

# LULA

Series A Pitch Deck

Life is made of episodes, insurance should be too.

**Insurance is broken, outdated, and does not meet the needs of today's modern economy.**



**1. Asset Utilization Rates  
Change on a Monthly Basis**



**2. Everyone has a  
Different Risk Profile**

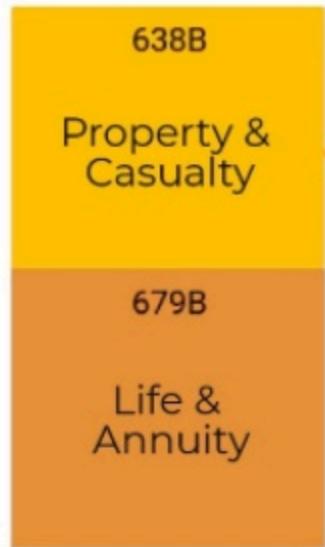


**3. Emerging markets with  
no historical solution**

Insurance tends to be priced in a very general sense. Customers pay fixed premiums that are not directly correlated to the asset's utilization rates or the varying risk profiles of the parties using the assets.

# The US Insurance Market is a very large opportunity that underserves commercial customers and remains highly-fragmented

Total US Insurance TAM (\$B)



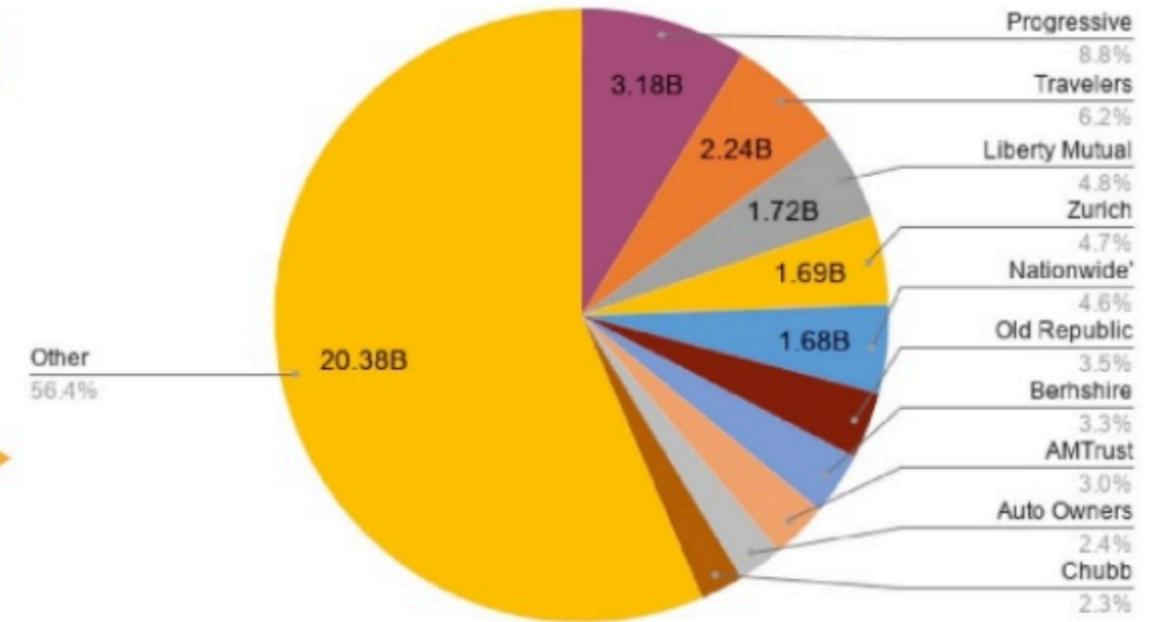
\$1.3T Annual Gross Written Premium

Total US Property and Casualty Insurance by Category (\$B)



Commercial Insurance Markets

US Commercial Auto Market Share (\$B)



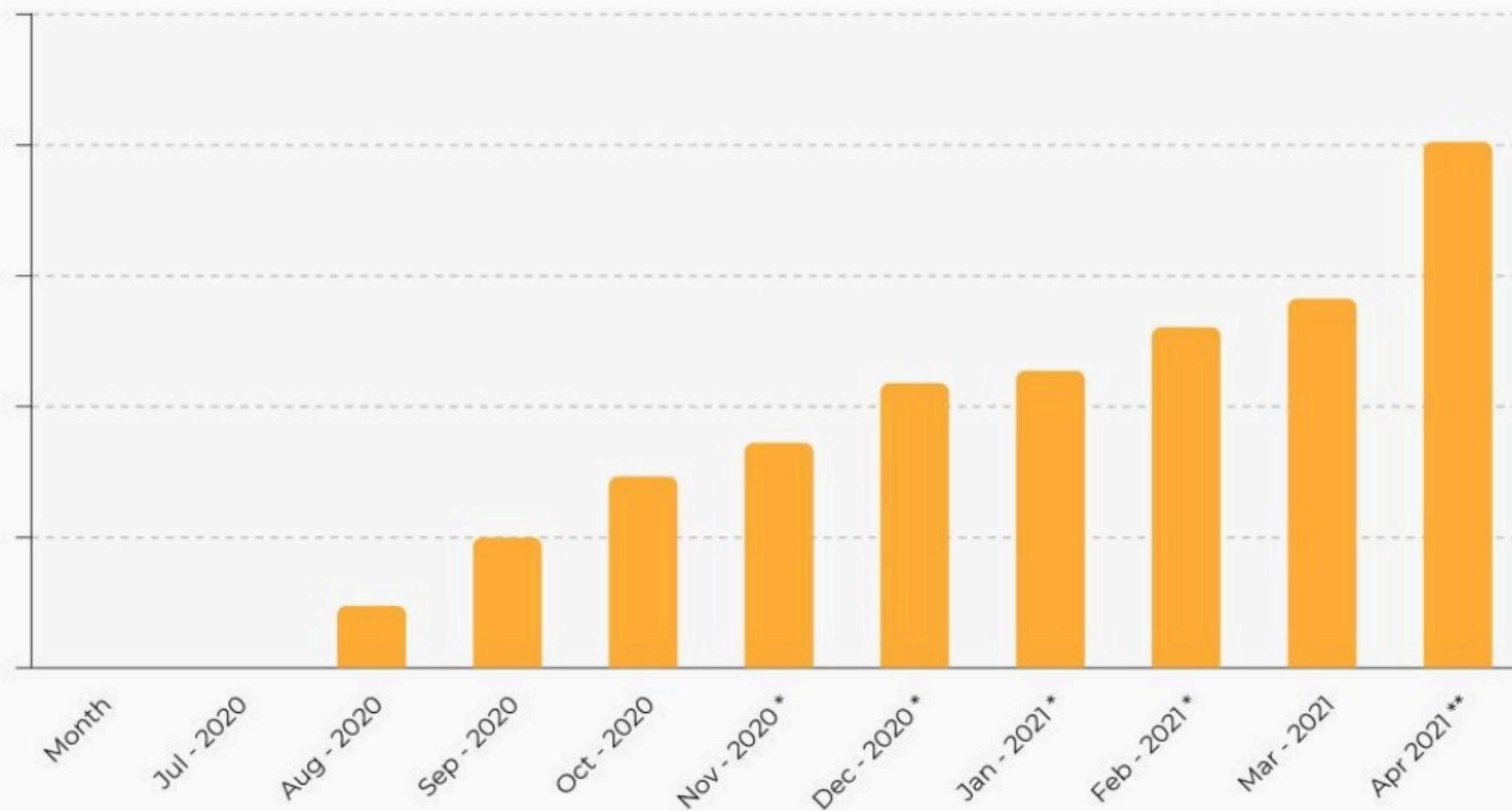
Source: Swiss Re

We've begun at the software layer with our Insurance API.



We eliminate the need for companies to build out their own insurance infrastructure by providing them a fully integrated suite of insurance products, and selling episodic insurance to their customers at the point of sale, via our Insurance API.

*We've had explosive,  
capital-efficient growth ...*



\*We were profitable during these months

\*\*Expected ARR for the month or April

**Revenue**

**Total Customers**

**CMGR**

31.13%

**Retention Rate**

95%+



+



Current Business Model



Future Business Model

# The Competitive Landscape

	<i>Brokers</i>	<i>InsurTech Companies</i>	<i>Carriers</i>
<i>Threat</i>	<ul style="list-style-type: none"><li>• B2B distribution</li></ul>	Most companies are	
<i>How We Win</i>			
<i>Long Term Advantage</i>		a captive	



Matthew Vega-Sanz  
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Eric Ramos  
Director of Investments at Florida Funders  
Blackstone Launchpad



Curtis Scott - Advisor  
Former Head of Insurance at Uber  
VP of Risk at Lyft

*Notable Firms:*



Nextview Ventures



Bloom Venture Partners



PnP Ventures



Basement Fund



Florida Funders



Verissimo Ventures



Strada Holdings



Constellar Ventures

*Notable Angel Investors:*

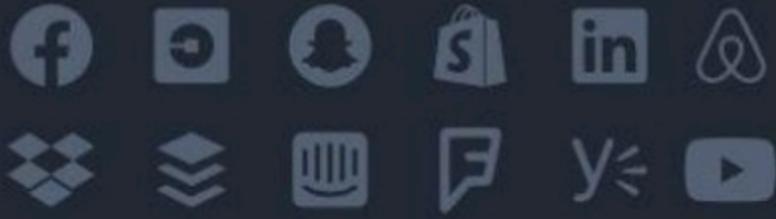
**Andy Shah:** Partner at Sequoia, TPG, and Naspers

**Dom Pasalic:** Investor at TPG, Ribbit, and Sequoia

**Dave Delaney :** CEO of Lancer Insurance

**Dan Macklin :** Co-Founder of SoFi

*All investment firms have requested to exercise their pro rata.*



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