



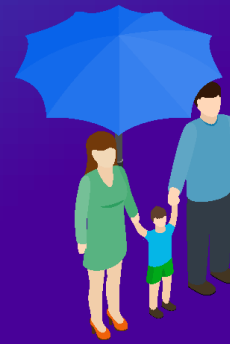
- ❖ SKALY is a distributed ledger technology focused start-up within the insurance and E-health industry
- ❖ Offering a **TAMPER PROOF** data link between insurers and clients using a revolutionary foot-ID weighing scale (working prototype)

Business opportunities & trends



Insurer

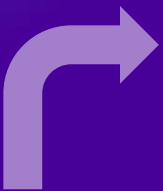
- ❖ Strengthening analytics & exploring data monetization
- ❖ Interacting on major future claim drivers: i.e. Obesity and physical inactivity



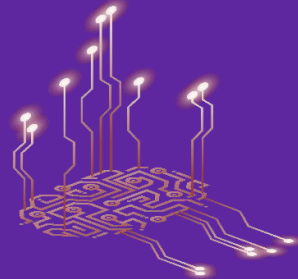
Client

- ❖ Expecting more flexible products

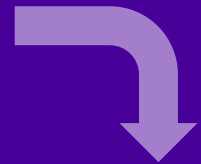
Data collection process



The client checks in on time based intervals (e.g. weekly, bi-monthly, monthly) with the foot-ID weighing scale



Scale identifies client and measures metrics such as weight, BMI and fat percentage



Insurers receives its clients data through secured SKALY's IOTA based API



Insurer is able to incentivize client and easily monetize data to third parties through SKALY's API





Business value added to insurers



HEALTHIER CLIENTS

ADDITIONAL REVENUE STREAM

FLEXIBLE PRODUCTS

❖ Incentive to be (more) healthy

- Discount existing insurance products
- Local gym offers
- Discount on healthy food
- Special diet plan offers

❖ Reduce claims

- ❖ Additional advantage: Large sets of health data can lead to early recognition of (high) risk factors/diseases

Possible with SKALY's Data Monetization API:

- ❖ Client receives Health-Points that can be used in Insurer's In-House store. Insurer provides third parties the possibility to use it as a platform to offer its products or services to insurer clients (e.g. sport shoe & clothing manufacturer (e.g. ADIDAS, NIKE), nutrition and healthy habits brands (e.g. Weight watchers), Fitness chains, etc.
- ❖ Insurer can provide third parties to reach certain client groups based on demographics and health data (e.g. age, gender, language, residence, weight, BMI, fat percentage)

Each client or client groups can have different price plans based on their health metrics

- ❖ Closer to the client

Contact

Currently looking for:

- ❖ Institutional investors/VC/Angel Investors that bring added value to grow SKALY to the next level
- ❖ Business partner (health insurer, etc.) to execute first pilot program

For more information:

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