

NAVIGATING INSURTECH

Opportunities and Challenges in Digital Insurance

The insurance sector, a field traditionally resistant to change, is now rapidly adopting technological advancements. This shift has been notably influenced by the industry's response to various challenges, such as market fluctuations, the Covid-19 pandemic, and geopolitical shifts.

The insurtech landscape is highly complex and constantly evolving, making it difficult to fully understand its opportunities and challenges. Yet insurance companies that fail to evolve and grasp advancements in insurtech could risk losing market share and suffer reputational damage.

In her new book ***Navigating Insurtech***, industry heavyweight Janthana Kaenprakhamroy examines the ever-changing world of insurance, offering practical guidance for companies and aspiring entrepreneurs in the sector looking to implement insurtech solutions. Janthana's findings are supported throughout by real-life case studies, insights and interviews from industry leaders and experts. With almost a decade of experience in insurtech, Janthana is well placed to provide the ultimate guide to succeeding in insurtech.

Navigating Insurtech is an essential guide for the insurance industry offering strategic insights and practical advice to navigate digital transformation.

An invaluable resource for both seasoned professionals and newcomers, it sheds light on the route to innovation within the insurance sector. A much-needed prompt for this centuries-old sector.

Inga Beale, former CEO, Lloyd's of London

Janthana's journey in the insurance industry took an unconventional path, starting when she was an Airbnb host looking for insurance cover. Janthana recognised that an insurance solution for those participating in the sharing economy was missing. Wishing to address this gap in the market, Janthana founded Tapoly, a pioneering insurtech specialised in providing on-demand and personalised insurance solutions tailored for gig workers and sharing economy participants. In ***Navigating Insurtech***, Janthana looks back on her journey in the insurtech industry, providing invaluable insight and advice for the challenges she has overcome.

Navigating Insurtech also examines key developments, such as customer experience, risk management and distribution channels, as well as transformative technologies like blockchain, IoT and AI. Additionally, the book investigates the investment landscape, providing a blueprint for entrepreneurs on their own investment journey to follow - one that Janthana followed herself while scaling Tapoly. Offering insights into successful insurtech investments, opportunities and challenges of investing in insurtech startups, ***Navigating Insurtech*** provides aspiring entrepreneurs with all the tools necessary to build and scale an insurtech in today's climate.

The rise of insurtech has significantly reshaped the insurance industry, ushering in innovative approaches and improving the overall insurance experience. From deep-diving into the historical context of insurtech, to navigating the claims process and analysing the future trajectory of the industry, ***Navigating Insurtech*** takes readers on a journey through this new and exciting landscape.

Janthana Kaenprakhamroy effortlessly demystifies the insurtech ecosystem, providing insurance professionals with a comprehensive understanding of the industry and its key players, components, challenges and opportunities. ***Navigating Insurtech*** is an essential read for insurance and insurtech professionals, investors and anyone else interested in the developments of insurtech.

ABOUT THE AUTHOR

Janthana Kaenprakhamroy is the founder of leading insurtech Tapoly, the first on-demand insurance platform for the gig economy in Europe. Tapoly received the Innovator of the Year award at the UK FinTech Awards 2023, and was named Insurance Broker of the Year at the British Business Awards 2023 under her leadership. Janthana was featured in Forbes' Top 100 Women Founders to Watch and named as one of the Top Ten Insurtech Influencers by the Chartered Insurance Institute, and has been honoured as one of the Most Influential Women in Tech for three consecutive years by ComputerWeekly.com. In 2021, Janthana was distinguished as both an Elite Woman in insurance, by Insurance Business Canada Magazine and as Insurance Leader of the Year by the Women In Finance Awards.



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