MARKET

The UK insurance claims market, estimated at over £1 billion annually, is undergoing significant digital transformation, creating a timely opportunity for efficient digital solutions.

UK Home Contents Market

Approximately **20.4 million home contents policies** generate around **2.5 million claims annually**, a significant portion of which are suitable for digital processing.
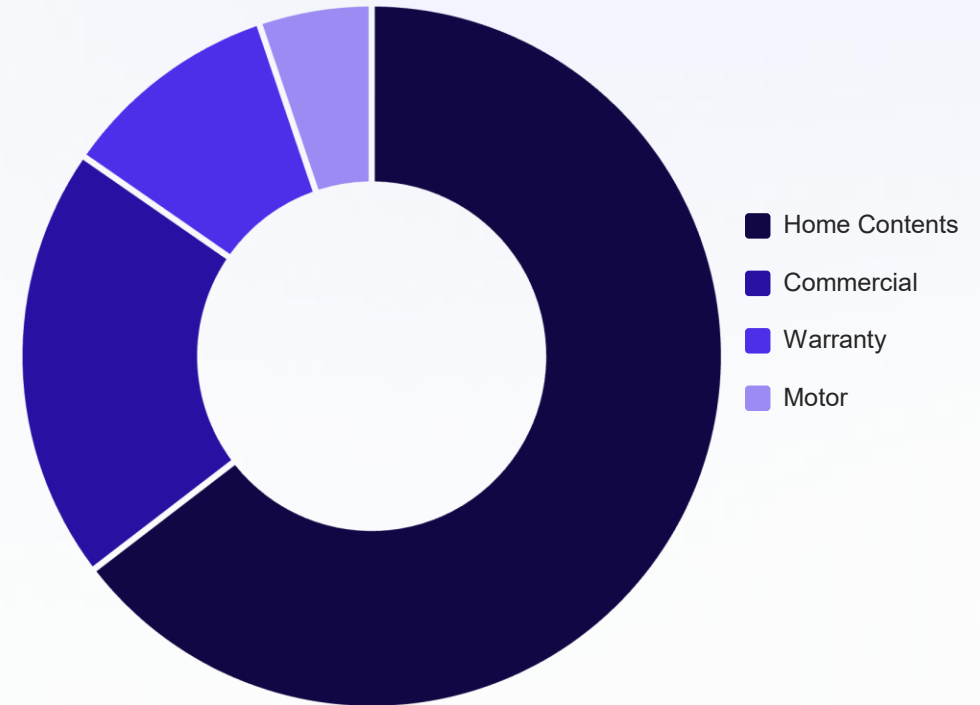
Investor Interest in B2B Insurtech

Approximately **43% of global insurtech funding** is directed towards B2B SaaS solutions, indicating strong investor confidence in platforms like iClaim.

Efficiency Gains for Digital Claims

Industry data suggests digital claims processing can reduce settlement times by up to **13 days** compared to traditional channels, demonstrating clear operational advantages.

Legend:
- Home Contents
- Commercial
- Warranty
- Motor

Key Challenge & Mitigation: One challenge is integrating with diverse legacy systems across the insurance sector. We are addressing this through flexible API-first architecture and strategic partnerships with established technology providers, currently in pilot stages with three mid-tier insurers.
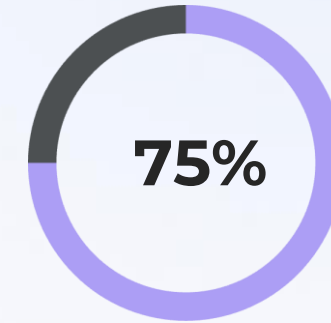
ACHIEVABLE PATH TO SCALABLE ARR

Predictable & Scalable Model

Core revenue derived from a tiered monthly subscription for platform access, augmented by a per-claim processing fee. This hybrid model balances predictable recurring revenue with volume-based growth. Pilot programs have demonstrated strong client retention and adoption.

Strategic Growth Plan

Our phased approach projects initial ARR building from early adopters, targeting significant expansion as our platform integrates with larger enterprise clients.

We're forecasting a realistic 250-300% growth over the next four years, reaching a defensible £3.5M ARR by Year 4, underpinned by a robust sales pipeline and market penetration strategy.

75%

Target Gross Margins

Our SaaS model is designed for high margins, projected to reach 75-80% by Year 4 as our customer base scales and operational efficiencies are realized. Initial deployments show promising unit economics.

Our strategy addresses potential market reluctance to adopt new technologies by offering comprehensive onboarding and demonstrated ROI through initial partnerships. We are actively mitigating technical integration complexities by investing in API flexibility and dedicated support teams.

Targeting diverse market segments including insurance carriers, warranty providers, and broker channels allows for diversified risk and multiple revenue streams. Early discussions with key players indicate strong interest in our solution's ability to streamline claims processes and reduce costs.

BATTLE-TESTED LEADERSHIP

OMAR ALLYBOKUS
CEO

With 16 years in claims innovation, Omar brings a proven track record of founding and scaling product development across multiple successful ventures, directly informing our strategic roadmap.

ANIFF ALLYBOKUS
CHAIRMAN

Aniff offers 27 years of global insurance operations expertise, providing invaluable strategic oversight and navigating complex regulatory environments across diverse markets.

MANJINDER GAHIR
CTO

Manjinder's 25+ years in banking payments architecture ensures robust, enterprise-scale system integration, critical for our secure and scalable technology infrastructure.

✓ **Industry Recognition:** Consistently recognised among leading global insurtech innovators, reflecting strong industry validation and potential.

NAVIGATING THE MARKET

Our Differentiated Strategy

Legacy System Evolution
Established platforms like Guidewire and Duck Creek offer extensive features but can struggle with rapid innovation, creating demand for modular, agile solutions. Our approach complements existing infrastructure by addressing specific functional gaps.

Targeted Point Solutions
While tools like Tractable and Snapsheet excel in specific aspects (e.g., image-based estimation), they often necessitate integration with other systems for a complete, end-to-end claims validation and settlement workflow, especially for diverse claim types.

iClaim's Integrated Advantage
We combine real-time retail pricing data with streamlined self-serve settlement tools within a single, API-first platform. This offers insurers the agility to automate and validate a broader spectrum of claims, reducing cycle times and manual effort.

Efficient Integration Pathways
Our REST/GraphQL APIs are designed for efficient integration with existing core systems, typically enabling initial data synchronization and workflow connectivity within weeks. This allows for rapid pilot deployment and demonstrable ROI.

STRATEGIC EUROPEAN MARKET ENTRY

Our modular technology platform has garnered initial interest from several European markets, indicating potential for a phased expansion approach. We are actively engaged in due diligence and partnership discussions to ensure a well-grounded entry.

1 Q1 2026: Video FNOL Integration

Launch of video-first notice of loss (FNOL) capabilities, crucial for expedited claims processing and initial market testing.

2 Q3 2026: GenAI Enhancements

Rollout of AI-powered claims assessment and fraud detection, enhancing efficiency and accuracy to meet diverse market demands.

3 Q4 2026: IoT Integration Pilot

Pilot programs for IoT data integration to support preventative and rapid claims in specific niches, addressing emerging market needs.

4 2027-2028: Initial Market Pilots & Expansion

Targeted pilot programs in 1-2 key European markets, focusing on regulatory compliance, localisation, and refining the go-to-market strategy before broader expansion.

While significant opportunities exist, we acknowledge the complexities of European market entry, including regulatory variances and diverse competitive landscapes. Our strategy includes:

- Engaging local compliance experts and legal counsel.
- Prioritizing partnerships with established local insurers.
- Implementing a flexible, modular platform architecture to adapt to regional requirements.
- Conducting in-depth market research to identify optimal entry points and localized solutions.

We invite strategic partners interested in exploring a transformative approach to claims operations to participate in an ROI workshop and sandbox access, designed for a thorough 2-week evaluation period.

STRATEGIC INVESTMENT OPPORTUNITY

Seeking Key Strategic Partners

Validated Technology

Proven track record of successful API integrations with four Tier-1 insurers, demonstrating an enterprise-ready platform that streamlines claims processing by up to 20%.

Expedited Partnership

Structured ROI workshops and sandbox access are typically available within 3-4 weeks for qualified partners, enabling rapid proof-of-concept development.

Identified Market Potential

Preliminary market analysis indicates significant adoption potential in select European markets, with established interest from key industry players following initial engagements.

Addressing the estimated £200M+ inefficient claims spend within the UK and target European markets. Ready to partner for impactful innovation?

iClaim
SOLUTIONS

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