# FT PARTNERS FINTECH INDUSTRY RESEARCH

July 1, 2019

# **INSURTECH CEO INTERVIEW:**



with CEO Mike Furlong

**Insurance Broker Software** 



The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

### Overview of FT Partners

- Financial Technology Partners ("FT Partners") was founded in 2001 and is the only investment banking firm focused exclusively on FinTech
- FT Partners regularly publishes research highlighting the most important transactions, trends and insights impacting the global Financial Technology landscape. Our unique insight into FinTech is a direct result of executing hundreds of transactions in the sector combined with over 17 years of exclusive focus on Financial Technology

### FT Partners' Advisory Capabilities



### FT Partners' FinTech Industry Research





Named Silicon Valley's #1 FinTech Banker (2016) and ranked #2 Overall by The Information



Ranked #1 Most Influential Person in all of FinTech in Institutional Investors "FinTech Finance 40"



Numerous Awards for Transaction **Excellence including** "Deal of the Decade"

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# indio

### Indio Overview

**Company Overview** 



CEO:

Mike Furlong

**Headquarters:** 

San Francisco, CA

Founded: 2016

- Indio provides a software platform that helps simplify the insurance application process for brokers and their clients
- The Company's software helps brokers improve customer experience, save time, and win new business with:
  - Digital applications & schedule workbooks
  - Full e-signature functionality
  - Automatic email reminder cadences
- Clients include:



















#### **Founders**



Mike Furlong Co-Founder & CEO



**Adam Bratt** Co-Founder & CTO

#### **Products & Services**

### Modern solution for the application and renewal process



#### **Intelligent Forms**

6,000+ online applications & forms automap data across multiple forms alleviating the need to fill out the same field twice



#### Manage Schedule and Exposure Data

Upload schedule lists live SOVs, Drivers lists, and more from Excel onto the Indio platform, allowing for changes to exposure data to be tracked in real time and automap across other applications & forms



#### Track Client Edits

Indio's intelligent activity tracking alerts agents when clients log in, complete information, sign applications, and submit data

### **Built for Agents of the Future**







**Bank Grade Security** 

Cloud Based Platform

**Data Standardization** 

### **Selected Financing History**

Date	Size (\$ mm)	Selected Investor(s)	
05/02/19	\$20	Menlo Ventures; 8VC; NFP;	
02/02/18	6	8VC; Merus Capital; Compound	

## **Interview with Mike Furlong**



indio



Mike Furlong
CEO

"There was no other process I went through as a business owner that involved more data entry than the insurance application process."

### What is your background and what led to you found Indio in 2016?

I graduated from Emory in 2013, worked in finance at Citibank for a brief period and then started my first tech company, Sliced Investing, in 2014. While working on this company, I had to apply for business insurance, which is something businesses are legally and contractually required to have. I realized how painful the process of applying for insurance is, ridden with lots of paperwork and duplicate data entry. There was no other process I went through as a business owner that involved more data entry than the insurance application process.

As I was transitioning out of Sliced, I talked to some investors and friends who mentioned I should look into starting a company in commercial insurance, specifically replacing the traditional insurance broker. From my experience as a business owner applying for insurance, I knew how manual and broken the application process was, but didn't think that the insurance broker was easily replaced. Instead, I decided to build software to empower the current insurance broker distribution channel, specifically focused on digitally enabling their customer experience.



# indio

### **Exclusive CEO Interview - Mike Furlong**

"The process on Indio is a massive time savings with a better customer experience and a significant reduction in errors in the information communicated to the underwriter."

### Who does Indio serve and what problems do you help them solve?

Indio is a white-label, workflow SaaS platform for property and casualty insurance brokers transforming the business insurance application process into an entirely digital, Turbo-Tax-like experience for the insurance broker and their customers. Indio converts all the forms and carrier applications used in the application process into digital smart-forms, enabling brokers and their customers to collaboratively complete the forms.

# Walk us through the before and after of the commercial insurance application process for Indio users?

Previously, before Indio, the application process was largely paper based for the broker and their clients. Insurance brokers would collect data from their customers in a variety of ways – on paper, over the phone, or over email. This important client information would then be copied down on a piece of paper or a PDF / Word document before being sent to the carrier. Because of the manual nature in which data was previously collected, customers had bad experiences and there was a high propensity for errors in the way data was communicated.

With Indio, this entire process of data collection happens via an online, centralized portal that's branded for the insurance broker and feels like Turbo-Tax for their clients. Instead of making a call and scribbling down notes or sending an email with a number of attachments that need to be filled out, brokers simply send their customers a link and the entire process is handled online. The process on Indio saves time, provides a better customer experience, and significantly reduces errors in the information communicated to the underwriter.



# indio

### **Exclusive CEO Interview - Mike Furlong**

"The vast majority of applications that a broker needs are accessible with just a few clicks within the Indio platform, and if they're not, we'll get them added."

#### And how about for renewals?

Renewals are even simpler on Indio. The broker simply clicks a button to renew the client, and all of last year's data and information carry into the new year's applications. Before Indio, insurance brokers had to re-collect client information every single year by sending blank PDF, Word, or Excel files which ask the same questions year after year. Think of your first time dental or doctor's office experience happening over and over again each year.

You now have a library of more than 6,000 different applications across numerous carriers and coverages. How have you built a unified digital application process for brokers across all of these?

We have over 6,000 different applications and forms digitized. Our community of clients are constantly sending us new forms to digitize, which we then make available for use across our entire client base. Brokers who use Indio no longer have to search a library of forms on their desktop or email someone asking for the latest version of an application. The vast majority of applications that a broker needs are accessible with just a few clicks within the Indio platform, and if they're not, we get them added.

### What is the breadth of the commercial insurance market addressed by Indio?

Indio is currently used across all P&C (property & casualty) lines, including both personal and commercial. We can digitize any form, application, or workflow, transforming the entire insurance application experience for brokers and their insureds.



# indio

## **Exclusive CEO Interview - Mike Furlong**

"Insurance brokers have largely been forgotten when it comes to modern technology, specifically in regard to how they relate and interact with their clients."

In addition to helping brokers achieve workflow efficiencies, you also enable them to modernize their interactions with their clients. Can you describe how brokers use Indio's platform to engage with their clients?

Insurance brokers have largely been forgotten when it comes to modern technology, specifically in regard to how they relate and interact with their clients. As such, businesses deal with a terrible paper-based insurance application process and often times rely on insurance brokers to help them navigate the administrative burden. By using Indio, the client experience is greatly simplified and organized such that the broker is freed up to focus on being a value-add risk advisor to their clients rather than a transactional / administrative middleman who is helping to organize paperwork.

Insurance carriers often have notoriously long adoption and implementation cycles for new software applications. What has your experience been with the readiness of brokers to adopt new software into their workflows and business processes?

I've been really surprised with how willing insurance brokers have been to adopt and experiment with new technology. The reality is that most of them use iPhones, Uber, Amazon, and other new consumer applications so they've gotten comfortable with modern technology in their personal lives. They recognize the current software serving them is incredibly outdated and are eager to try something new.

We are attacking a completely white space with no existing technology, and brokers can clearly recognize how reducing manual tasks and improving an offline experience benefit them.



# indio

## **Exclusive CEO Interview - Mike Furlong**

"We have thousands of applications running through the Indio system each month and current estimates have a yearly run rate of over \$2bn in premium being applied for through the Indio platform."

It's ironic that the end output of Indio's modern, digital application process is a series of PDFs that get submitted to carriers. Tell us about the steps you've started taking to continue the digital flow downstream with carriers?

It's definitely ironic. Today, Indio's sole focus is on the interaction between the client and the broker. We don't touch the submission that goes to the carrier. The PDFs or documents submitted to the carriers are still reviewed and submitted by the broker in their original format. We just help organize the ingestion of the data on the front end from the client. In the future, Indio will be providing carriers an easier way to access their data and information via a set of APIs. Stay tuned!

The client logos on Indio's website include some of the largest brokers in the world as well as much smaller brokers. What can you share on your commercial progress and on how adoption patterns have varied for different types of brokers?

Indio has been quickly adopted by larger brokerages because they tend to be more open to new technology and have more resources internally to implement new technology. However, we have been growing quite quickly with mom and pop brokerages who realize that Indio is a lightweight application and doesn't require a ton of resources to implement. With all that being said, "large" really means any broker over 50 employees or so given the broker market dynamics. In total, Indio has over 300 customers and thousands of users. We have thousands of applications running through the Indio system each month and current estimates have a yearly run rate of over \$2bn in premium being applied for through the Indio platform.

# indio

### Interview with Mike Furlong (cont.)

# indio

## **Exclusive CEO Interview - Mike Furlong**

"Our Series B took less than a month and we likely could have had over 5 term sheets in that time." You recently announced a \$20 million Series B led by Menlo Ventures. What has your experience been with VC interest in Indio and in the InsurTech sector more generally?

Today we have an incredible amount of interest from investors. Our Series B took less than a month and we likely could have had over 5 term sheets in that time. We decided to go with Menlo, who was our first bidder because we really liked our partner there, Tyler Sosin, and they had invested in companies very similar to ours like Carta, Qualia, and ScoutRFP.

We did not always have this level of VC interest. When we started the company, VCs were primarily interested in technology companies that were trying to replace the insurance broker or carrier. At the time, our view in support of the broker was largely contrarian. Today, it's generally accepted that commercial insurance brokers are here to stay. In my opinion, the "disruptive" companies trying to replace the traditional broker or carrier have largely underperformed and I don't quite see how they make sense from a venture perspective. These are situations where it will take a very long time to get to \$100 mm in real net revenues and where the founders are finding themselves in massive valuation traps or mismatches.



# indio

## **Exclusive CEO Interview - Mike Furlong**

"If someone is paying you something remotely meaningful, I would focus on that and just try to iterate. You can always make disruptive changes down the road; you don't need to start with something overly disruptive."

### Any final words of advice for other InsurTech entrepreneurs?

If focused on this industry, entrepreneurs should focus on a very specific area and get extremely good at that. It's large, complex, and heavily regulated so you want to start small. I would ignore the size of the market at an early stage. For example, many people think software for MGAs is way too small of a market, however, if you build software for MGAs it could likely turn into software for carriers, or you could innovate on the business model and get a piece of the premium, etc.

Approach things from the skillset you have as an individual, rather than the way an investor or consultant research paper may dictate. For me, that meant building a SaaS business that never touched anything in the insurance value chain.

Get paid for what you do at an early stage. If someone is paying you something remotely meaningful, I would focus on that and just try to iterate. You can always make disruptive changes down the road; you don't need to start with something overly disruptive.

### Selected FT Partners InsurTech Research - Click to View



2018 InsurTech Interview Compilation



Lennar's \$70 million Co-Lead Investment in Hippo



Snapsheet's \$29 million Series E Financing



Next Insurance's \$83 million Series B Financing



Lemonade Raises \$300 million in Series D Financing



wefox Group Raises \$125 million in Series B Financing



Health IQ Raises \$55 million in Series D Financing



Coalition Raises \$40 million in Series B Financing

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### FT Partners Research - Quarterly InsurTech Insights

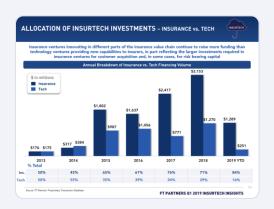


### Highlights of the report include:

- 2019 and historical InsurTech financing and M&A volume and deal count statistics
- Largest InsurTech financings and M&A transactions in 2019 YTD
- Most active InsurTech investors
- Corporate VC activity and strategic investor participation
- Other industry, capital raising and M&A trends in InsurTech







### **Leading Advisor Across the InsurTech Landscape**

#### Consumer **Protection Plans**



#### Telematics / Connected **Car Solutions**



#### **Small Business** Insurance



#### Homeowners Insurance



#### Title Insurance



#### **Virtual Claims**



#### Wholesale Brokerage



#### **Small Business** Insurance



#### **Auto Finance and** Insurance Solutions



#### Sales Automation Software



#### Agency Management / Marketing Technology



#### Personal Lines **Insurance Distribution**



#### P&C Claims



#### Insurance Software



### FT Partners Advises Snapsheet on its Series E Financing

#### Overview of Transaction

- On May 20, 2019, Snapsheet announced it has raised \$29 million in Series E financing from new investors Nationwide, Sedgwick and State Auto Labs, with participation from Tola Capital
  - Existing investors Liberty Mutual Strategic Ventures, F-Prime Capital,
     OCA Ventures, and an affiliate of USAA also participated in the round
- Headquartered in Chicago, IL, Snapsheet is a leading provider of virtual claims technology for the personal and commercial insurance marketplace
- Since its founding in 2010, Snapsheet has used its technology to digitally transform claims workflows for over 75 clients and their customers

#### Significance of Transaction

- This financing will allow Snapsheet to accelerate the delivery of its SaaS claims
  platform for all lines of property and casualty, further invest in advanced
  analytics capabilities, and expand its team to serve clients globally
- With this round, Snapsheet has raised a total of \$71 million in financing

#### FT Partners' Role

- FT Partners served as sole strategic and financial advisor to Snapsheet and its board of directors
- This transaction underscores FT Partners' deep InsurTech domain expertise and its successful track record generating highly favorable outcomes for high growth FinTech companies globally

### Financial Technology Partners LP FTP Securities LLC

is pleased to announce its role as exclusive strategic and financial advisor to



in its Series E financing with new investors







with participation from

TÖLA

for total consideration of

\$29,000,000



### FT Partners Advises Lennar on its sale of NATC and NATIC

#### Overview of Transaction

- On December 6, 2018, Lennar Corporation ("Lennar") announced its wholly-owned subsidiary North American Title Group (NATG) plans to combine its underwriter and the majority of its retail title business with States Title. The deal received regulatory approval and became effective on January 7<sup>th</sup>, 2019
  - States Title has acquired NATG's underwriter, North American Title Insurance Company (NATIC), and a majority of the retail business of NATG's national title agency, North American Title Company (NATC)
  - The newly combined company will continue to operate under the North American Title brand led by States Title CEO, Max Simkoff, and Lennar has assumed a substantial minority equity ownership stake
- NATC's builder business and a portion of its retail business remains with Lennar and
  operates as CalAtlantic Title, while around two-thirds of NATG's current associates have
  been transferred to States Title
- Lennar Corporation (NYSE:LEN) is one of the nation's leading builders of quality homes
- States Title is a San Francisco-based title insurance and escrow platform that uses
  predictive analytics to streamline the underwriting, settlement, and closing processes of
  purchasing a home
- North American Title Group (NATG) is one of the largest real estate settlement service providers in the U.S.

#### **Significance of Transaction**

- The combination accelerates the growth of States Title and its vision, enabling the Company to better serve home buyers and sellers across the U.S. by leveraging its proprietary technology and analytics to create a modern real estate closing experience
- The transaction is consistent with Lennar's strategy to align itself with leading technology innovators in order to streamline and enhance the overall customer experience

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Lennar
- FT Partners also recently advised Lennar on its co-lead investment in home insurance innovator <u>Hippo's \$70 million financing round</u>
- This transaction underscores FT Partners' deep FinTech expertise and its continued success in providing advisory services to world class organizations

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in its sale of





Like Clockwork®



to



### FT Partners Advises Lennar on its Investment in Hippo

#### Overview of Transaction

- On November 14, 2018, Lennar Corporation ("Lennar") announced it has coled a \$70 million minority investment in Hippo with Felicis Ventures, along with participation from all major existing shareholders
  - The investment brings the total amount of funding raised by Hippo to \$109 million
- Lennar Corporation (NYSE:LEN) is the one of the leading homebuilders in the United States
- Headquartered in Mountain View, CA, Hippo is a leading property and casualty InsurTech start-up, offering homeowners insurance as well as a number of more specialized products
- Hippo has helped cut premium costs for its customers by up to 25%, seen policy sales grow by 30% month over month, and now covers more than \$25 billion in total property value
  - Hippo is accessible to more than 50% of the US homeowner population, and that number is expected to increase to over 60% by the end of 2018

#### **Significance of Transaction**

- With the new funding, Hippo will accelerate growth while continuing to deliver a modernized home insurance product that includes world-class customer experience on a national scale
- The transaction also offers a clear path for Lennar to continue to streamline the home buying experience for its customers

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Lennar
- This transaction underscores FT Partners' deep FinTech expertise and its continued success in providing buy side advisory to top-tier strategic investors

# Financial Technology Partners LP

is pleased to announce its role as exclusive strategic and financial advisor to



in its minority investment in



with participation from new and existing investors

for total consideration of

\$70,000,000



### FT Partners Advises Goji on its Sale to Seeman Holtz

#### Overview of Transaction

- On November 13, 2018, Goji announced it has been acquired by Seeman Holtz Property & Casualty ("SHPC")
- Headquartered in Boston, MA, Goji operates an online analytics and data-driven distribution platform for personal lines of insurance that matches clients with the right coverage at the best prices, through an integrated network of national insurance carriers
  - Goji is a licensed insurance agency in 41 states that writes policies for clients on behalf of insurance carriers
- SHPC will integrate Goji's technology platform throughout its divisions and verticals to optimize operational efficiency, better address clients needs and increase production
- This acquisition marks SHPC's 50<sup>th</sup> acquisition

### Significance of Transaction

- Through the acquisition, Goji's clients will gain access to the 400+ carrier relationships and the 50 state agent licenses of SHPC
- SHPC will continue to expand its access to more digital marketing channels and partnerships, further enhancing its online digital marketing and customer acquisition capabilities

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Goji
- FT Partners previously advised Goji on its \$15 million financing in November 2017
- This transaction highlights FT Partners' strong expertise across the InsurTech landscape

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in its sale to





### FT Partners Advises Next Insurance on its Financing

#### **Transaction Overview**

- On July 11, 2018, Next Insurance announced an \$83 million Series B financing round led by Redpoint Ventures
  - Other investors that participated in the round include Nationwide,
     Munich Re, American Express Ventures, Ribbit Capital, TLV Partners,
     SGVC and Zeev Ventures
  - Elliot Geidt, Partner at Redpoint Ventures, will join the board of Next Insurance
- Founded in 2016 and headquartered in Palo Alto, CA, Next Insurance is the leading digital insurance company for small businesses
  - Next Insurance champions technological innovation and sophisticated uses of AI and machine learning to improve customer experience and streamline the insurance purchasing process
- In May 2018, Next announced its new status as a licensed insurance carrier, allowing the Company to write policies independently, as well as to have more freedom over underwriting, setting of prices, and configuring of policies

### **Significance of Transaction**

- The funding will enable Next Insurance to continue its expansion throughout
  the US as a full service insurance carrier, further innovate claims handling, offer
  coverage to many more classes of business, and significantly grow internal
  operations in both the US and Israel
- The Series B round brings Next Insurance's total funding to \$131 million in just two years

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Next Insurance and its Board of Directors
- This transaction underscores FT Partners' successful track record generating highly favorable outcomes for leading InsurTech companies

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is pleased to announce its role as exclusive strategic and financial advisor to



in its Series B financing led by



for total consideration of

\$83,000,000



### **Award-Winning Investment Banking Franchise Focused on Superior Client Results**

LendIt	2018	Top Investment Bank in FinTech				
	2018	Steve McLaughlin Ranked #1 for the Second Year in a Row on Institutional Investor's FinTech 40 List				
Institutional Investor	2017	Ranked #1 on Institutional Investor's FinTech 40 List				
Institutional Investor Annual Ranking	2015 & 2016	Ranked Top 5 on Institutional Investor's FinTech 35 List				
Ailluai Kalikilig	2006 – 2008	Consecutively Ranked (2006, 2007 and 2008) among the Top Bankers on Institutional Investor's "Online Finance 40"				
The Information	2016	Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"				
2018 -2004 ANNUALAWARDS WINNER M&A Advisor Awards	2018	Corporate / Strategic Deal of the Year	2011	Boutique Investment Bank of the Year		
	2018	Cross Border Deal of the Year	2011	Deal of the Decade		
	2017	Investment Banker of the Year	2010	Upper Middle Market Deal of the Year, \$500 mm+		
	2016	Investment Banking Firm of the Year	2010	IT Services Deal of the Year, Below \$500 mm		
	2016	Cross Border Deal of the Year	2010	Cross-Border Deal of the Year, Below \$500 mm		
	2015	Dealmaker of the Year	2007	Dealmaker of the Year – Steve McLaughlin		
	2015	Technology Deal of the Year	2007	Business to Business Services Deal of the Year		
	2014	Equity Financing Deal of the Year	2007	Computer & Information Tech Deal of the Year, \$100 mm-		
	2014	Professional Services Deal of the Year, \$100 mm+	2007	Financial Services Deal of the Year, \$100 mm+		
	2012	Dealmaker of the Year	2004	Investment Bank of the Year		
	2012	Professional Services Deal of the Year, \$100 mm+				

### The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
<b>Steve McLaughlin</b> Founder, CEO and Managing Partner	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs in New York and San Francisco from 1995-2002</li> <li>Former Co-Head of Goldman Sachs' Financial Technology Group (#1 market share)</li> <li>Wharton M.B.A.</li> </ul>	24
<b>Paul VanderMarck</b> Managing Director	₹ <u>₩</u> \$	<ul> <li>Formerly Chief Product Officer at Risk Management Solutions</li> <li>25+ years of experience as an InsurTech operating executive</li> <li>Experienced advisor and investor in the InsurTech space</li> </ul>	27
<b>Larry Furlong</b> Managing Director	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004</li> <li>Wharton M.B.A.</li> </ul>	23
<b>Greg Smith</b> Managing Director	Merrill Lynch J.P.Morgan	<ul> <li>Formerly award winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht &amp; Quist</li> <li>20+ years of experience covering FinTech as both an Analyst and Investment Banker</li> </ul>	23
<b>Osman Khan</b> Managing Director	pwc pwc	<ul> <li>Formerly Managing Director and Head of FIG M&amp;A at Alvarez &amp; Marsal</li> <li>15+ years FIG deal, consulting and assurance experience at PwC</li> <li>40 Under 40 M&amp;A Advisor Award Winner in 2013</li> </ul>	22
<b>Mike Nelson</b> Managing Director	SUNTRUST	<ul> <li>Formerly head of FinTech M&amp;A at SunTrust Robinson Humphrey</li> <li>Kellogg M.B.A.</li> </ul>	19
<b>Tim Wolfe</b> Managing Director	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs from 2000-2002</li> <li>40 Under 40 M&amp;A Advisor Award Winner 2013</li> <li>Harvard M.B.A.</li> </ul>	17
<b>Kate Crespo</b> Managing Director	RAYMOND JAMES*	<ul> <li>Formerly with Raymond James' Technology &amp; Services investment banking</li> <li>12+ years of FinTech transaction execution experience</li> <li>Dartmouth M.B.A.</li> </ul>	17
<b>Mohit Agnihotri</b> Managing Director	J.P.Morgan	<ul> <li>Formerly Managing Director and Global Head of Payments Investment Banking at J.P. Morgan</li> <li>Wharton M.B.A</li> </ul>	17
<b>Timm Schipporeit</b> Managing Director	Morgan Stanley Index Ventures	<ul> <li>Formerly with Morgan Stanley as Senior Executive Director of European Technology Investment Banking Team in London</li> <li>Formerly a Venture and Growth Investor focused on FinTech at Index Ventures</li> </ul>	16
Andrew McLaughlin Managing Director	Deloitte.	<ul> <li>20+ years experience executing / implementing financial and operational strategy</li> <li>Formerly with Deloitte Consulting</li> </ul>	13

### Platform of Choice for Clients and Bankers Alike

