

# AMERICAN FAMILY INSURANCE AND VENTURE CAPITAL INVESTING

2018 AAM Investment Conference  
Peter Gunder — Chief Business Development Officer



Thursday, June 28, 2018

# AMERICAN FAMILY INSURANCE PRODUCTS



Auto



Home



Renters



Business



Farm & Ranch



Life



Snowmobile



Umbrella



Motorcycle



Condo



Manufactured Home



Boat



Flood



Travel



ATV



Health



RV



| MISSION

INSPIRE, PROTECT & RESTORE

**DREAMS**

DREAMS











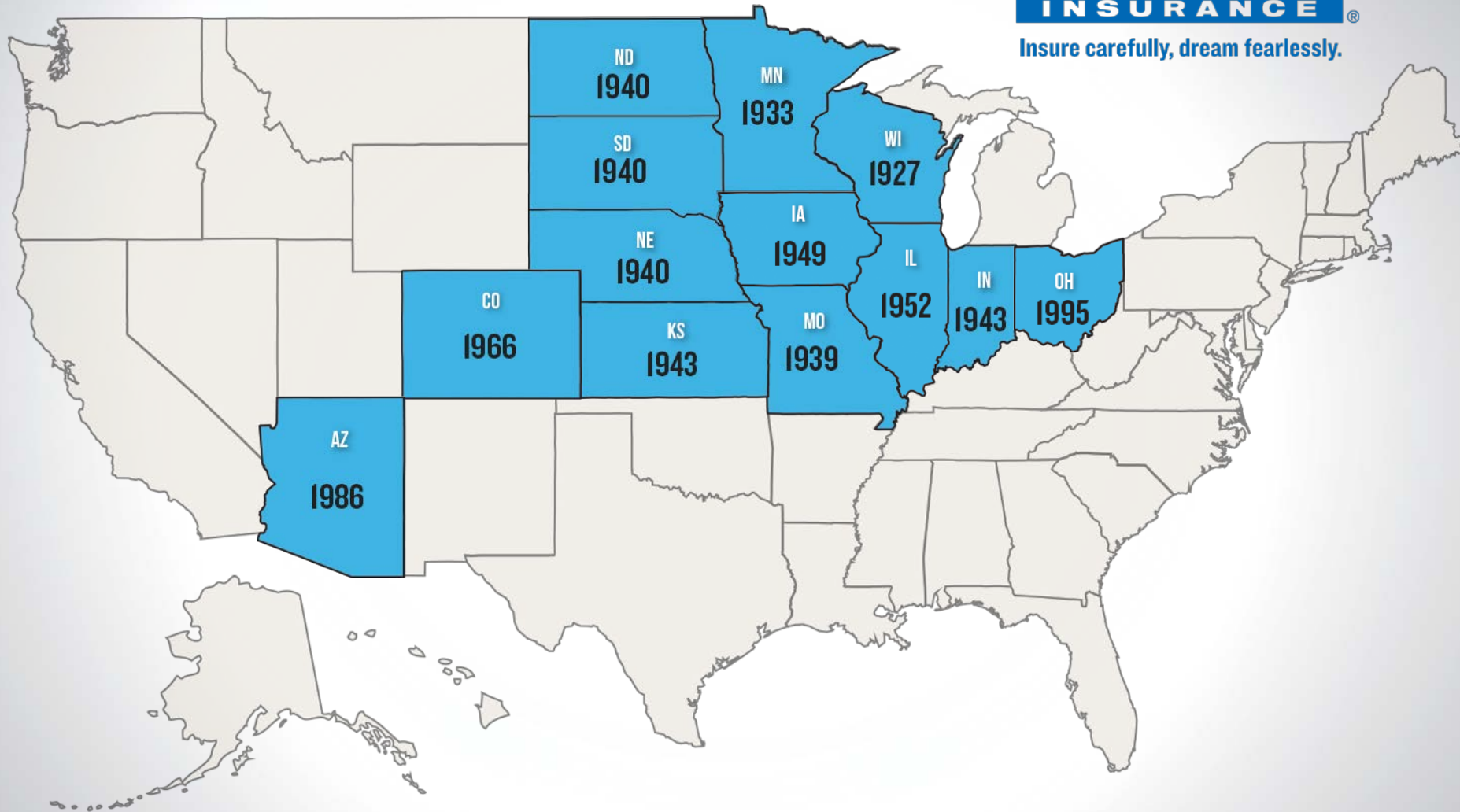




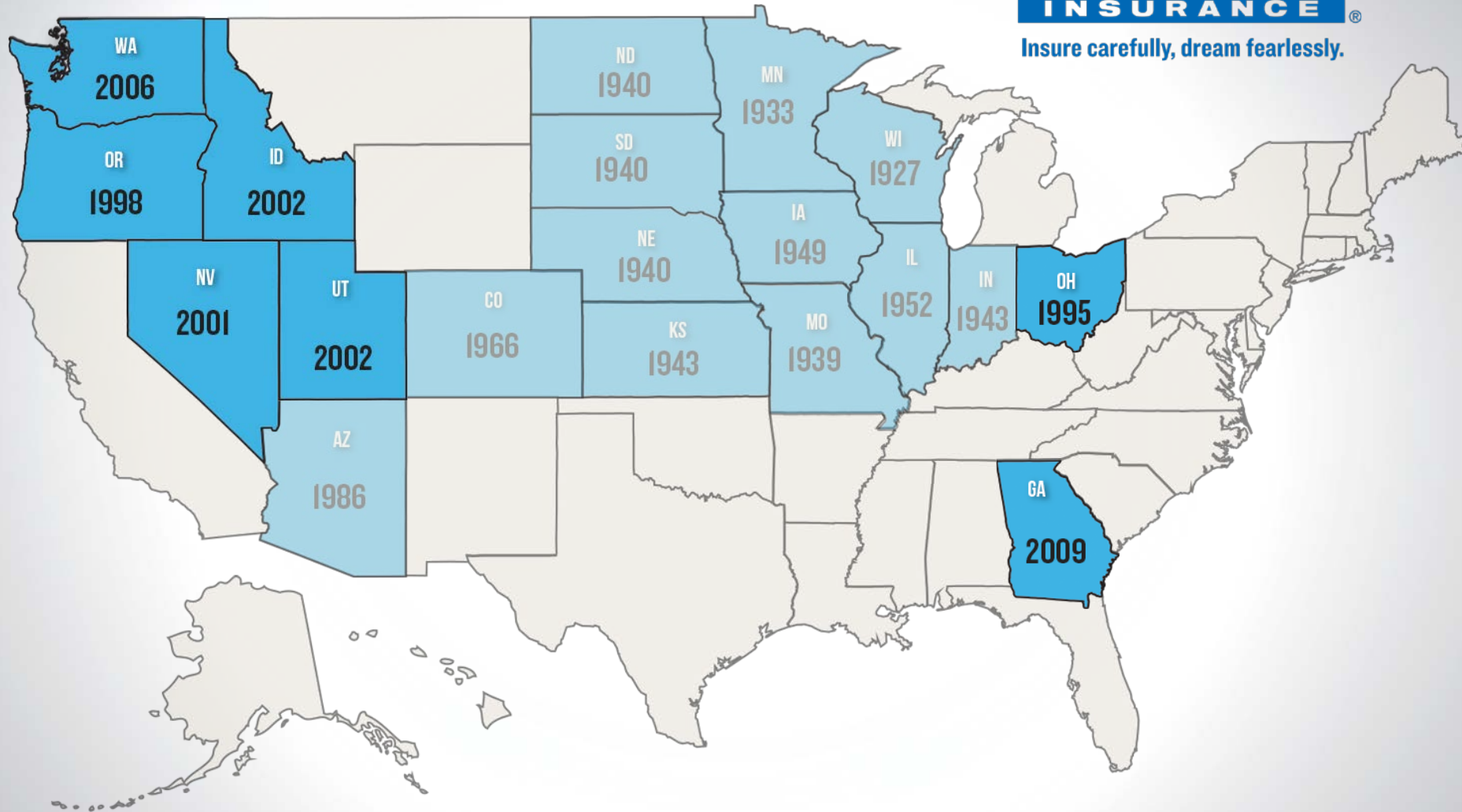




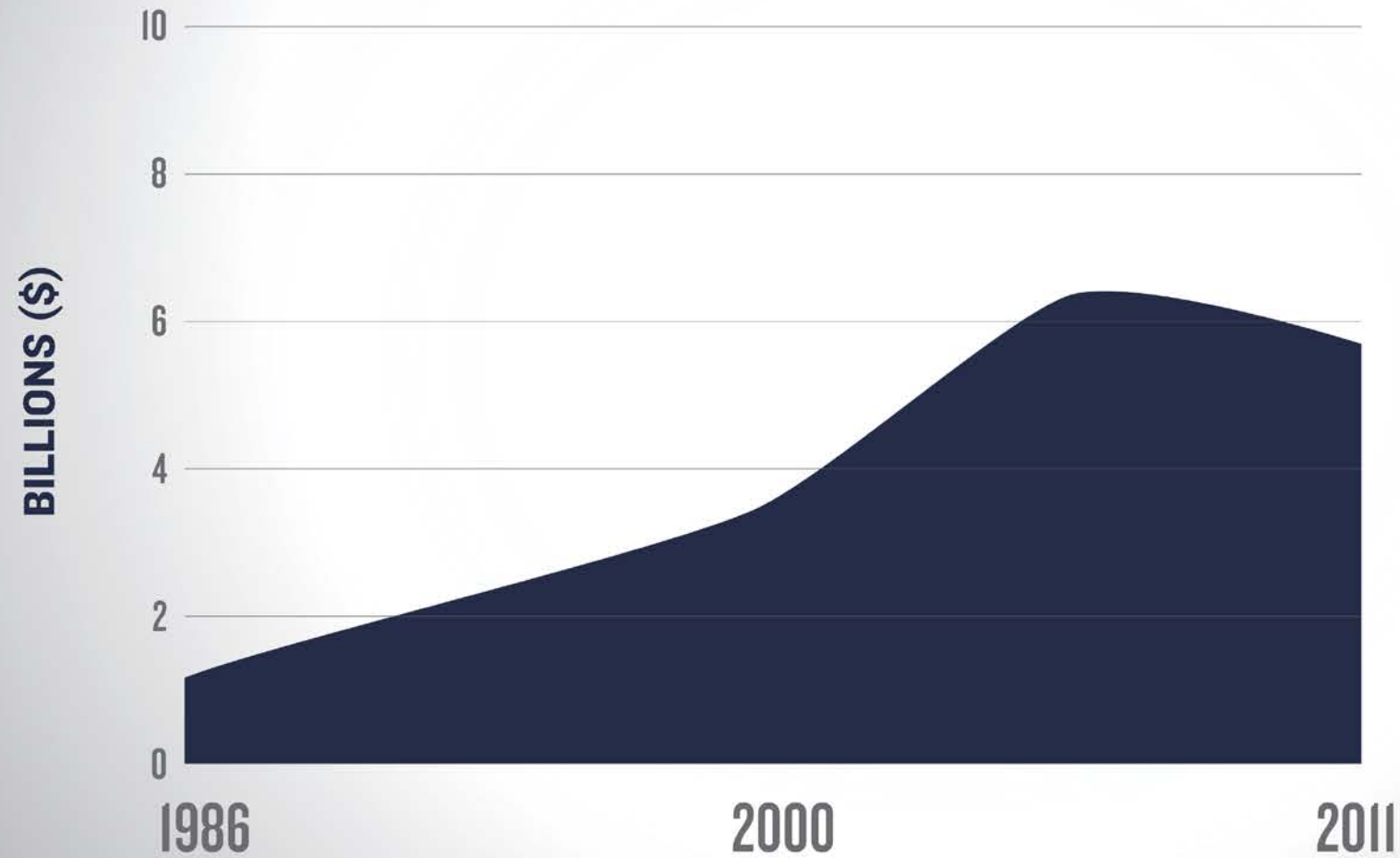
*Insure carefully, dream fearlessly.*







# REVENUE FROM OPERATIONS





# Lumbermens



# AmFamRE



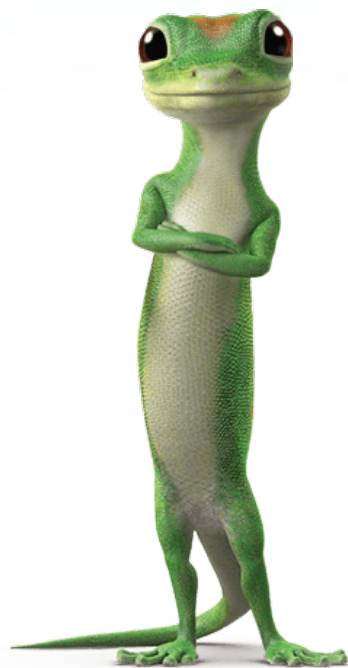
**THE ★ ★ ★ ★ ★**  
**GENERAL<sup>®</sup>**  
**INSURANCE**





# Homesite

HOME INSURANCE

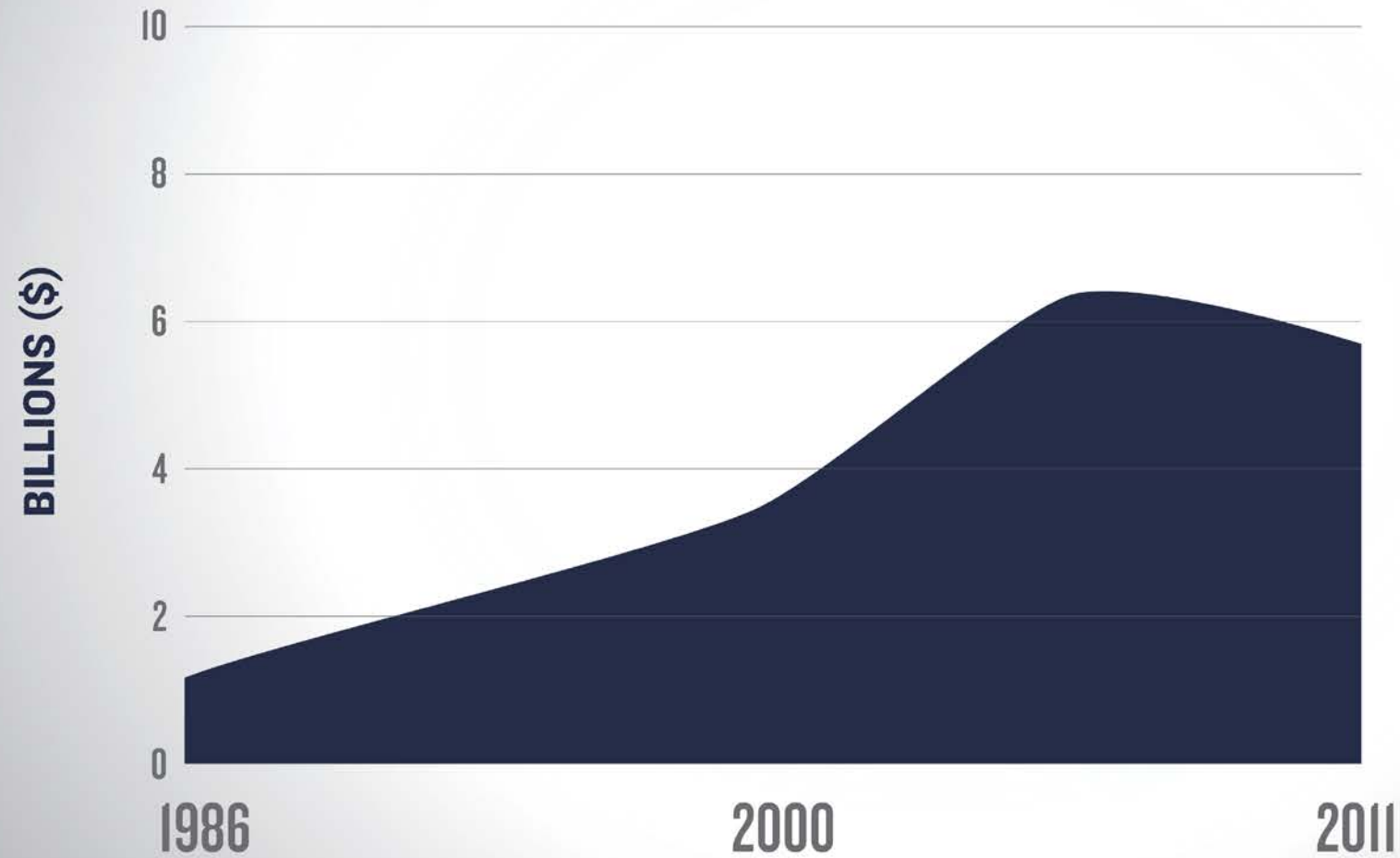


**GEICO®**

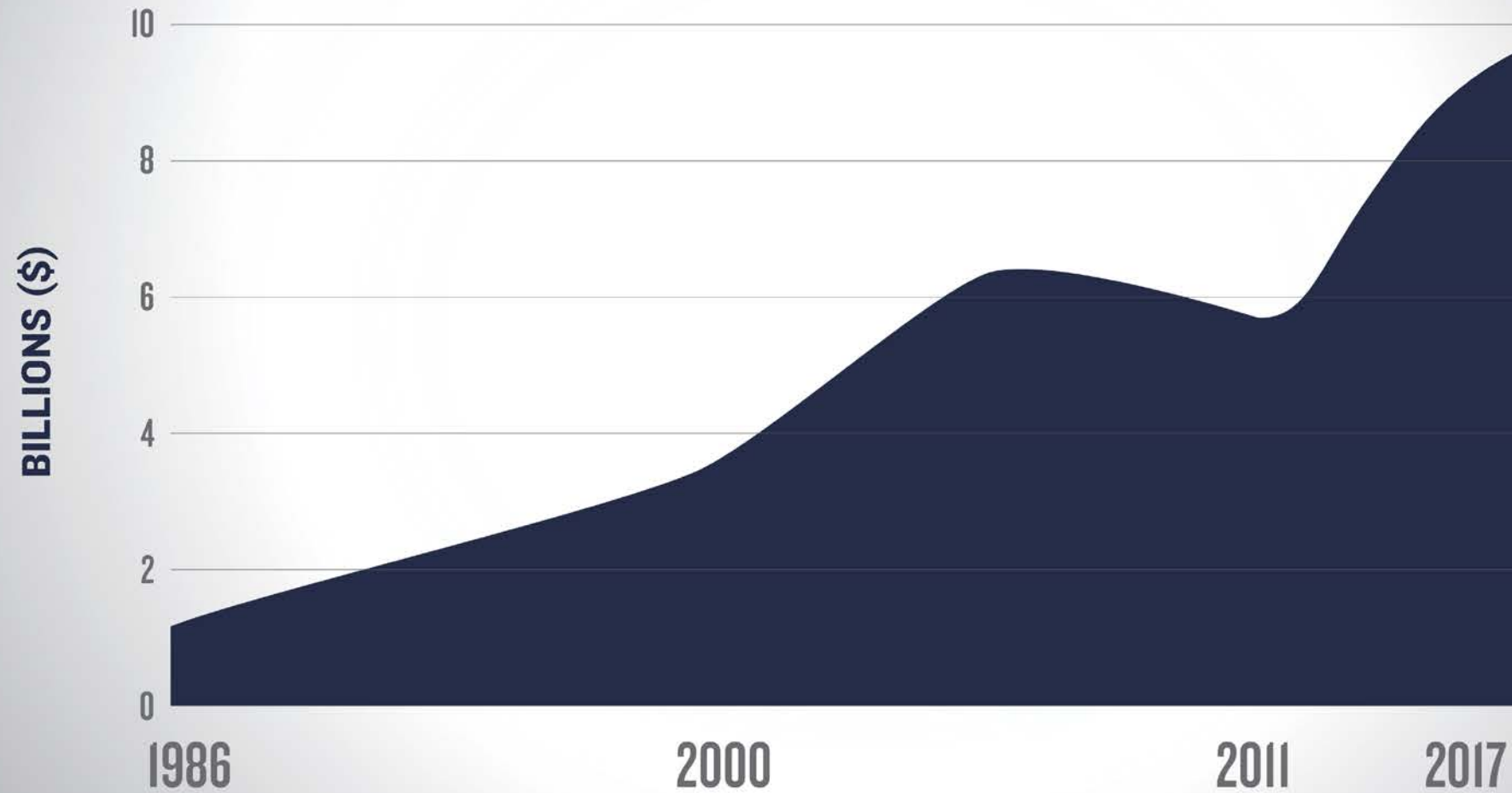


***PROGRESSIVE***®

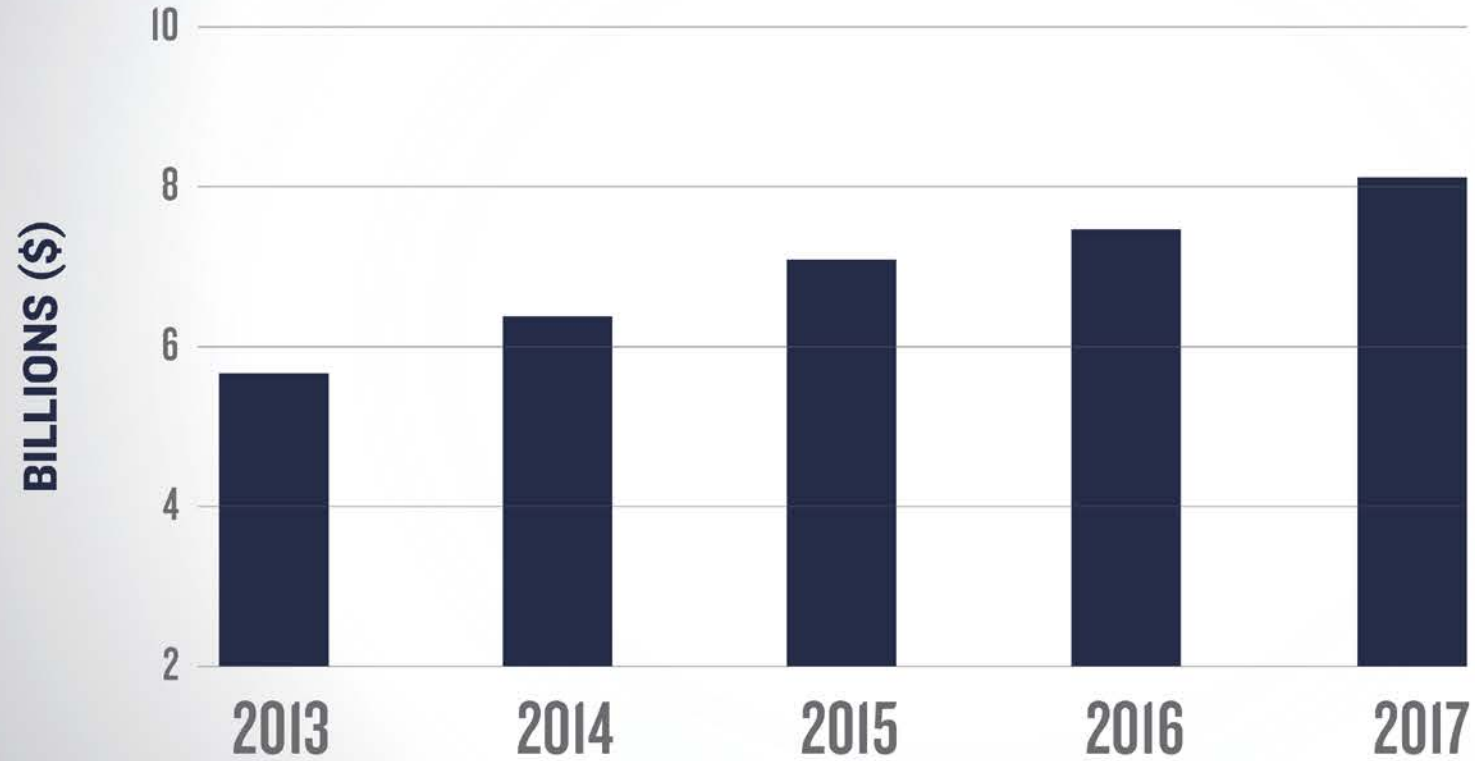
# REVENUE FROM OPERATIONS



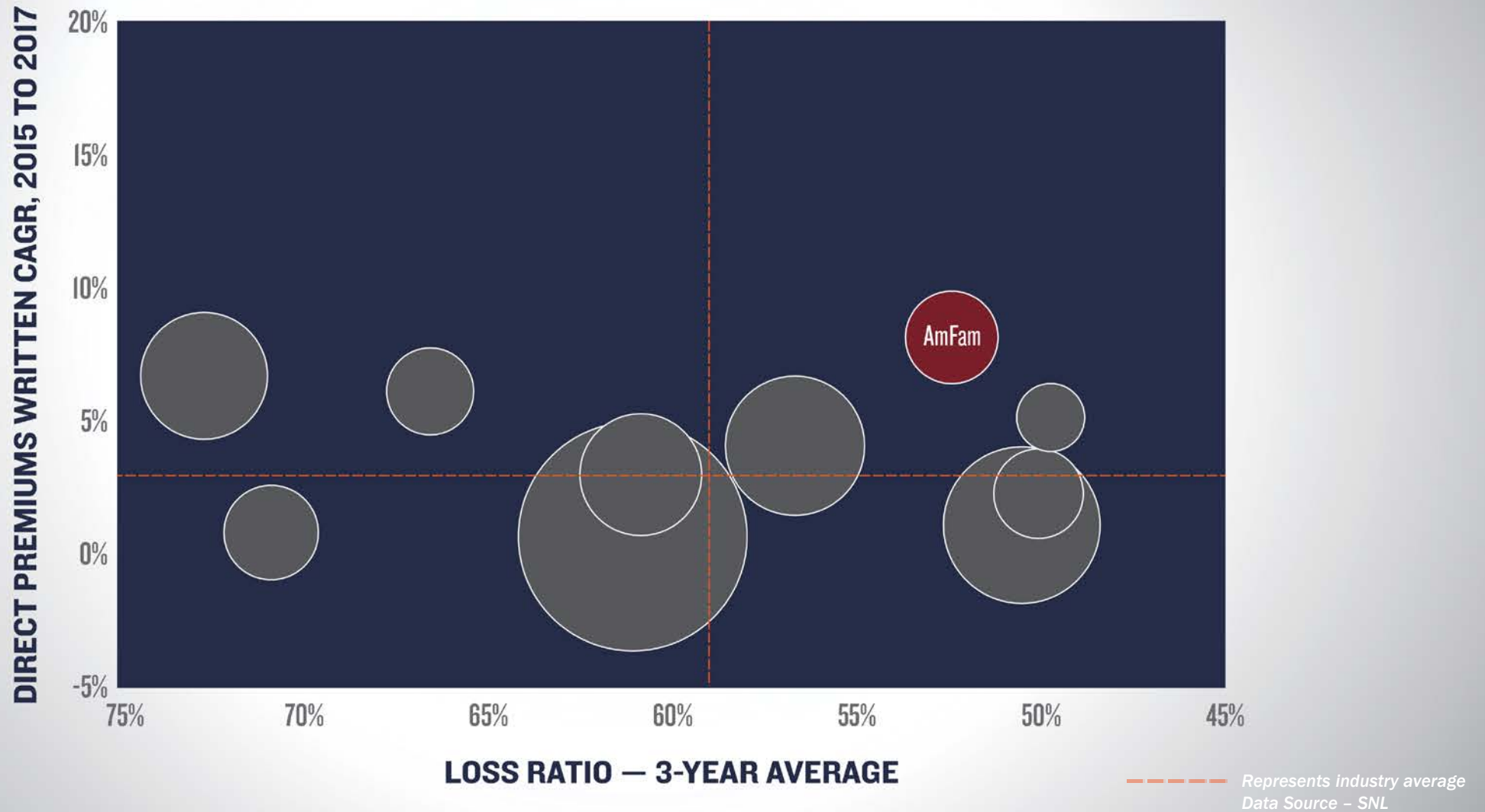
# REVENUE FROM OPERATIONS



# SHAREHOLDERS' EQUITY



# TOP 10 U.S. HOMEOWNERS INSURERS

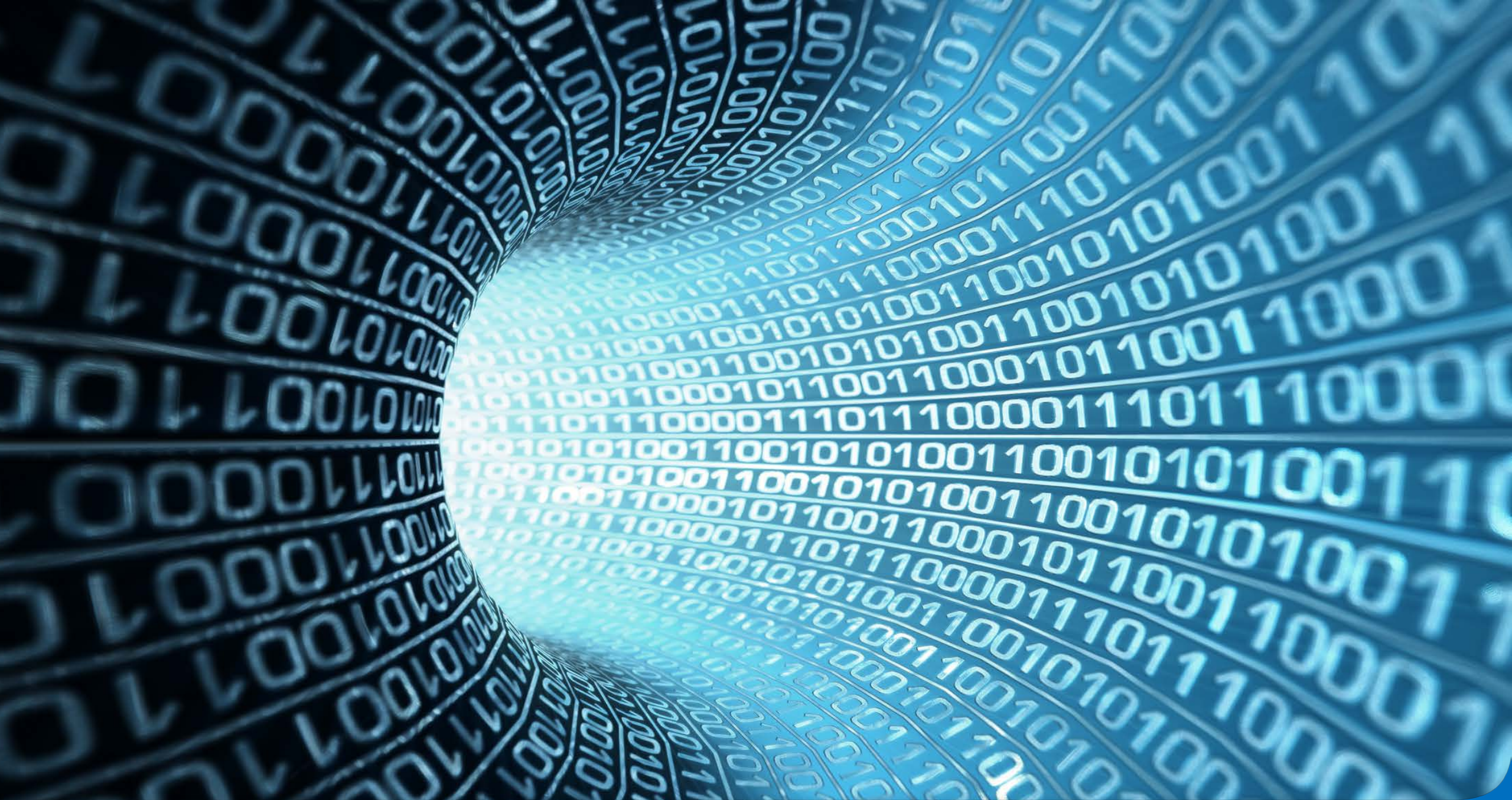






THE MAIN STREET AMERICA GROUP













# McKinsey & Company

“DIGITIZATION COULD ADD SOME \$2.2 TRILLION  
TO ANNUAL GDP BY 2025.”

“DIGITIZATION NOW TOUCHES MOST AMERICANS  
AND MOST OF THE U.S. ECONOMY.”



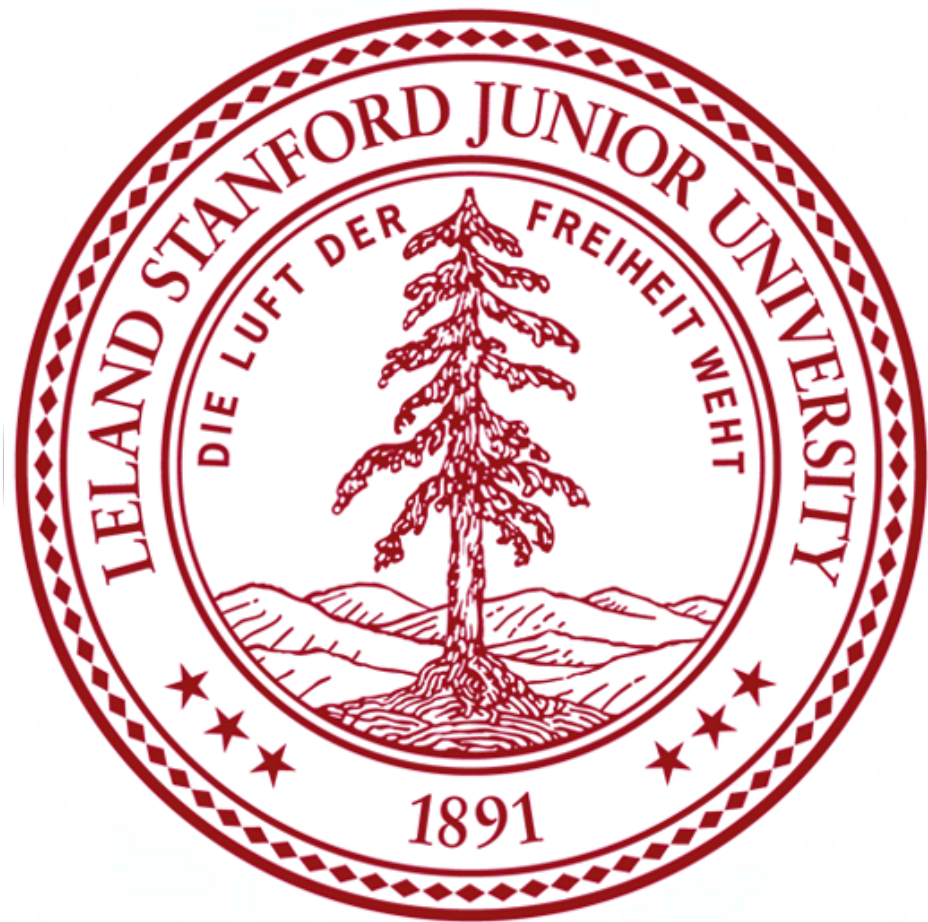












# STANFORD DATA SCIENCE INITIATIVE

## FOUNDING MEMBERS





# STANFORD DATA SCIENCE INITIATIVE

## REGULAR MEMBERS





# Microsoft Ventures

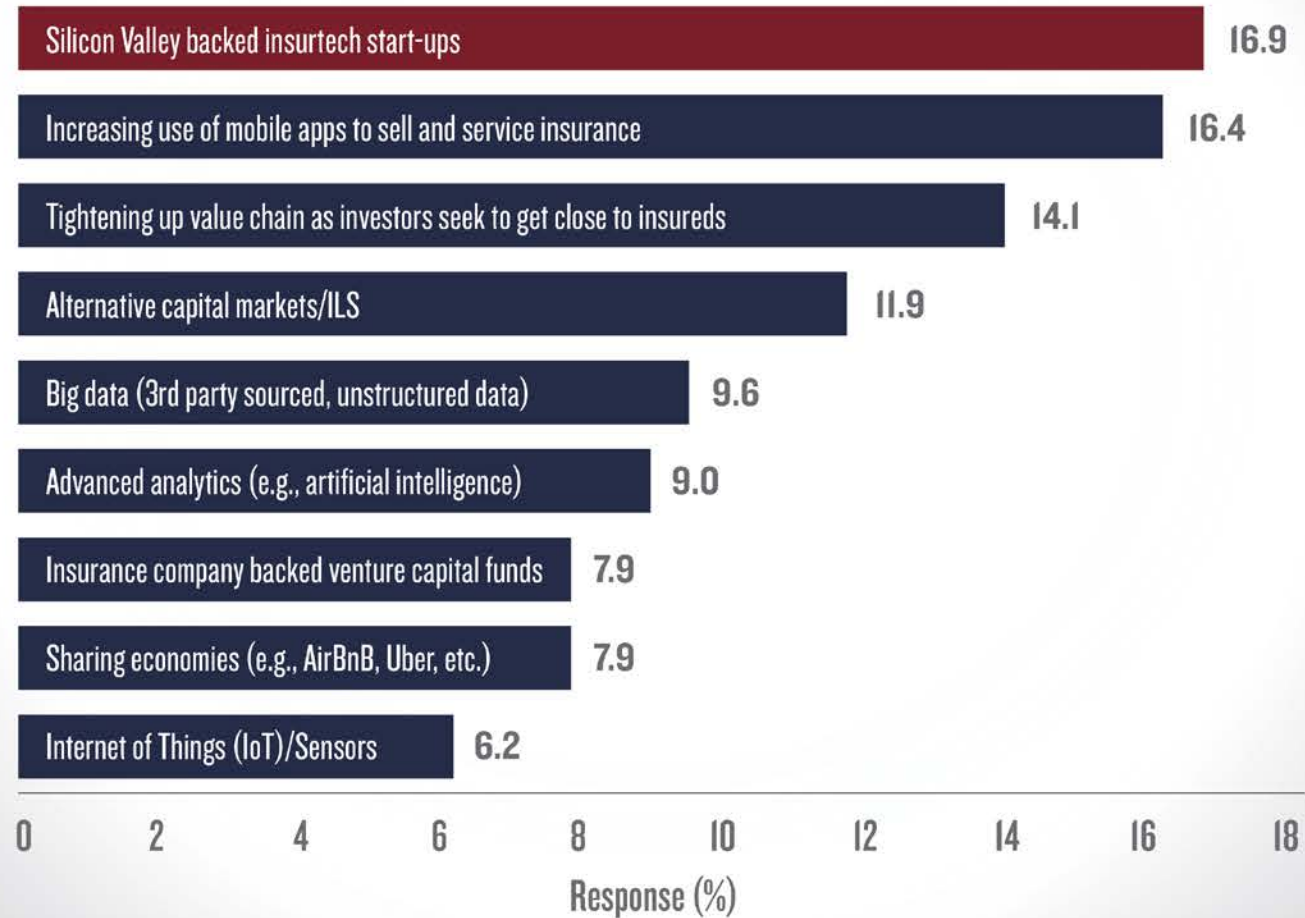




nest®



# INSURANCE INDUSTRY GREATEST THREATS



Source: A.M. Best data and research



THE NEW YORK TIMES BESTSELLER

THE

AN ENTREPRENEUR'S

THIRD

VISION OF THE FUTURE

WAVE

STEVE CASE

FOREWORD BY WALTER ISAACSON, AUTHOR OF *STEVE JOBS*

FOREWORD BY WALTER ISAACSON, AUTHOR OF *STEVE JOBS*

STEVE CASE

THE NEW YORK TIMES BESTSELLER

THE LEAN  
STARTUP

How Today's **Entrepreneurs** Use  
Continuous Innovation to Create  
Radically **Successful** Businesses

ERIC RIES

ERIC RIES

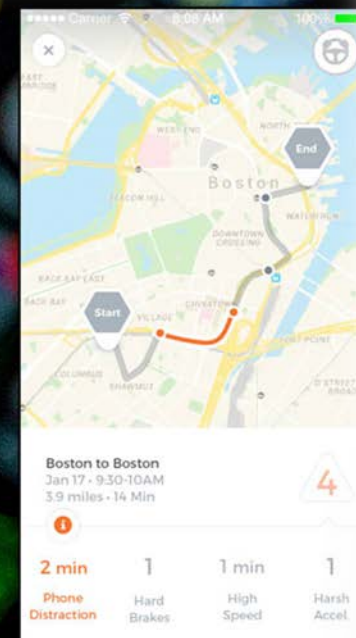
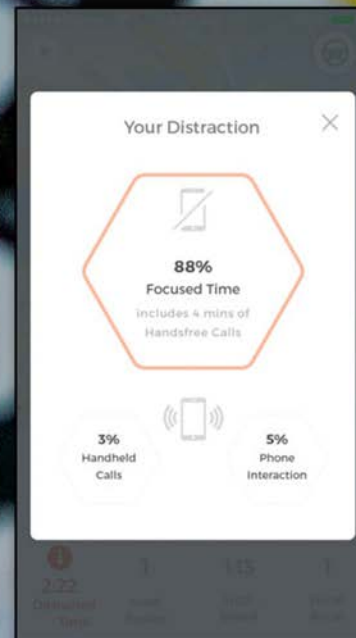
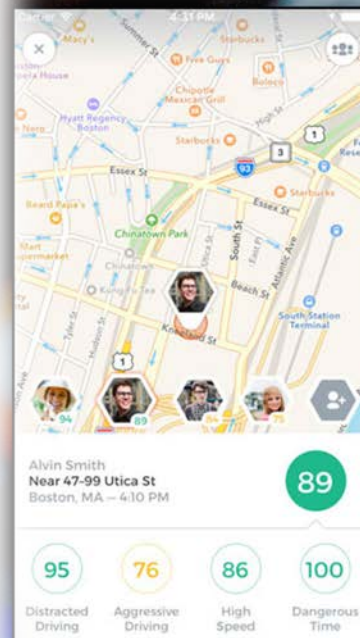
LEGACY

STARTUP

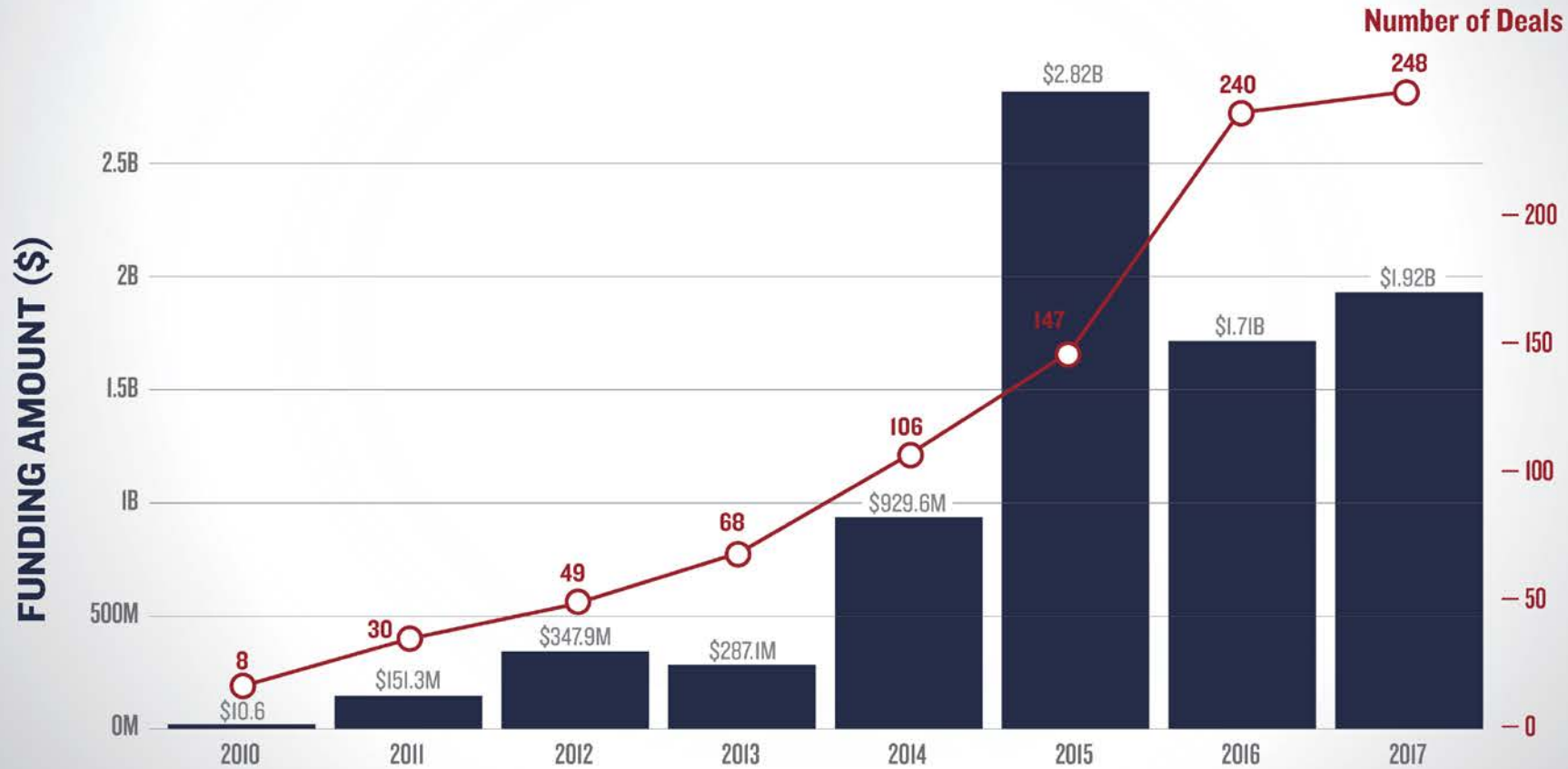




# TrueMotion



# INSURTECH START-UP DEALS



Source: CB Insights



shoutlet



**AMERICAN FAMILY**

**VENTURES**

FRIDAY, APRIL 20, 2018  
BUSINESS



## MODERN BUSINESS



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A.M. Best Rankings:  
Top Audit and Actuarial Firms  
Page 24

A.M. Best Discusses  
ILS Rating Methodology  
Page 31

Insurance Trade  
Show Navigator  
Page 72

ISSUES & ANSWERS:  
Accounting & Actuarial Services  
Pages 21-23

# BEST'S REVIEW

www.bestreview.com

January 2017

A.M. BEST'S MONTHLY INSURANCE MAGAZINE

## AGENTS OF CHANGE

Venture capitalists seek to disrupt the industry's 'business as usual' with investments in tech startups that could be game changers.

Pages 42-71

BRENDAN DICKINSON  
CANADIAN PARTNERS

SPENDER LAZAR  
GENERAL CATALYST

DAN REED  
AMERICAN FAMILY VENTURES

TOM HUTTON  
AL BROADBENT



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



KPCB | KLEINER  
PERKINS  
CAUFIELD  
BYERS

NEA

IQT  
IN·Q·TEL

Google  
ventures

Goldman  
Sachs

FOUNDRY  
GROUP

ANDREESSEN  
HOROWITZ

true ventures

MADRONA  
VENTURE GROUP

BESSEMER  
VENTURE PARTNERS

4420  
ventures

SoftBank  
Capital

upfront  
VENTURES

techstars

AUGUSTCAPITAL

CHICAGO  
VENTURES

COMCAST VENTURES™

FTV  
CAPITAL

gener8tor  
BELIEVE • IGNITE • ACHIEVE

ALSOP LOUIE  
PARTNERS

AE  
CE

6 ROUTE SIXTY-SIX  
VENTURES

dcm  
ventures

ORIGIN VENTURES



# 29 OPERATING PARTNERSHIPS



# INVESTMENT THEMES

INSURANCE INNOVATION



DATA-DRIVEN INSIGHTS



CONNECTED WORLD









# Clearcover

# ***AUTO INSURANCE REPORT***

**The Authority on Insuring Personal and Commercial Vehicles**

## **Ignore the Fancy Tech Terms, Clearcover Is an Execution Play With a Chance to Succeed**

Before the end of this year, a new startup with an appropriately hip one-word name, **Clearcover**, will start selling auto insurance as a managing general agent, opening in **California** before spreading out geographically. Publicly, the company is making much of buzzwords and venture-capital-attracting promises of a brave new world. The pitch on the company's website is perfectly of the moment:

“Don’t overpay for coverage because Big Insurance companies spend billions on things you don’t need. You deserve a better option.

“We redesigned car insurance using technology and

AMERICAN FAMILY  
INSURANCE.

GENERAL  
INSURANCE



WE WILL PLAY  
A LARGE ROLE  
IN TOMORROW'S  
CONNECTED  
WORLD.

WE ARE  
CUSTOMER-  
*Driven*

"We're the company  
that can help customers  
proactively prevent risks  
and losses in their lives—  
no matter how those  
lives change and what  
dreams they're pursuing.  
We're driven by them."

—Jack Salzwedel



**A SMARTPHONE APP**  
that lets you order insurance  
coverage for whatever  
car you're driving,  
wherever









**KPCB**

KLEINER  
PERKINS  
CAUFIELD  
BYERS

KLEINER  
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BYERS









# 7 EXITS

Google



amazon

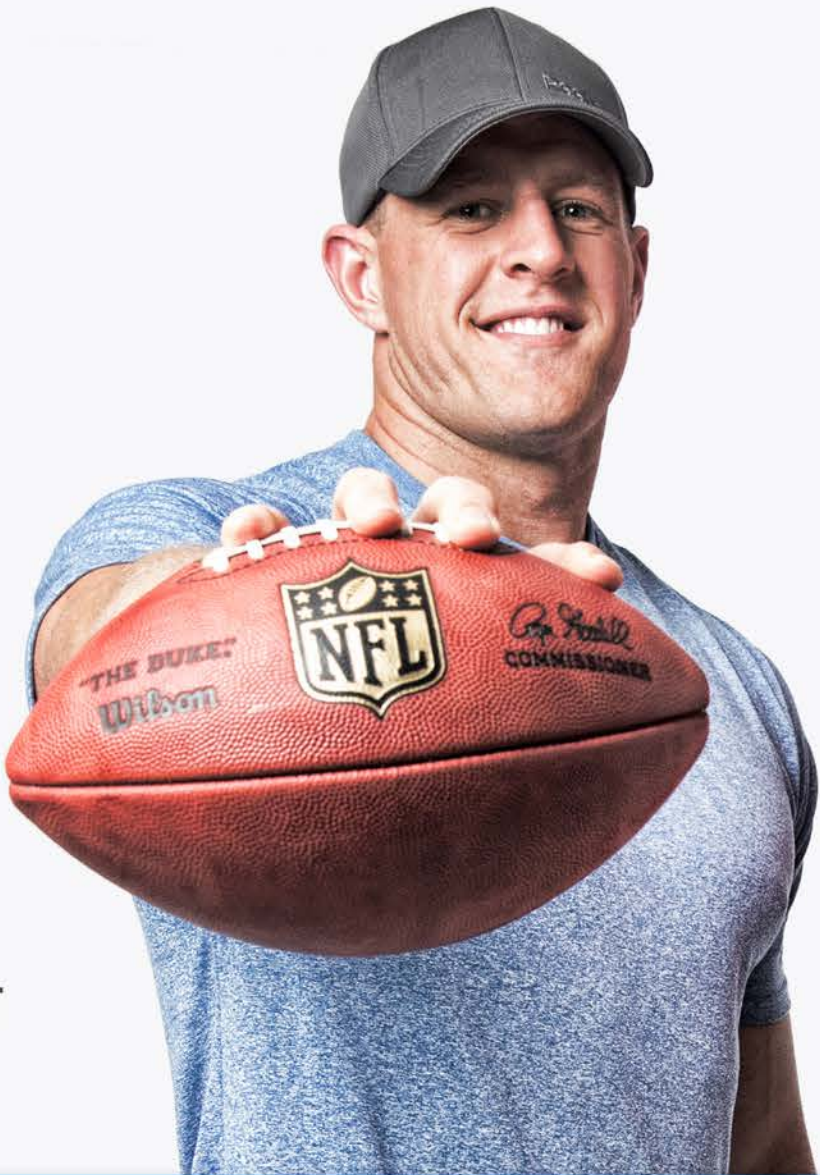
# SMART HOME STARTUPS

## MOST ACTIVE VC INVESTORS 2011-2016 (6-30-16)

RANK	INVESTOR	
#1	ALEXA FUND	AMERICAN FAMILY VENTURES
#3	SV ANGEL	FOUNDRY GROUP
	BOXGROUP	CRV
	FIRST ROUND CAPITAL	KLEINER PERKINS CAUFIELD & BYERS







JJ WATT



KEVIN DURANT



DOUBLE ISSUE

APRIL 30 / MAY 7, 2018



**JENNIFER  
LOPEZ**

By Kerry Washington

**JEFF BEZOS**

By Jamie Dimon

**ADAM  
RIPPON**

By Cher

**MEGHAN  
MARKLE**

By Priyanka Chopra

**GRETA  
GERWIG**

By Steven Spielberg

**ROBERT  
MUELLER**

By Preet Bharara

THE  
**100**  
MOST  
INFLUENTIAL  
PEOPLE

time.com

The logo graphic consists of a dark blue triangle pointing upwards and to the right, with a white starburst at its apex. A teal-colored triangle is layered behind the dark blue one, pointing in the same direction but slightly offset to the left and bottom.

# NETWORKED INSIGHTS™

INSIGHTS™

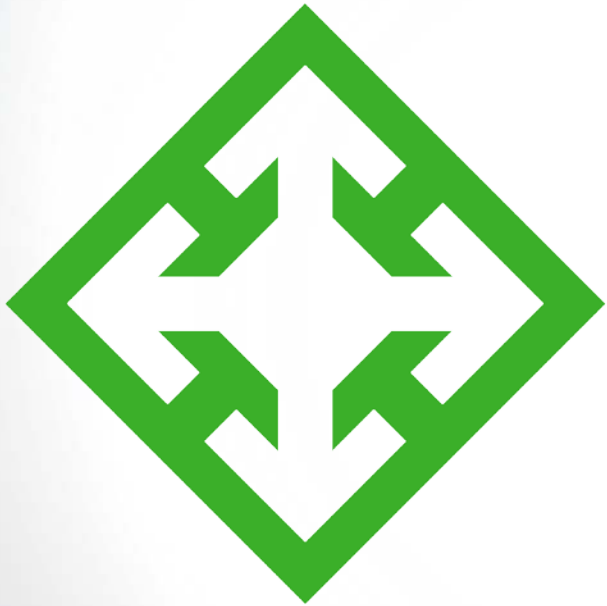












# **StartingBlock Madison**





# SEED ACCELERATOR RANKINGS PROJECT



# dto



## **digital transformation office**

office  
transformation



# DATA SCIENCE+ ANALYTICS LAB

AMERICAN FAMILY INSURANCE



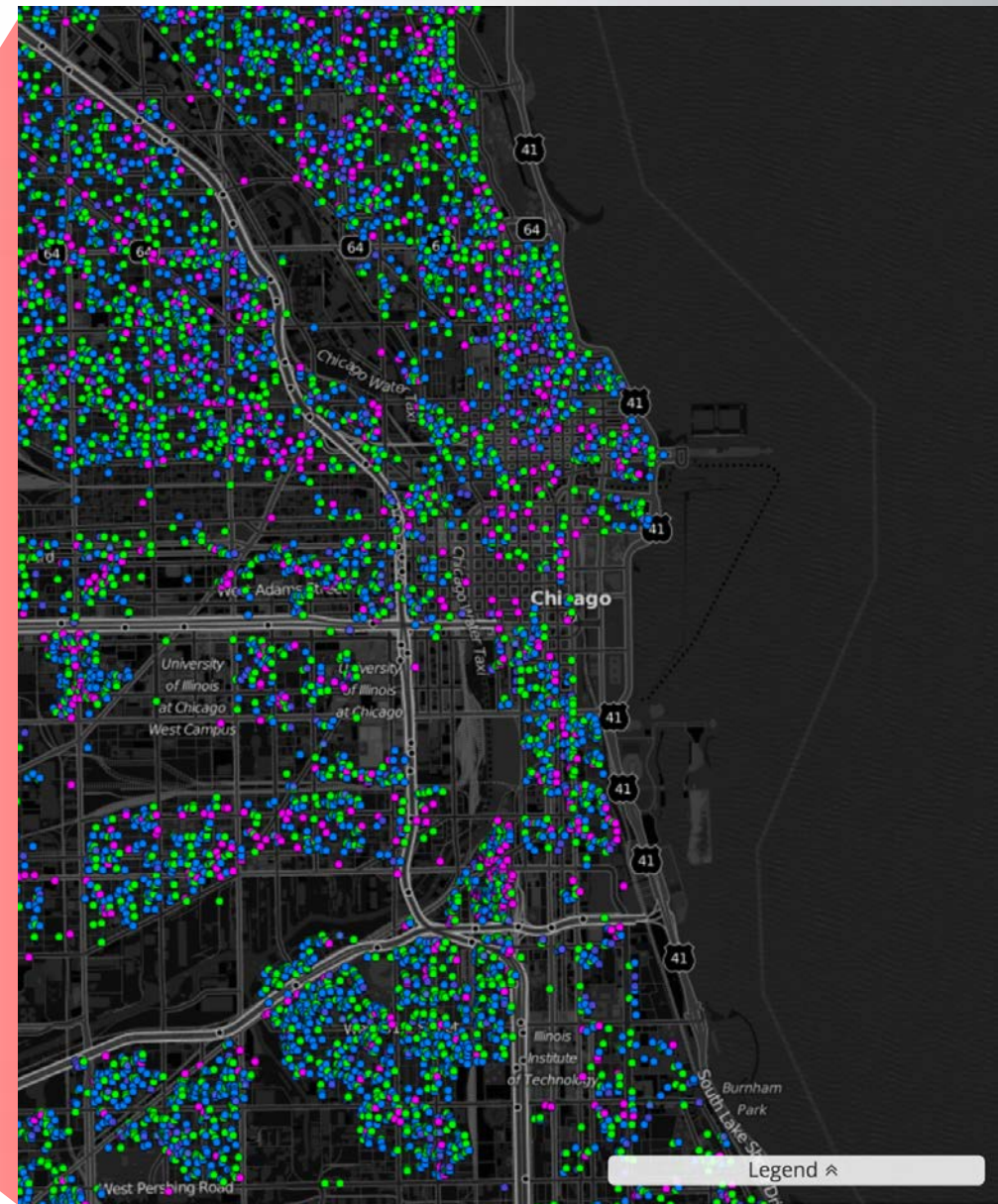
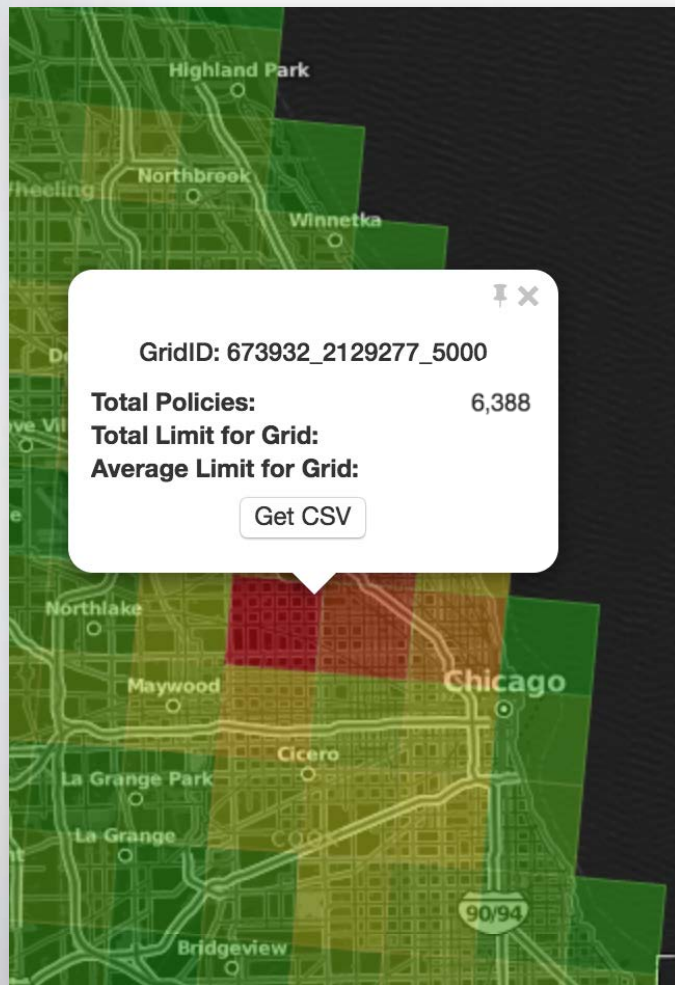
AMERICAN FAMILY INSURANCE

ANALYTICS LAB













### 11180 N 129th Way Pool #1

- Size: 432.00 ft<sup>2</sup>
- Center: (33.588, -111.803)

[More Info](#)

### 11180 N 129th Way Roof #1

- Size: 3,408.00 ft<sup>2</sup>
- Condition: Good
- Material: Tile Concrete
- Shape: Complex
- Slope: Low
- Center: (33.588, -111.802)

[More Info](#)





**AMERICAN FAMILY**

**VENTURES**



# QUESTIONS?

