



**2024**  
**DISTRIBUTION**  
CONFERENCE

**WINNING**  
**TOGETHER**

# InsurTech & Innovation: Future-Proof Your Distribution Strategies



## **CORINE PORTER**

*Director of Agencies*

Farm Bureau Financial Services

# What is Insurtech?



The background features a network of icons connected by lines. The icons include a truck, a dollar sign, an airplane, a heart, a family, a house, a magnifying glass, and a globe. A hand in a suit sleeve points towards a central icon of a microchip. The word 'INSURTECH' is written in large, bold, blue letters across the middle of the image.

## INSURTECH

### **INNOVATION**

*Technology designed to make the current insurance model more efficient*

### **EXPERIENCE**

*Part of the industry for almost 15 years*

### **WORTH**

*\$5.45 billion in 2022 and expected to grow 52.7% from 2023 to 2030*

# Insurtech's Allow

**PRICING** *products more competitively*

**EFFECTIVELY** *evaluating risk, processing contracts,  
or underwriting policies*

**EXPLORING** *avenues previously avoided*



# What is Insurtech??

The Insurance Industry is Primed for  
***DISRUPTION***





# Panel Discussion



**Steve Rea**

*Life Sales Vice President*  
Farm Bureau Financial Services



**Brittany Clements**

*Managing Director*  
AmFam Adventures



**John Wilson**

*Academic Director - Research*  
University of Connecticut



**Kartik Sakthivel**

*VP & Chief Information Officer*  
LIMRA and LOMA



Q&A



# Insurtechs Advantages

## SIMPLIFICATION

*Makes insurance products less complex and confusing*

## PERCEPTION

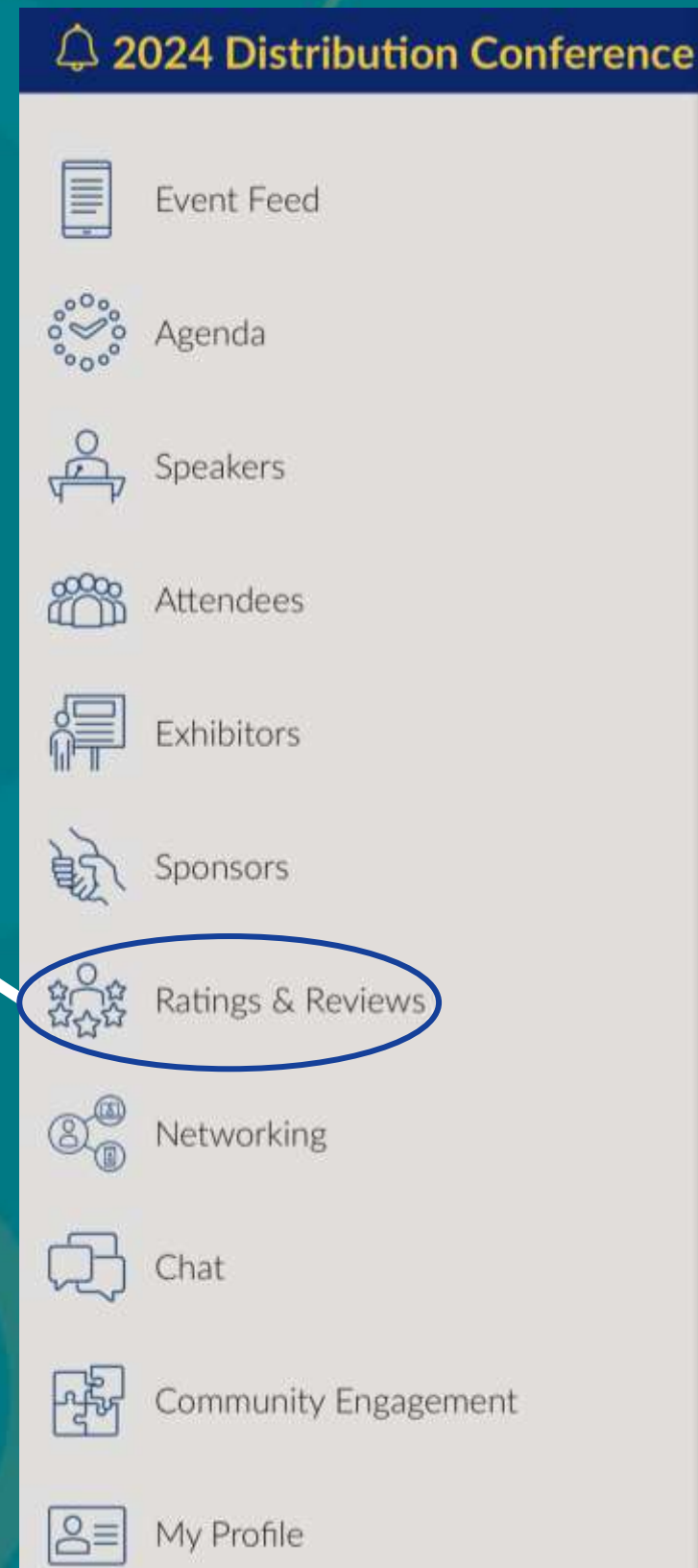
*Shows the more exciting side of the insurance industry*

## APPEAL

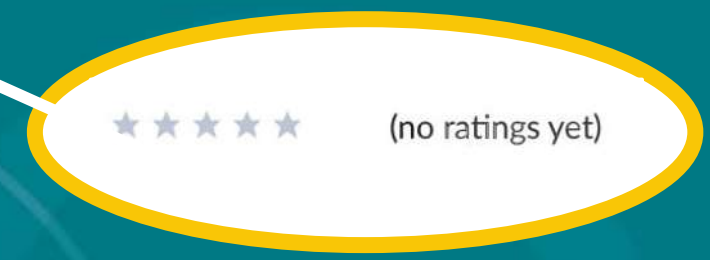
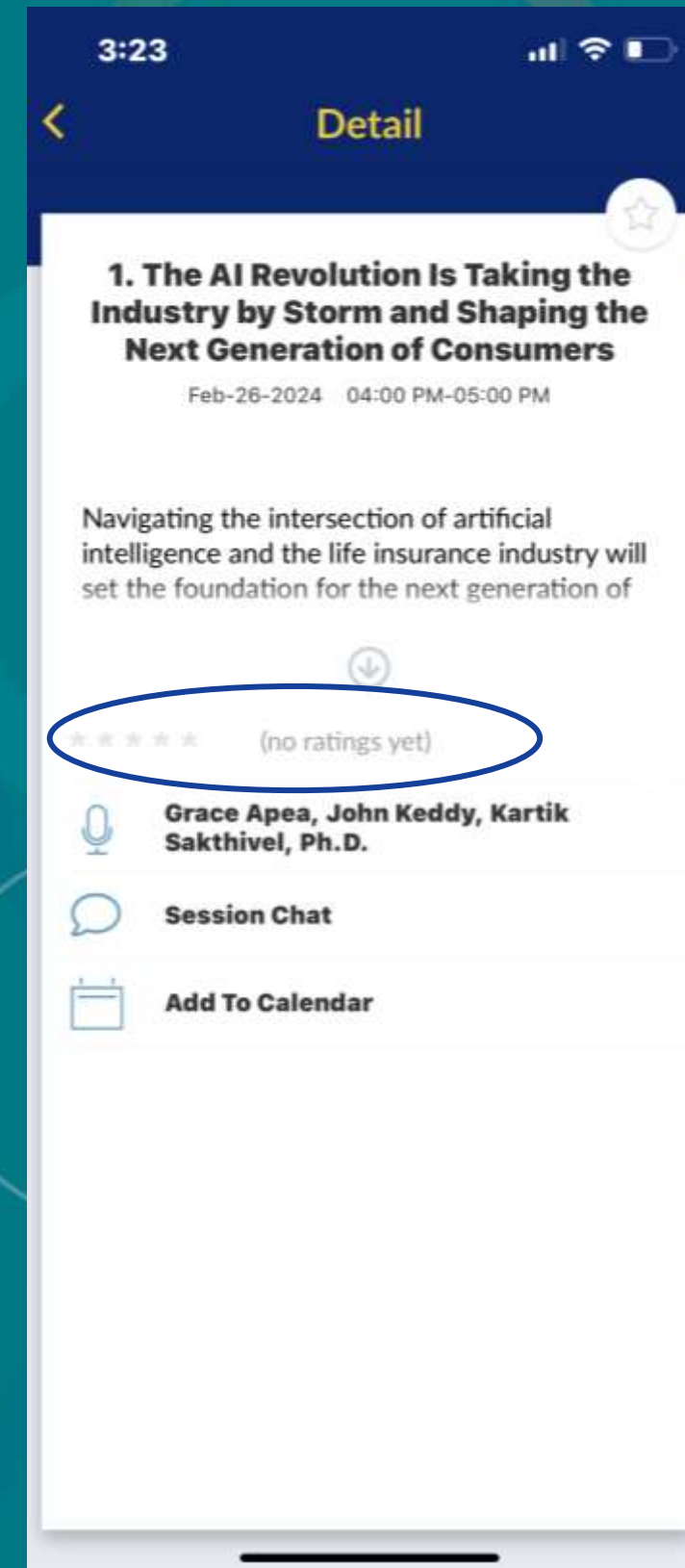
*Markets products in a way that appeals to consumers*

# Please Provide Your Feedback on the Conference App

## OPTION 1



## OPTION 2



# Thank You

