

# We're IIP Group. It's nice to meet you.

**Insurance Innovation Partners (IIP Group) specializes in Life, Annuity, and Accident & Health Insurance product design, development, and distribution. We partner with insurers and IMO's looking to enter new markets or re-imagine an existing portfolio.**

**Jim Higgins, CEO** and **Bill Tyson, CMO**, both seasoned veterans of the brokerage, affinity, and financial institution markets, started IIP Group in 2017. They were joined by **John Spinner**, Managing Director, in 2019.

Over the years, IIP Group's business has grown from a boutique consultancy firm to include:

- Extensive product design and development capabilities providing innovative Life, Annuity, and A&H product designs that **SELL**
- A nationally licensed Life, Accident & Health, and Property & Casualty insurance agency
- An AI/ML powered InsurTech development company

IIP Group partners with insurance companies and IMO's interested in developing new products and/or entering new markets.

Our extensive reinsurance relationships provide our partners with a comfort level on the amount of risk retained versus the amount shared with a reinsurance partner. We can also provide proprietary indices through our asset management relationships to enhance product profitability and competitiveness.

And unlike other firms, IIP Group engages our distribution partners before starting any product build.



Insurance **Innovation** Partners

**IIPGROUP.COM**

# Let's innovate together.

## Alliances and Partnerships

IIP's technology subsidiary, Insurance Software Automation (ISA), is a full-stack InsurTech development company offering product quoting, underwriting pre-qualification, and e-App development. ISA enables the development of accelerated underwriting and/or instant issue insurance products at scale.

Our product design expertise and industry leading technology results in concept-to-market timelines of less than 120 days. Legacy application to e-App conversions can usually be completed in 60 days or less.

Our solutions are fast, intuitive, and affordable.

## Tools for Agents & Insurers

### For Agents

**Best Plan Pro** is our industry-leading and patent-pending underwriting recommendation engine that helps agents find the best products for their clients, saving time and improving placement.

**Ninja Quoter** offers super fast custom quoting and landing pages, giving agents the ability to generate life insurance leads from any existing website.

### For Insurers

ISA offers single or multi-product quote engines, an underwriting pre-screen tool that helps reduce declinations, and a modular e-App platform that can be configured by the insurer to enhance completion and pull through.



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