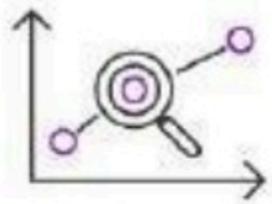


Making **capturing** and  
**exchanging data** *as simple*  
as **having a conversation.**

# Evolution of Daylight



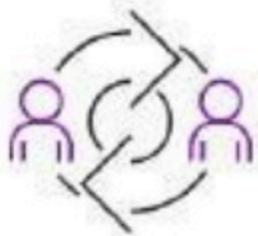
## Data Collection

Simplifying how data is collected



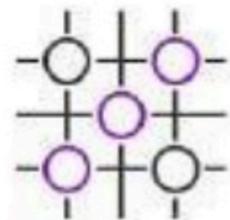
## Smart Forms

Connecting business processes and UX



## Digital Experience

Omni-channel digital experience layer



## What's Next...

Right place, right time.

**Daylight is a fit for where the market is going.**

# Hyperautomation Ecosystem

Gartner has identified Hyperautomation as their top Strategic Technology Trend for 2020

## User Experience Platforms

Existing User Experience Platforms require significant up-front investment and don't integrate well with existing applications & systems

## Workflow Management

Many Enterprises have invested in workflow tools, but find they are costly to utilize and are overkill for most processes



## Robotic Process

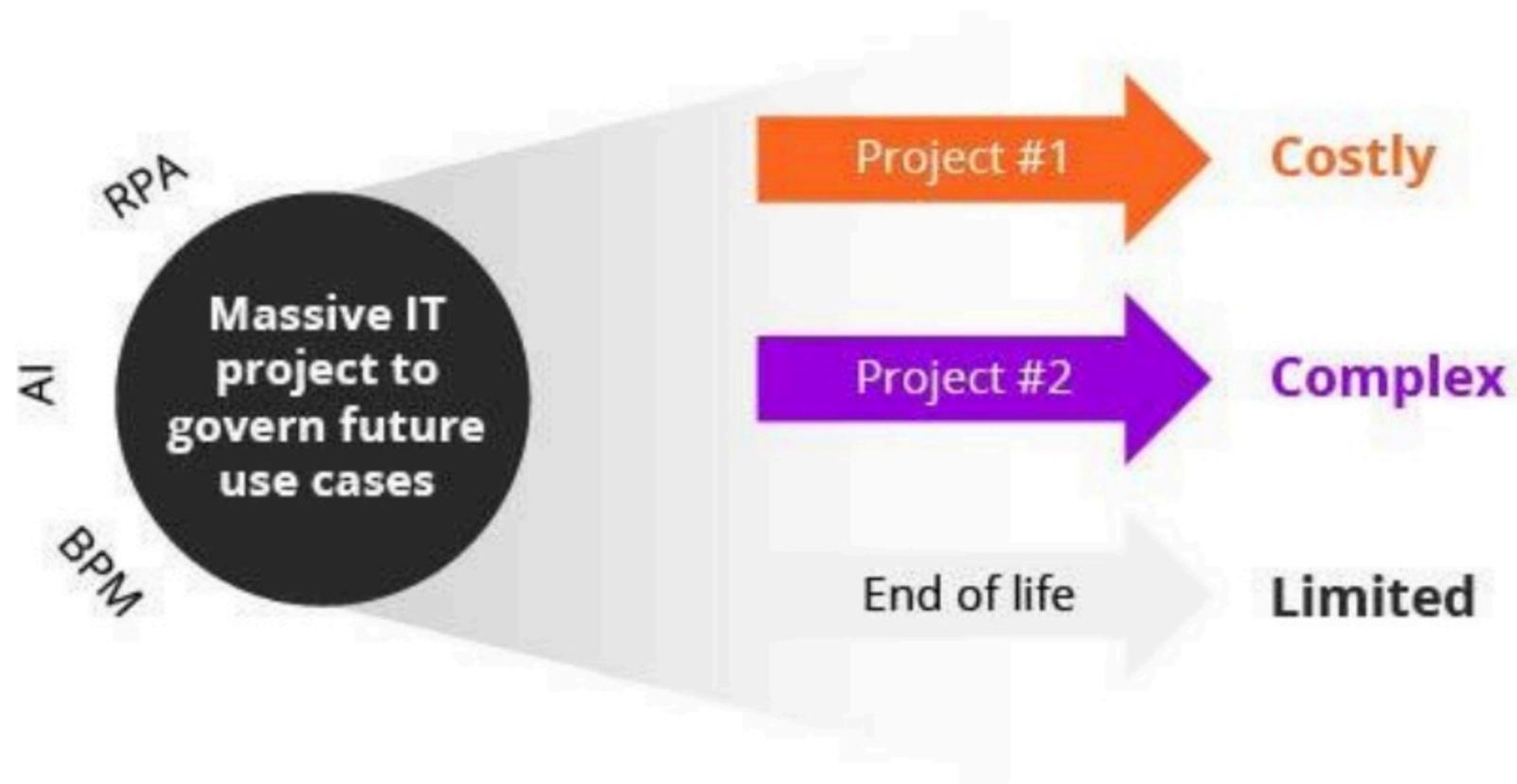
Enterprises have invested millions in RPA but are struggling with bad data and to get ROI

## Legacy & Custom Systems

Enterprises often have many hundreds of disparate systems. Consolidation is complicated and needs to be carefully planned & timed

# Challenge

Organizations are under pressure to improve user experiences, but typically start from the inside out.



# Solution

Daylight de-risks transformation, providing a **low-code platform** to deliver value from the outside-in.

<10%  Effort to Build Solutions Vs Traditional Development

Agile

Self-Service

Repeatable

Assisted

Cross-channel

Internal

Targeted & complimentary

# Current State

## SECTION 3: Designate your Contingent Beneficiary

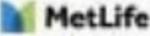
*(Complete this section only if you selected option A, B, or C in section 2 above.)*

**Complete one of the five Contingent Beneficiary options below.**

### Option A - Individual Beneficiaries

- If you wish to designate more than three Individuals as Contingent Beneficiaries, attach a signed and dated sheet listing the additional beneficiaries including all details requested in this form and identifying their role as a Contingent Beneficiary.
- If you would like to divide the proceeds equally, or if you are checking the box below to include future children of the Insured as Contingent Beneficiaries, please leave the "percent (%)" of proceeds" fields blank. If you prefer to designate different percentages, complete the "percent (%)" of proceeds" fields for each individual.

# Future State

Individual Life Insurance 

### Life insurance change of Beneficiary

Use this form to change Beneficiaries on your life insurance policies.

The company indicated in this section is referred to as "the Company."

Metropolitan Life Insurance Company  Metropolitan Tower Life Insurance Company

**Things to know before you begin**

- This form applies to all MetLife companies.
- Only the Owner of the insurance policy is authorized to change Beneficiaries. If there is more than one Owner, all Owners must sign.
- This form must reflect all Beneficiaries, both Primary and Contingent, who should receive the proceeds of the policy(ies) listed below.
- If the Insured dies without a surviving Beneficiary, payment will be made to the Owner, if living, otherwise payment will be made to the Owner's Estate.

**Definitions**

- Owner:** The person(s), business, charity, Trust, or entity with the right to make all decisions regarding the policy.
- Insured:** The person who is insured by the policy(ies) and upon whose death the Beneficiaries will receive the proceeds of the claim. The Insured may also be the Owner.
- Primary Beneficiary:** This is the person/party you select to receive life insurance proceeds after the insured's death.
- Contingent Beneficiary:** This is the person/party you select to receive life insurance proceeds after the insured's death if no Primary Beneficiaries survive the Insured.
- Testamentary Trust:** A Trust created and funded by the Insured's Will which only becomes active upon the death of the Insured.
- Living (Inter vivos) Trust:** A Trust created during the lifetime of the Owner (person who established the Trust).

**SECTION 1: Insured (Please provide information about the person (the Insured) covered by the insurance policy or insurance policies.)**

Policy number(s): 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

First name \_\_\_\_\_ Middle name \_\_\_\_\_ Last name \_\_\_\_\_

Street address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Date of birth (mm/dd/yyyy) \_\_\_\_\_ Phone number \_\_\_\_\_ Social Security number \_\_\_\_\_

Email address \_\_\_\_\_

  1-800-455-4555  www.metlife.com

[View PDF](#)





## Life insurance

### Request a change of Beneficiary

This process will take you 15 minutes to complete.

Before you start, please note:

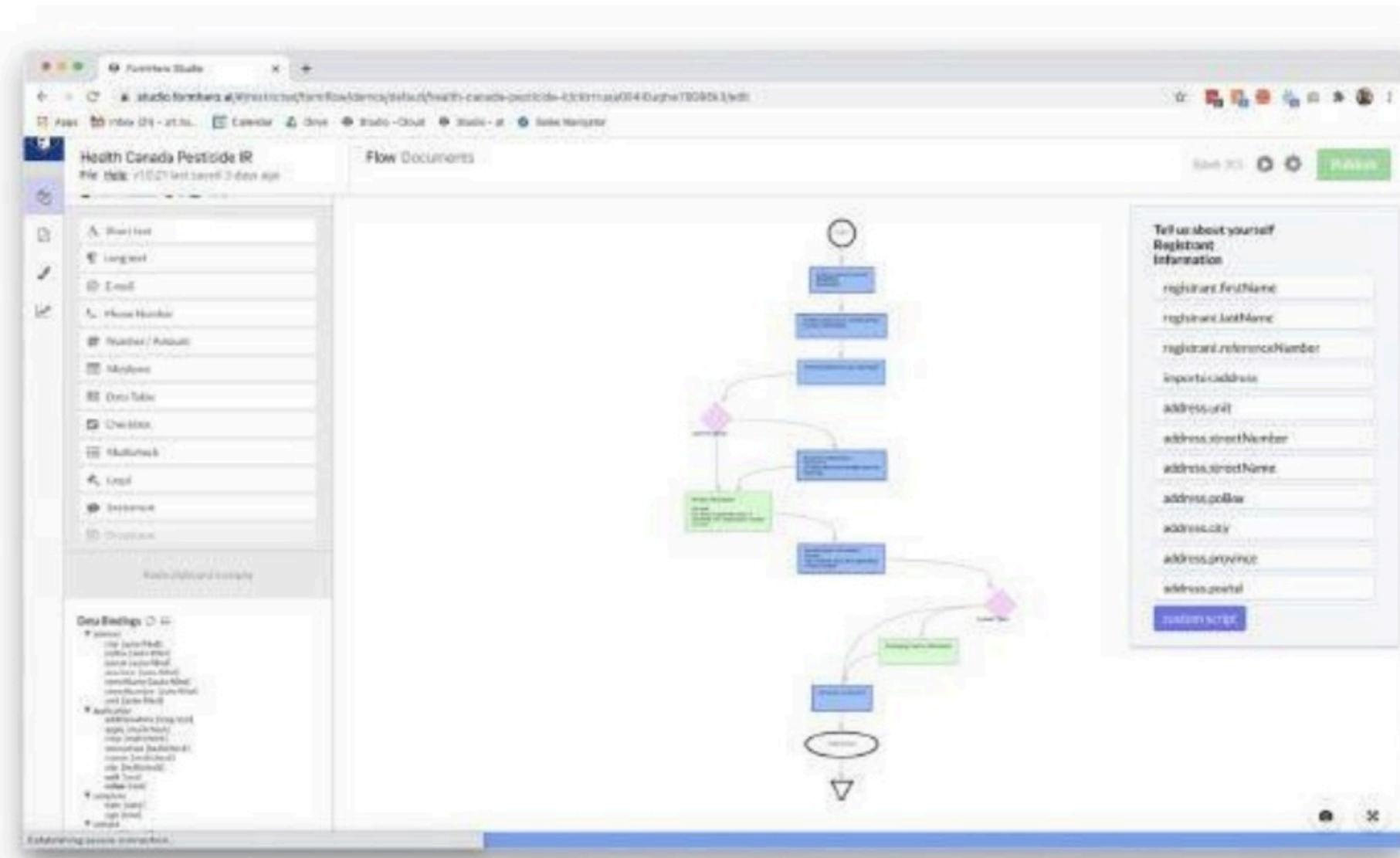
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- If the Insured dies without a surviving Beneficiary, payment will be made to the Owner, if living, otherwise payment will be made to the Owner's Estate.

[Next](#)

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[View Experience](#)

# Low Code, Business Managed



Fields +

- Please provide your name static-block
- Your First Name short text
- Your Last Name short text

Field Settings Style & Layout Advanced

Make this field conditional

Show when any of the following are true:

- Welcome! Trust your customers like humans with FormHero  
FORMHERO.USER\_LANG
- is equal to
- en

+ Add another condition

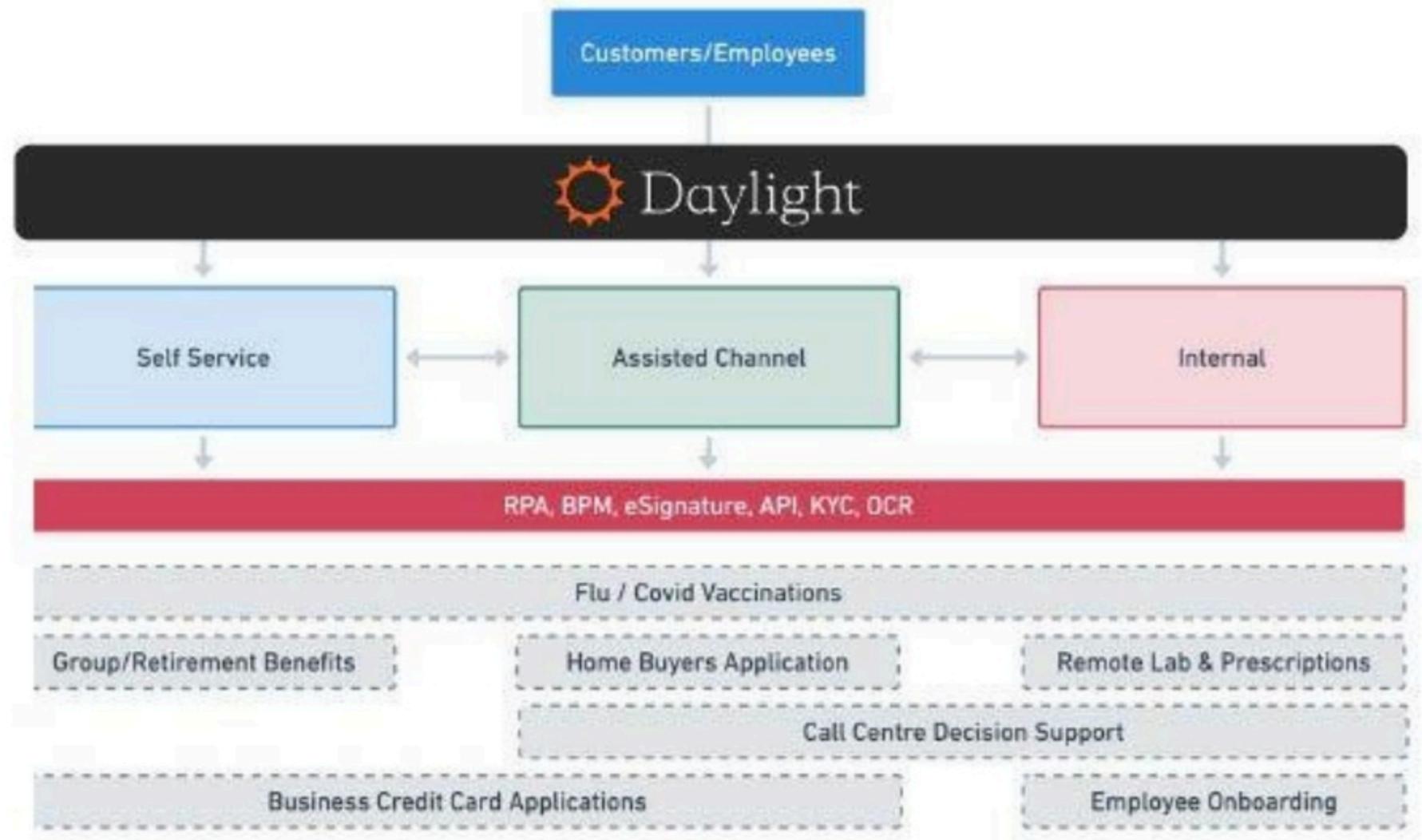
# Broad Use Cases

## Repeatable Patterns

- Paper-based processes
- Path/product determinism
- Decision Support
- Omni-channel experience
- Calculators
- Member Portals
- ....

## Business Units

- Wealth Management
- Retail Banking
- Lending
- Travel & Medical Insurance
- Call Centres
- Group & Retirement Benefits
- P&C
- HR
- Finance
- Pharmacy
- ...



# Example Use Cases



Power of Attorney Process  
ROI on Platform Subscription in 4 months

42

PDFs in English/French

20,000

in-branch sessions

37,500

person hours saved per-year



Allianz Global Assistance

Emergency Assistance  
Call Centre Scripting

8

Systems/Services Integrated

83%

Reduction in Training (5 weeks fewer)

30%

Reduction in Average Call Time



Loblaw/Shoppers Drug

Flu Shot Administration  
Customer & Pharmacist-facing Workflow

6 Weeks

Client Request to Live

1.5M+

Transactions in 1st two months

~2500 stores

No Training Required



## Manulife

This has been a significant change in the way we work. In 78 days we reimagined, built and integrated experiences that will have a significant impact on our customer journey.

**-Barb Pap, Manulife**

Group Benefits Solutions Lead

# Executive Summary

Key Financial Numbers Since our 2020 Seed Round\* (March 2020)

**> 3.3x**

ARR Growth  
Projected-FY

**150%**

Retained Revenue  
2021FY to Date (<sup>3</sup>/<sub>4</sub>)

\*Led by Golden Ventures, with participation by Bessemer Venture Partners  
All Revenue Numbers reflect Canadian Dollars

# Background & Model

01

SaaS with a twist (metered)

We are aligned with and benefit from continued ROI by our clients

02

Land and expand explode

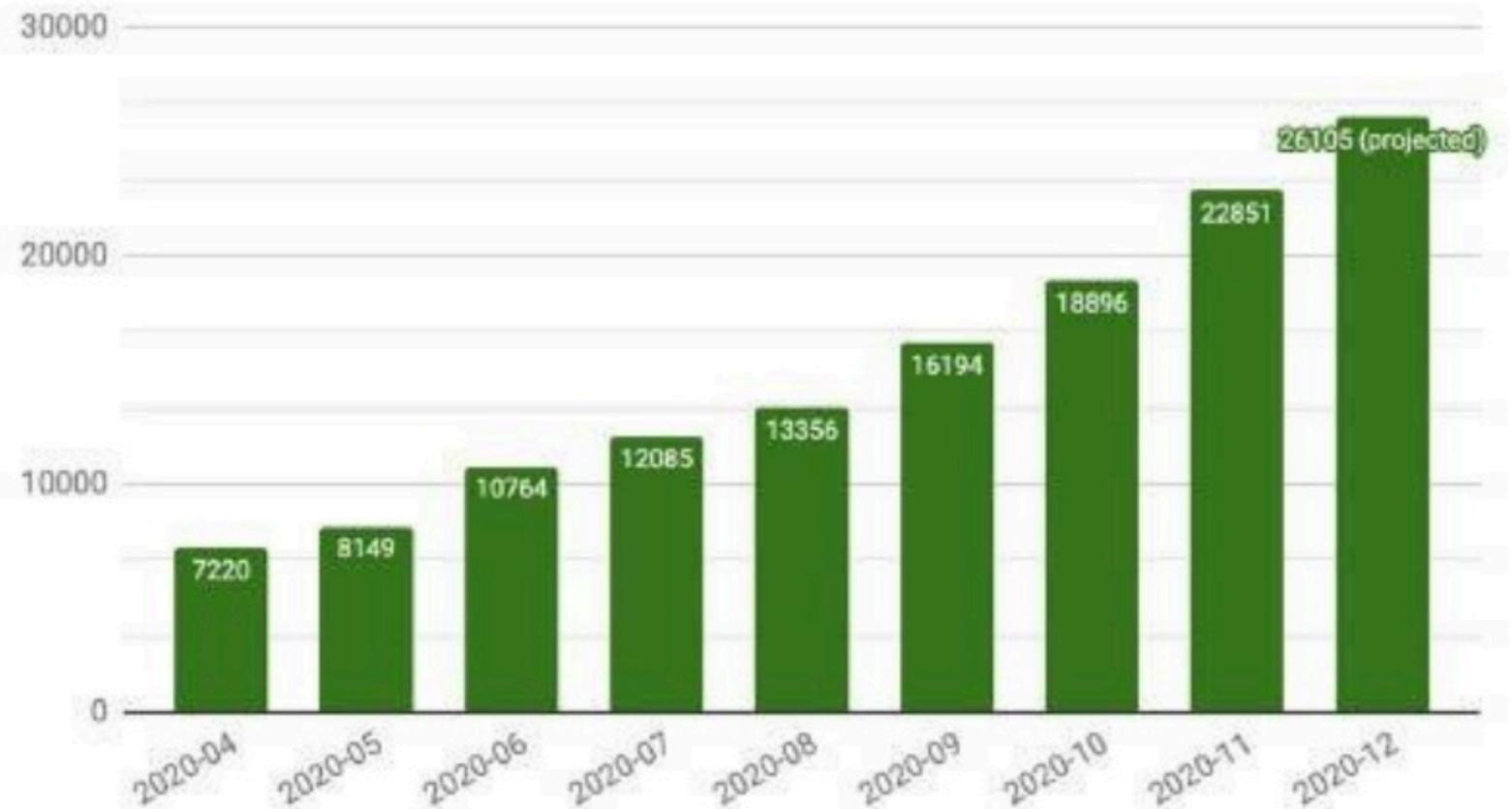
Consistent growth without the need for new contracts

03

Essential Service

Every project makes us stickier and ensures long-term revenue

Sample Banking Client Submission Growth (2020)



# Executive Team



Art Harrison  
Chief Growth Officer

formerly with



**INTERFACEWARE**

VP, Marketing & Communications



Ryan Kimber  
Chief Executive Officer

formerly with



**think**  
research

Chief Technology Officer  
Chief Innovations Officer



Natasha Lala  
Chief Operating Officer

formerly with



Chief Operating Officer



**OANDA**

Chief of Staff  
VP Engineering

# Market Size: Enterprise is Pivoting away from Building

Nearly \$500B is spent each year on Enterprise software development and maintenance, but customer demand for integrated experiences, and enterprise need to prevent proliferation of one-off solutions is changing they way Enterprise delivers solutions.

## Global Market for Hyperautomation Components (USD)<sup>1</sup>

	2019	2028
Low-Code Application Platforms	\$11.4B	~ \$60B
Robotic Process Automation	\$1.4B	~ \$10B
Digital Experience Platforms	\$8.4B	~ \$20B

1. Predicted Market Sizes are taken from [Grand View Research](#)