# Mayfair Group

**Claims | Litigation | Advantage**

**Presented to RevTech**
**June 7, 2021**

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## We are

- Insurance attorney - founder
- Computer scientist - founder
- Insurance executive - advisor
- IT executive - advisor

## We want to

- help insurance claims professionals
- make better, data-driven decisions
- resolve lawsuits faster at lower cost

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# The Problem

## Insurance claim lawsuits are:

- very costly
- hard to manage

Huge verdicts

High legal cost

Inefficiency

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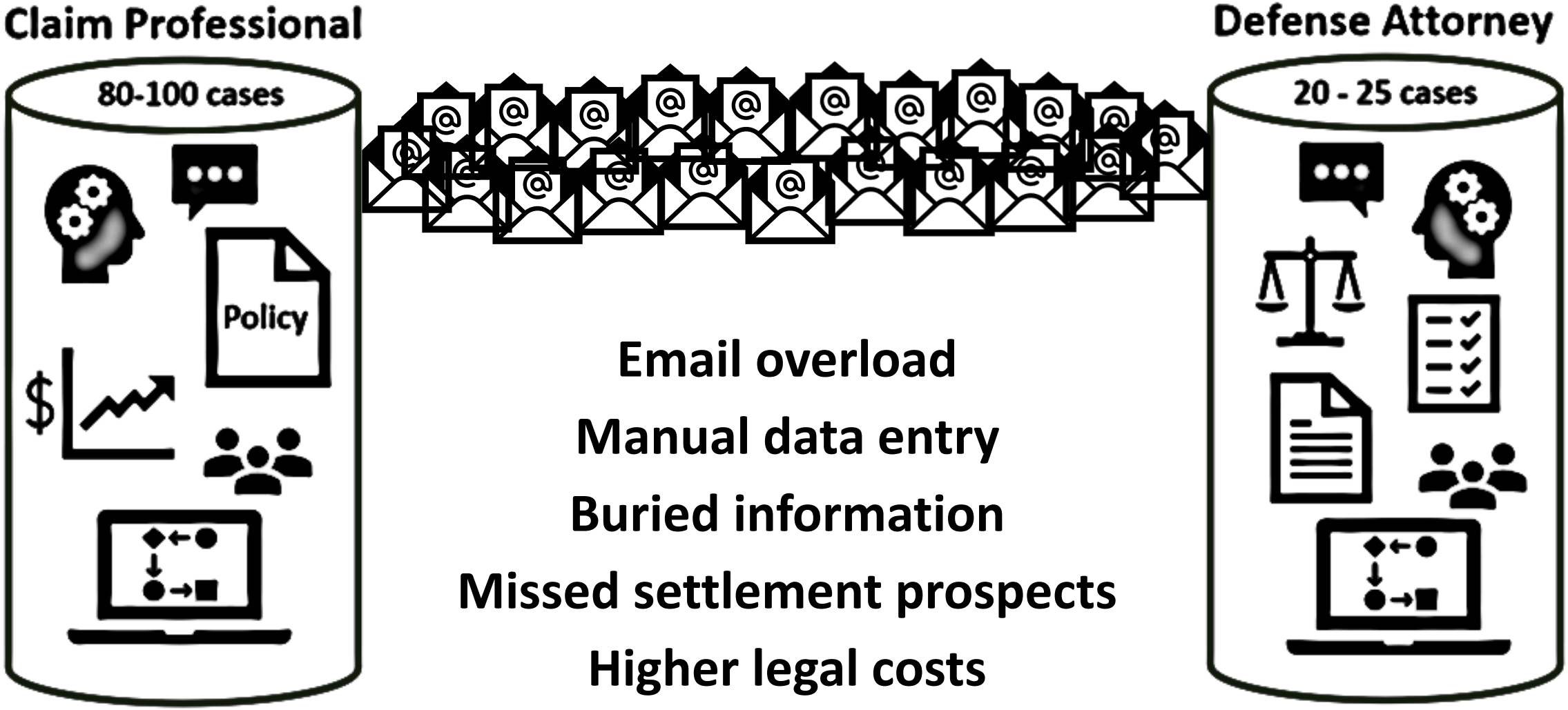
# Root Cause: Work Silos




**Email overload**

**Manual data entry**

**Buried information**

**Missed settlement prospects**

**Higher legal costs**

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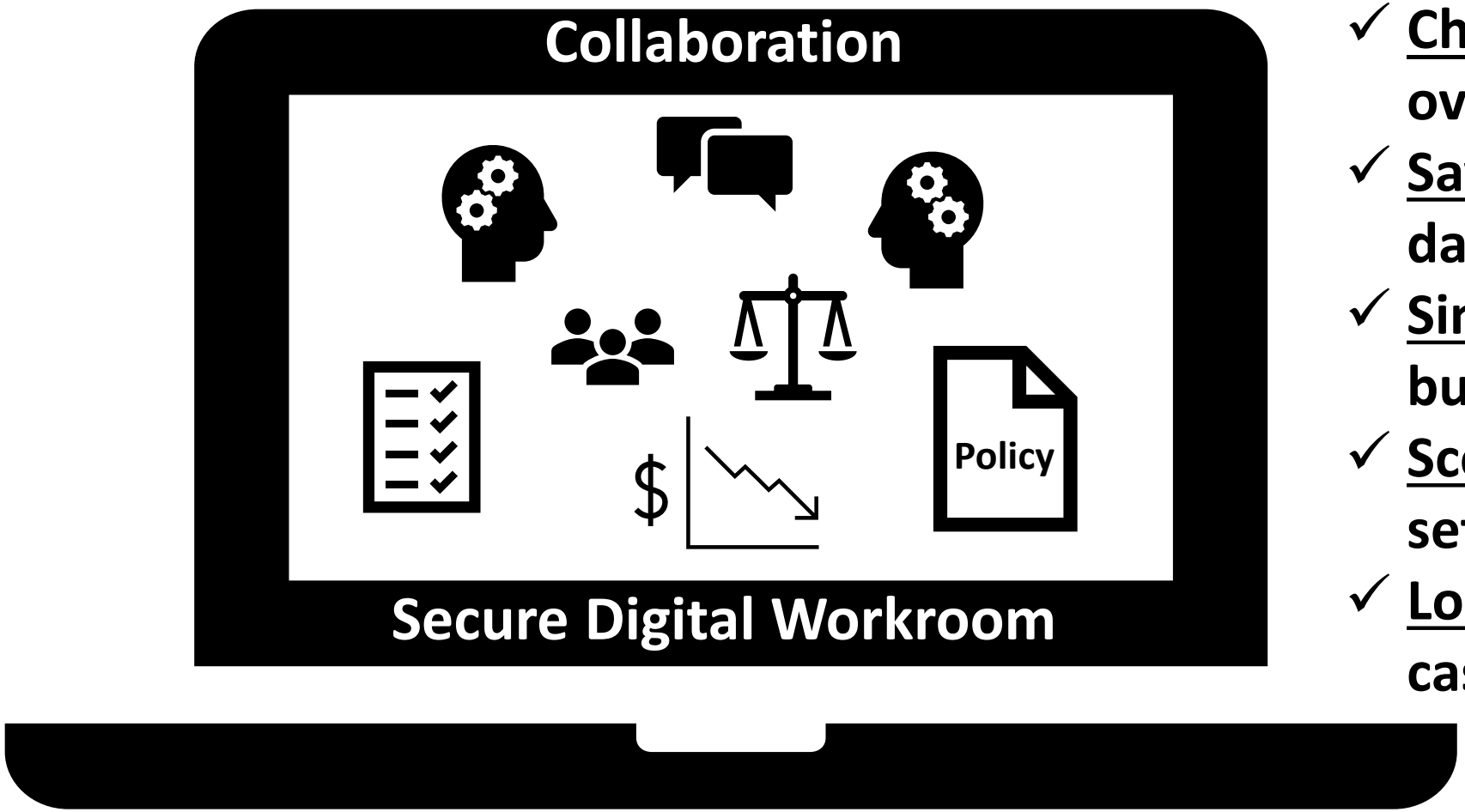
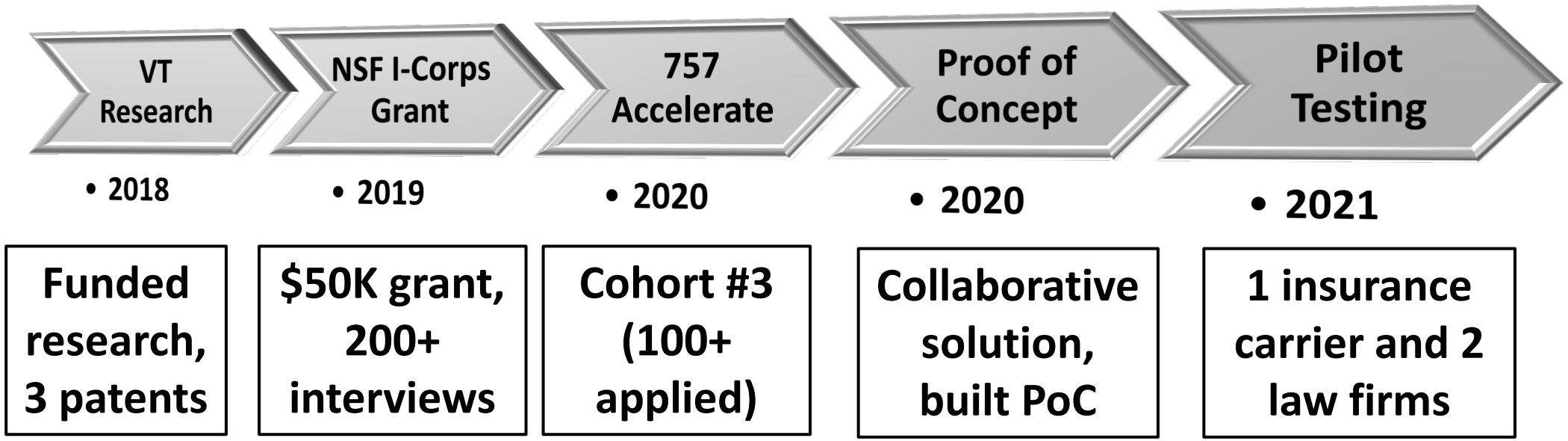
# The Solution: ClaimEdge




## Benefits

- ✓ Chat: eliminates email overload
- ✓ Save time: no manual data saving
- ✓ Single repository: no buried information
- ✓ Scoring: identify early settlement opportunities
- ✓ Lower legal costs: faster case resolutions

# Dawn of ClaimEdge

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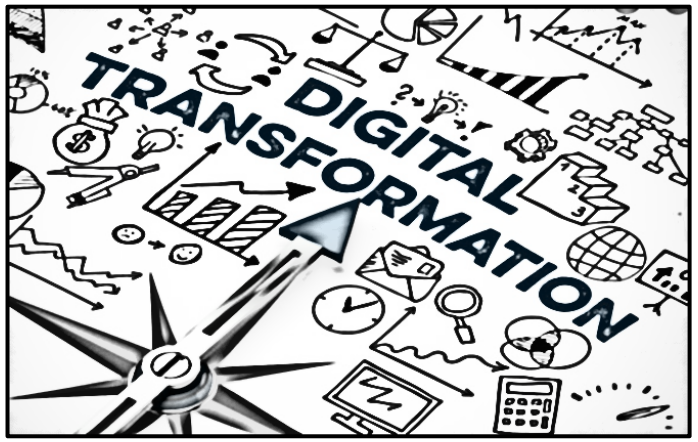
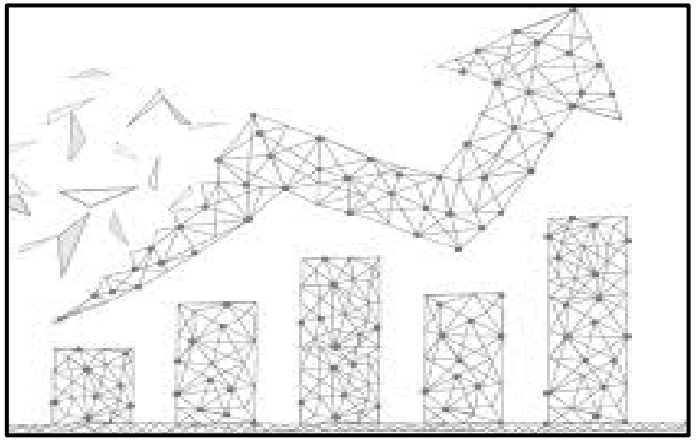
# The Time for ClaimEdge Is Now

## Industry Trends

- Insurers pursuing digital claims strategies
- Legal work data now mostly digital
- Rise of channel-based communications



## Insurance Market Opportunity

- 1M+ insurance lawsuits/year
- $60B+ industry legal expense
- New data —> new insights

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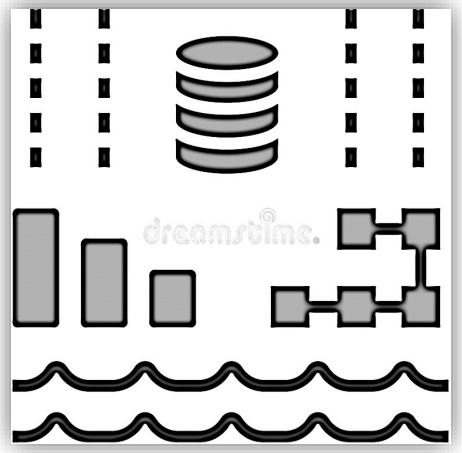
# The Future of ClaimEdge



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***Build Legal Data Lake***

***Artificial Intelligence***

***Predictive Guidance***

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# U.S. Property & Casualty Insurance Market

**Source: Insurance Industry Institute (2019 Data)**

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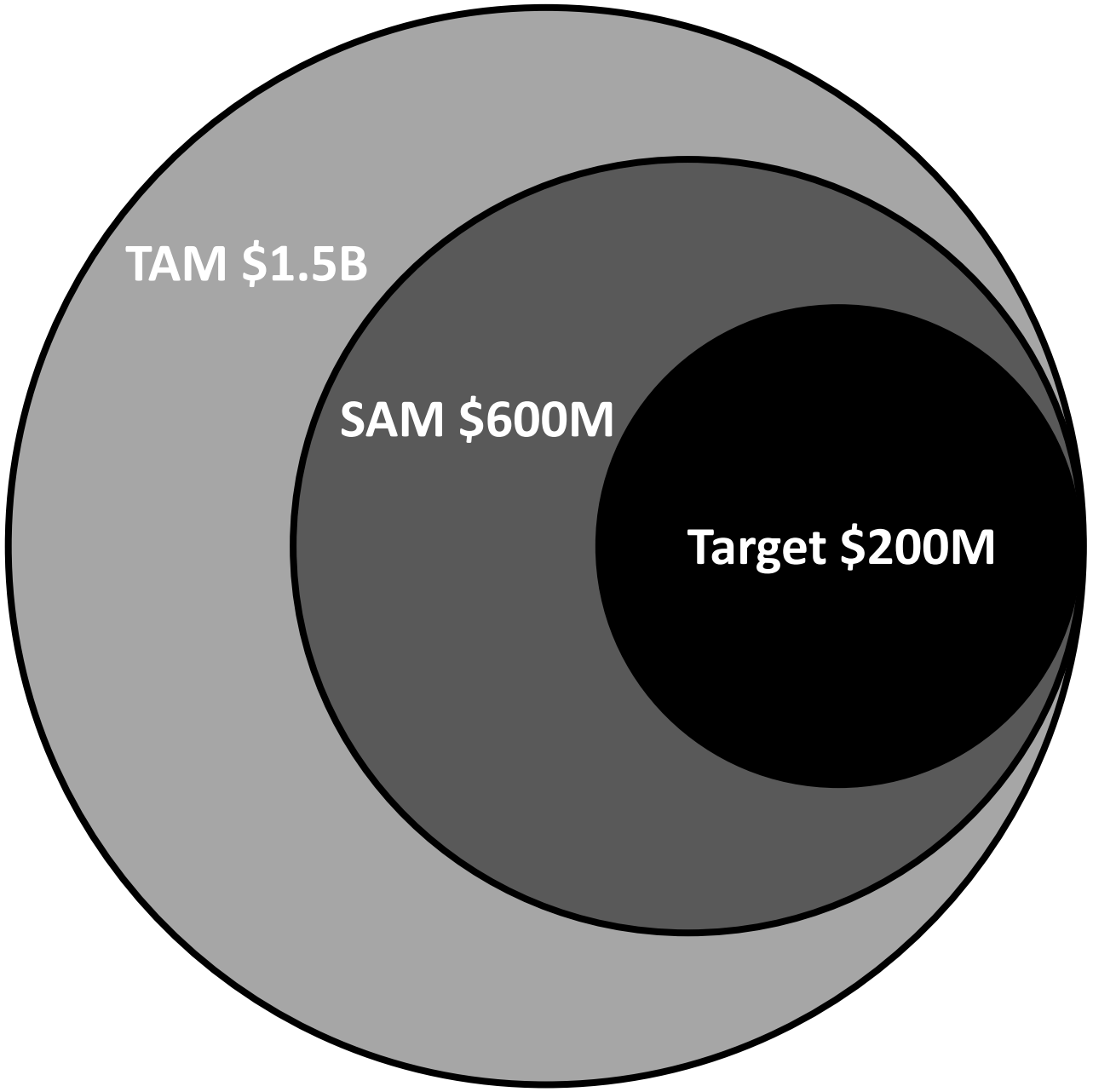


# U.S. Market Size

**Total Addressable Market = $1.5B**
**(all 2,500 licensed U.S. carriers)**

**Serviceable Available Market = $600M**
**(≥ $10B annual premium = 40% of TAM)**

**Initial Target Market = $200M**
**($200M to $3B annual premium = 33% of SAM)**

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# Target Market

1. **Companies with high litigation:**
    - **Volume (> 5% of third-party claims)**
    - **Legal costs (> $50K per case)**

2. **Primary insurance lines:**
    - **Automobile**
    - **Construction**
    - **Medical malpractice**
    - **Products liability**

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# Competition

| Feature | Mayfair ClaimEdge | CaseGlide | Wolters ELM | Clara Analytics |
|---|---|---|---|---|
| Semantic text analysis / AI | ✓ | | | |
| Litigation data repository | ✓ | ✓ | ✓ | ✓ |
| In-app communications | ✓ | ✓ | | |
| Eliminate manual data saving | ✓ | ✓ | ✓ | |
| Scores for early settlement | ✓ | | | ✓ |

## Our Competitive Advantage

**Patent-pending semantic text analysis:**
**Insights to make earlier, better case decisions**

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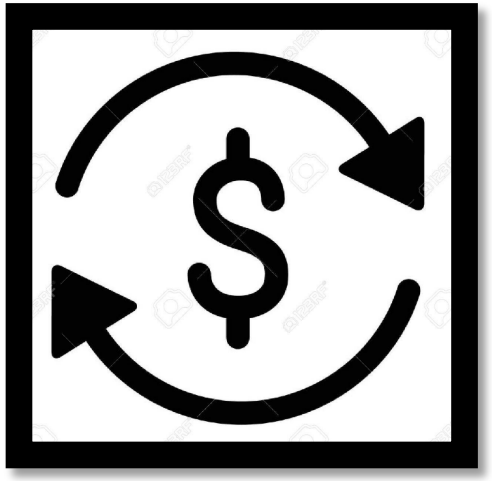
# Business Model



**Subscriptions**

**Per claim pricing**

**Integration fees**

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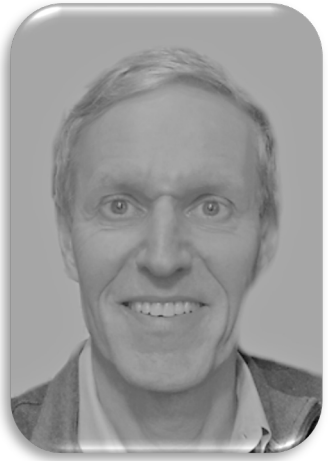
# Team

**James Chapman**



**CEO**

CWM

**Edward Fox, Ph.D.**

**CTO**

VIRGINIA TECH

**John Ko**

**Head of Product**

salesforce NTT

# Key Advisors

**Dean Harring**

**Chief Claims Officer**

CNA QBE

**Dave Klein**

**IT Services**

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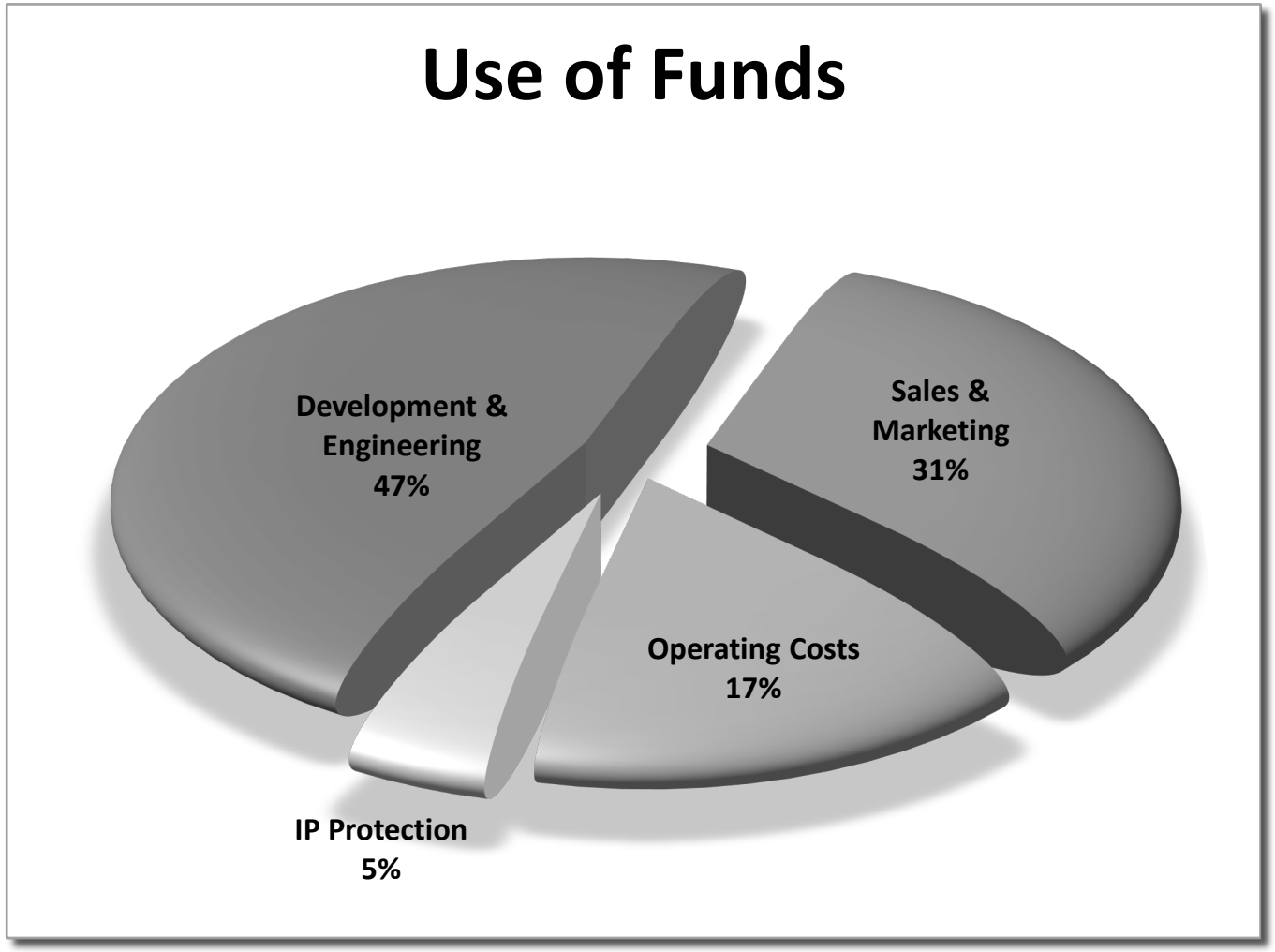
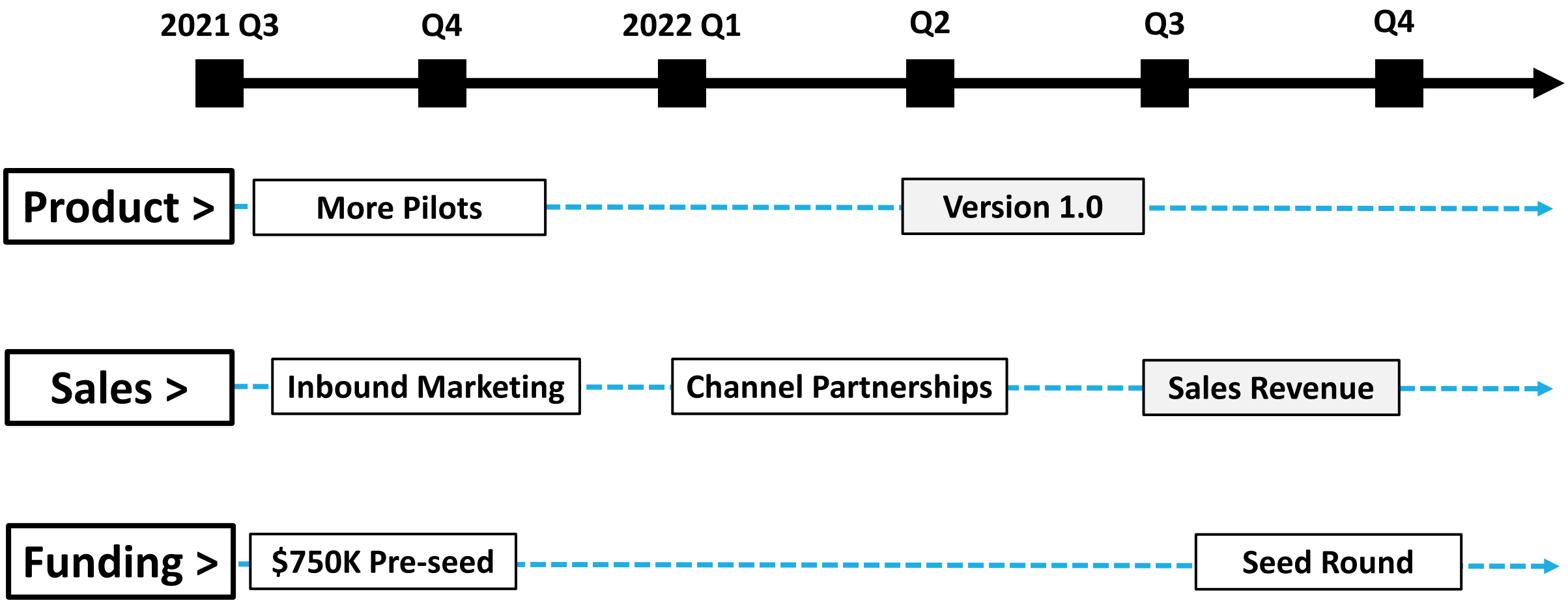
# Investment and Use of Funds

**Pre-seed Round**
Raising $750,000
($250,000 received)

| Purpose | Amount |
|---|---|
| Dev. & Engineering | $355,000 |
| Sales & Marketing | $235,000 |
| Operating Costs | $125,000 |
| IP Protection | $35,000 |
| TOTAL | $750,000 |



# Roadmap

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