

THE STORY OF HELLAS DIRECT

LAUNCHING A NEXT-
GENERATION INSURANCE
COMPANY IN GREECE

WTF?!

IT DIRECTORS FORUM

OCTOBER 2019



HELLAS
DIRECT

RETHINK INSURANCE





A next-generation insurance company.

Rethink insurance | Modelled after Amazon | Changing the Greek market



**HELLAS
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Launched. Against all odds.

The Greek Crisis | A contrarian investor's dream | A blind-spot market



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Building our moat. A competitive edge.

Hire a rockstar team | Invest in technology and data | A different mindset



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A mission-driven organization.

Strong culture | Value proposition | Discipline, flexibility, scalability



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Where are we now?

Key milestones | Insurance matters | Stepping on the gas



Lesson 1: it pays to be boring.

Unsexy industry | Blind-spot market | Higher-margins



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Lesson 2: spot consumer trends.

By the day | Embedded | Micro payments



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Lesson 3: a world of data.

Make it easy | Real-time | No questions underwriting



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Lesson 4: instant claims.

Algorithmic | Hard triage | Last-mile issues



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Lesson 5: think ecosystems.

Mobility | Largest garage network | Credit



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THANK YOU!

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