

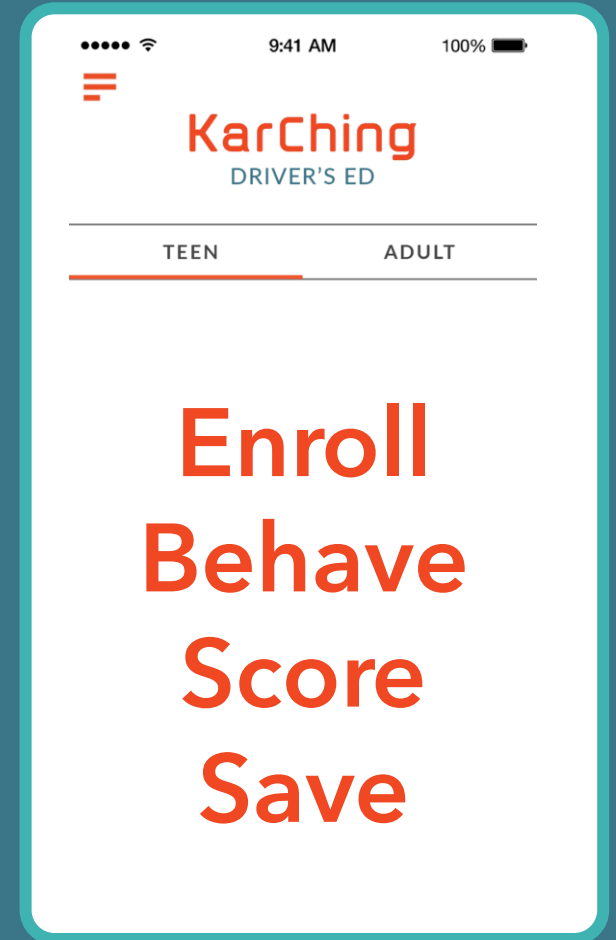
# KarChing™

Embedded Teen Insurance

Ramsey Gouda & Mark Hahs  
May 2023

# Teen Insurance

High Cost  
Few Options  
Must Have





**675**  
Your Score

# Drivers Education Partner Program

- Pre-License drivers
- Capture behavior
- Score over time



Hard Braking



Speeding



Acceleration



Phone Use

KarChing



# REAL TIME CASH

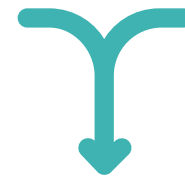


Lower Accident Claims  
Safer Drivers

**Double Funnel!**

Allowance

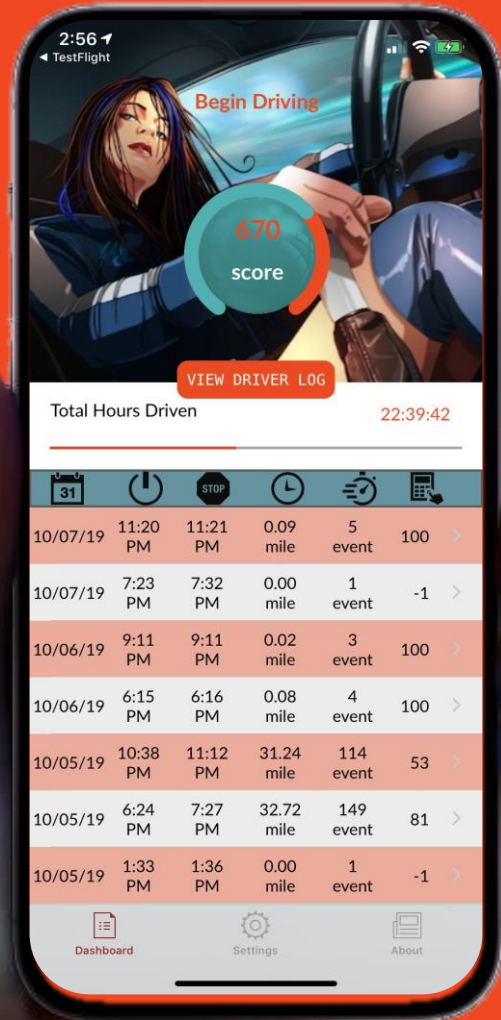
Discount



**More Cash  
Better Drivers**

KarChing

# Insurance Brokerage



## Now

KarChing Shares  
with Broker

~12% Commission  
Per Policy Sold

## Soon

KarChing as a Broker

Full 12% Commission

+

\$500 Avg. Per  
Policy Sold

KarChing Cash App Subscription

**\$12 / Month**

# Market

**10M**  
Drivers  
Age 16-20

**\$360B**

Teen  
Insurance  
Premium  
Market

**\$36B**

2023

2033

**5K Users**  
**Logging 50K Drives**

The screenshot shows the KarChing app interface. At the top, it says "Teen logged in as Scott Goodrich" and "Total earned hours toward your license: Total Day: 3 hrs, 26 min." Below this is a "REFLECTION & SELF EVALUATION" form for the "WEEK OF JUNE 2-8". The form asks "How many driving errors did you make? (0 = No errors)" and lists various driving scenarios with checkboxes for errors. The scenarios include: Center car in alley past sidewalk, Back left body even with curb (far lane), Back right body even with sidewalk (near lane), Check for roadway users, Look left while turning left, Look right while turning right, Recover the wheel when the car is straight, Signal and pull to the curb (3-point & BAC), Turn wheels left and SMOG (3-point), Recover wheel all the way to the right (3-point), Back only as far as needed (3-point), Recover wheel all the way to the left (3-point), Follow curb when backing (BAC), and Back straight for 100 feet. At the bottom, there is a "TOTAL PERCEIVED ERRORS" field. The app has a bottom navigation bar with "Dashboard", "Money", and "Shop" icons.

**Driving Schools**

10 States, 14 Schools,  
275K+ Students

 **GREENVILLE DRIVING SCHOOL**



**COURTESY**  
DRIVING SCHOOL

A&A Driving School

**Insurance Brokers**

Negotiations with 75  
Broker Agencies



**KarChing**

# KarChing Leadership



**Ramsey Gouda**

◆————◆  
Founder of KarChing.  
Launched SNAP Pre-IPO program. Clear Channel Interactive for live event activations and marketing.  
◆————◆



**Mark Hahs**

◆————◆  
30+ years experience as a successful leader and developer with numerous F500 Brands. Software, mobile, internet and WAN, and client device platforms.  
◆————◆



**Sumeet Johar**

◆————◆  
Insurance strategy, analytics, digital and operations. Global experience driving growth via focused underwriting to improve customer claims outcomes.  
◆————◆

# Karching supports families throughout their driving journey.



**Pre-License**



**License**



**Adulthood**



**Families**



Safer Driving Incentives  
Saving **Billions** in claims  
Saving lives  
Lowering costs

KarChing



# Seeking \$1 Million

## Use of Funds

- Sales
- Marketing
- Platform Development

## Outcomes

- Unleash new model
- Save money
- Save lives

FIN