

Jumpstart

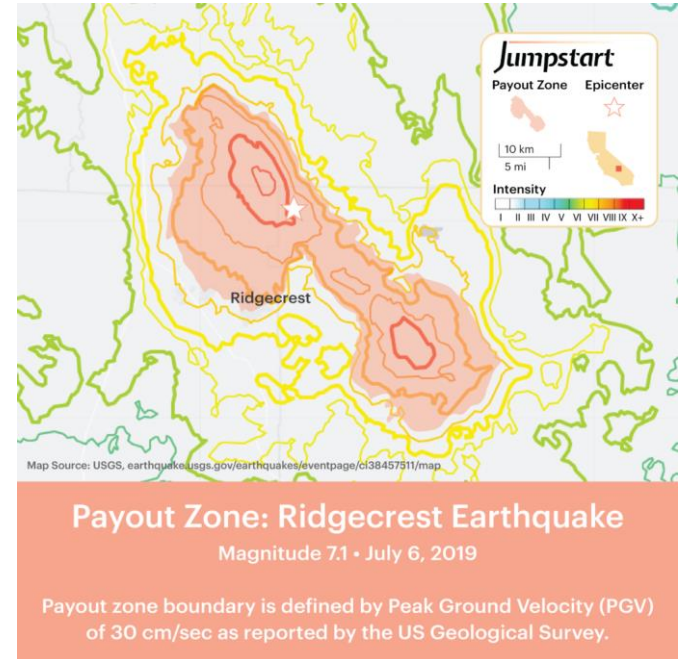
ECA Bay Area Mini-Award

Project Summary, July 2019



We provide consumers a **financial jumpstart** after the shock of a natural disaster.

- ✓ First-of-its-kind **parametric** insurance
- ✓ Starting with CA earthquake



Unlike Conventional Disaster Insurance

Jumpstart

Conventional EQ Insurance

Purpose	✓ Back on Your Feet	✓ Replace Damaged Property
Payment Speed	✓ 2 - 3 Days	✓ Weeks to Months
Process	✓ Automated Deposits	✓ Claims Adjuster, Paperwork
Payment Amount	✓ \$10,000	✓ Damage less Deductible
Deductible	✓ \$0	✓ tens to hundreds of thousands
Typical Price	✓ \$20/month	✓ \$2,000 to \$3,000/year

ECA Mini-Award: Shake Trailer Events!



Most Recent Event: SFPD Ingleside Station National Night Out Aug 6th

The Shake Trailer in Action



- ✓ Mechanical Earthquake Simulator
- ✓ Lets people “remember” or “experience” intense shaking
- ✓ Encourages preparation by making an earthquake more real

8 Upcoming Events

AUGUST 2019						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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SEPTEMBER 2019						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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OCTOBER 2019						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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Raffle Individual Supplies Backpack



3 winners per event

Events Thus Far (without Shaker)



- April 13
- June 11
- Raffle Solar Charger
- Engage with the public
- 300+ individuals

What We've Learned So Far

- ✓ Folks are looking for Easy Wins (little time / money)
- ✓ Events are popular

Based on this...

- ✓ Our #1 Tip to Prepare: **Meet your Neighbors**

And we wrote a [blog](#) on other easy and affordable ways to prepare:

- If you have \$0 and 2 minutes (contact info in your wallet)
- If you have \$0 and 10 minutes (meet a neighbor)
- If you have some money but no time (buy a solar charger)
- If you have half a day (brace your water heater)

Our Mission: Build Financial Resilience

P.S. Earthquakes Are Only The First Step

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