

LIVE ONLINE Training Programme - we take training to YOU!



Designed and Delivered by:

MS. THERESA BLISSING

Specialist in Insurance Industry

Areas of Expertise:

- Artificial Intelligence
- Big Data and Analytics

Developing Digital Products with Startup Methodology (For Insurance Industry)

This programme is designed to develop digital product building skills in the insurance sector (except for the actuarial aspect). During the current COVID-19 crisis insurers are forced to develop digital products and digital channels. This programme will help innovation and business development departments get an understanding of how to build digital business models from market gap analysis to the finalized business plan.

The overall goal is to help participants understand each step of digital product building strategy and development. That will help to create efficient timelines, set KPIs for project teams, review the progress, and create clear milestones. The programme is following startup methodologies which enable participants to develop digital business models at startup speed during times of crisis. What's more, it will also help to understand when and what technology, tools or innovation could be implemented into the new service/product proposition.

WHO SHOULD ATTEND?

Mid and senior staff working in the insurance industry, such as managers of insurance companies who wish to learn how startups operate and build digital business models.

WHAT WILL YOU LEARN?

Module 1

Market Gap Analysis

- Business Description / Story
- Lean Canvas
- Market / Competitors / Customer Analysis
- USP / Business Positioning

Module 2

R&D

- Tactical Plans with Measurable Goals
- Technology Requirements
- Prioritisation and a Road Map
- Cost Evaluation
- Create

Module 3

Branding Strategy

- Brand Story
- Vision
- Pillars / Messages
- Moldboard
- Personality / Tone of Voice

Module 4

Sales and Marketing

- Sales Channels
- Sales Targets
- Marketing Project Brief
- Marketing Action Plan
- Marketing Budget

Module 5

Investment

- Financial Projections
- Capital Needs
- Business Valuation
- Pitching Material

*****Date and Time: Customized as per Client Preference.**