



iInsureBid.com

CONFIDENTIALITY

The information provided herein contains confidential business practices and sensitive property evaluations. It is revealed solely to facilitate your evaluation of this proposed limited partnership. The disclosure of this information to third parties could be damaging to the iInsureBid.com, LP, and/or its General Partner, iinsureBid.com LLC. Any reproduction, distribution or any other dissemination of the information contained herein is strictly prohibited.

All Investors should to sign the attached Confidentiality Agreement before proceeding with this proposed limited partnership.

WHAT IS I INSURE?

iInsureBid.com, LP is a \$500,000 investment in a very innovative insurance concept that has never been done in the Insurance Industry. More specifically, the money will be used to build an Insurance reverse auction website where Insurance companies/agents bid down the price of policies, and compete against each other to get new business. iInsureBid.com, LP will take 2-4% of every policy issued through site, and the insurance company/agent will only pay if they win the auction and consumer chooses to go with their company. We anticipate it taking 5-7 months to complete site once development commences, and will have a 2 week testing phase before rolling it out to the public.



iInsureBid.com

MISSION STATEMENT

We question, we listen, we think and rethink, and we never stop experimenting. Because, to be successful and stay successful, today's enterprises can no longer afford to change with the times. We have to change ahead of them. iInsureBid.com will be there, every step of the way.

CORE VALUES

Integrity

We believe in being as open and transparent as possible and guarantee consistency. We think if you are always truthful with your clients your honesty will want them to continue to do business with you.

Privacy

We believe and are committed to safe/guarding our customer's information.

Innovation

We pride ourselves on providing services that are remaking industries, changing consumer habits, and challenging economic assumptions. We also promise to be on the forefront of any new innovations in the future.

Team Work

Long term success in a work environment can often be predicted based on the level of trust, respect, honesty, humor, integrity, hard work, communication and shared responsibility that is exhibited by its people.

INVESTOR PROFILE

The typical participant in the iInsureBid.com, LP either has his/her own insurance company, angel/private investor, or has a close relationship with one of the General Partners in iInsureBid.com LP. The participant is desirous of acquiring a passive, recurring income for long-term investment purposes. With a long-term view of the investment horizon, the participant has confidence in the General Partners to select whom to partner with, utilize the most efficient technologies available, and to manage a large marketing campaign to tell the masses about we offer through iInsureBid.com, and other domains they will roll out in coming years.

PROMOTE & FEES

iInsureBid.com, LLC (General Partners) are taking a direct interest in iInsureBid.com, LP subject to the same terms as all other partners. As compensation for general partners work, iInsureBid.com, LLC (General Partners) will have a 25% “Back in After Payout” of the investment. (Ex. Once investors receive original investment back through distributions) We feel this aligns everyones incentives and is the fairest way to structure the deal to ensure everyones goal is to make as much money as possible on their investment.

THE TEAM



BRIAN BLACKWELL

Managing Director, iInsureBid.com, GP
President of iInsureBid.com, LLC

Founder of UPNIN Companies,
Entrepreneur, Possesses Life &
Health, Property & Casualty
Insurance Licenses

2006 Texas A&M Graduate
2010 SMU MBA Graduate



TIM MONEYMAKER

Partner of iInsureBid.com, GP
Vice President, iInsureBid.com, LLC

Founder of Lone Star Insurance
Group. Possesses Life & Health,
Property & Casualty Insurance
Licenses. Over 25 years of
Insurance Industry Experience



BJ HUEY

Legal Counsel of iInsureBid.com, GP
Legal Counsel of iInsureBid.com, LLC

Founder of BJ Huey Law Firm

Texas Tech School of Law



TIM RAPP

Comptroller of iInsureBid.com, GP
Comptroller of iInsureBid.com, LLC

Founder of Treadstone Financial

STRATEGY- AGENTS & INSURANCE COMPANIES

We will utilize a nationwide network of iInsureBid.com partners to partner with insurance companies and agents all over the country. Our Managing Partners have learned through their experience building other sites it's better to start out free in the beginning for Companies/Agents to grow the network, and expand options lines. In coming years we will add monthly fee's and offer other premium features. For example, when we roll out other lines on the platform companies/agents would have to be a premium member and pay a monthly fee to quote other lines.



MARKETING STRATEGY

We first plan to flood the Texas market and expand as we grow and are able to allocate more capital to run marketing campaigns in other states. We plan to allocate a significant amount of money to be used for online advertising through Google Ads, Outbrain, Taboola, Facebook Ads, and also TV/Radio. A significant amount of capital will be allocated to marketing as you will see in the financial projections, we know the more people who know about the site, the more money the company will make. We have never had such an incredible opportunity to get in front of our perfect audience so quickly and easily than we do today using targeted audiences strategy on Facebook & Google.. This is a strategy that takes time and good amount of capital, but its proven to work. A detailed marketing budget is outlined in the financials, but we will also adjust strategy depending on success rate of the various marketing channels being implemented.

STATE OF THE INDUSTRY

Insurance Shoppers are Going Online

Tens of millions of online searches for insurance quotes occur each month. Clearly people are going online to research and purchase insurance policies. Prospects are looking for helpful information about this sub-set of insurance as well as trying to find a qualified and trustworthy agent to buy from. Capturing that audience and those online insurance leads generates a giant book of potential business- if done correctly.

Having the Right Online Presence

Consumers, including those looking for auto and property insurance, go online to find information and resources before making a decision. This is a tall order for any agent to fill alone. Getting in front of insurance prospects with a collection of helpful information will help I-Insure capture a large number of highly engaged insurance leads. Building this trust by providing free, unbiased information will help I-Insure gather the most self-generated leads in the industry. We produce and provide the information so agents can focus on closing business. The best part is we only charge agents/ companies if we bring them new business.

Be Data Based

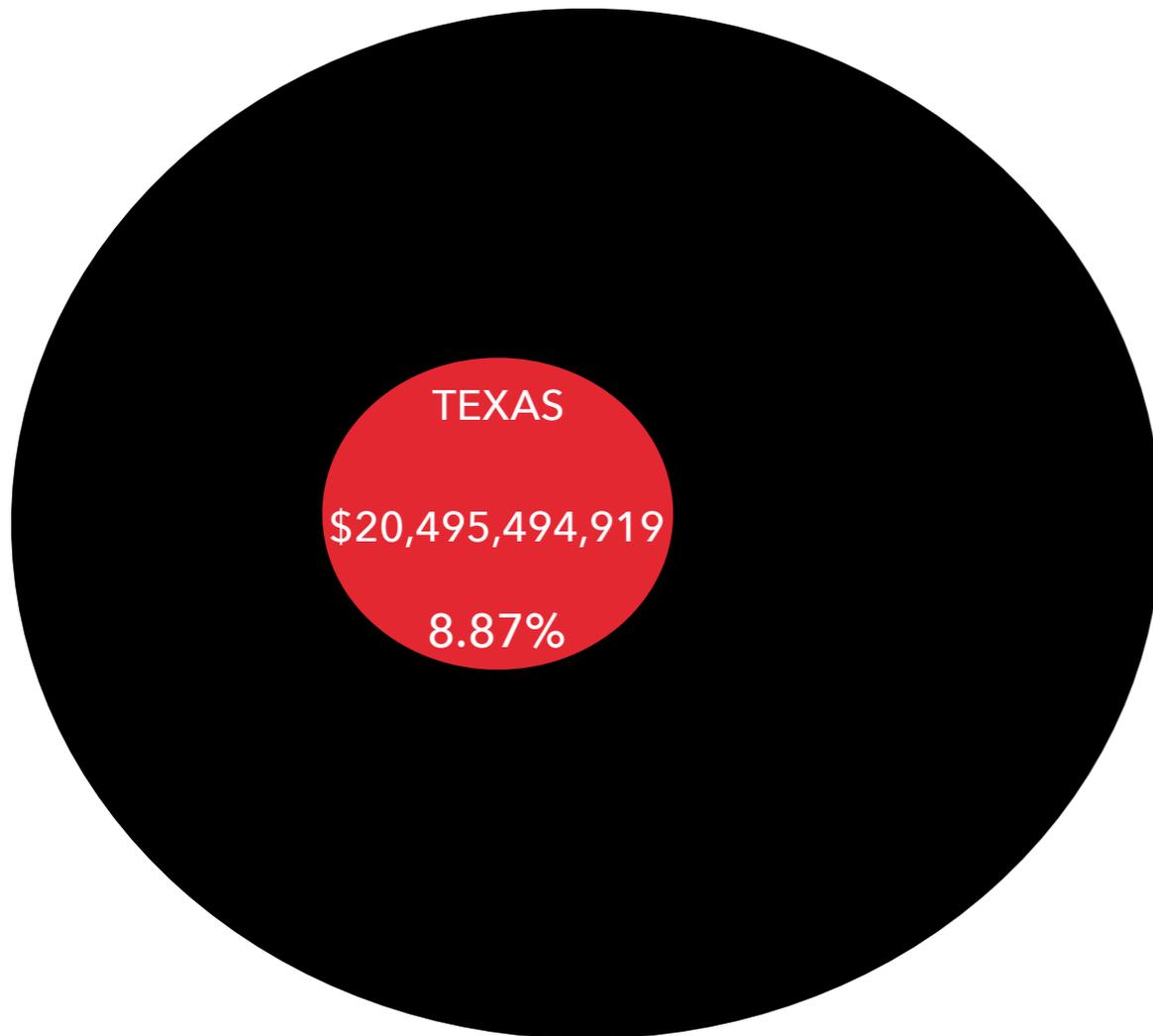
The business of insurance is data-based, and we will be as well. iInsureBid.com puts each online application through a detailed, proprietary analysis and evaluation process to ensure any insurance company or agent has all the information they need to get a quote. This allows the agents to selectively choose which applications they wish to spend time quoting. This puts agents in a good position to achieve a higher success rate of growing their book instead of paying for unqualified leads they have no shot at winning.

iInsureBid.com will provide thousands and eventually millions of consumers with an effective and free way to run an auction and let insurance companies compete for their business. We will start with just auto and property and expand in to other lines as we grow. We know eventually other companies will copy our model just like they have Facebook and Amazon, but we plan on being so far out-front and ahead of them it will be virtually impossible to take away our market share and duplicate the strategies we have learned. Our passion for pioneering will drive us to explore narrow passages, and some might turn out to be blind alleys, but with a bit of good fortune- there will be many that turn into broad avenues.

STATISTICS

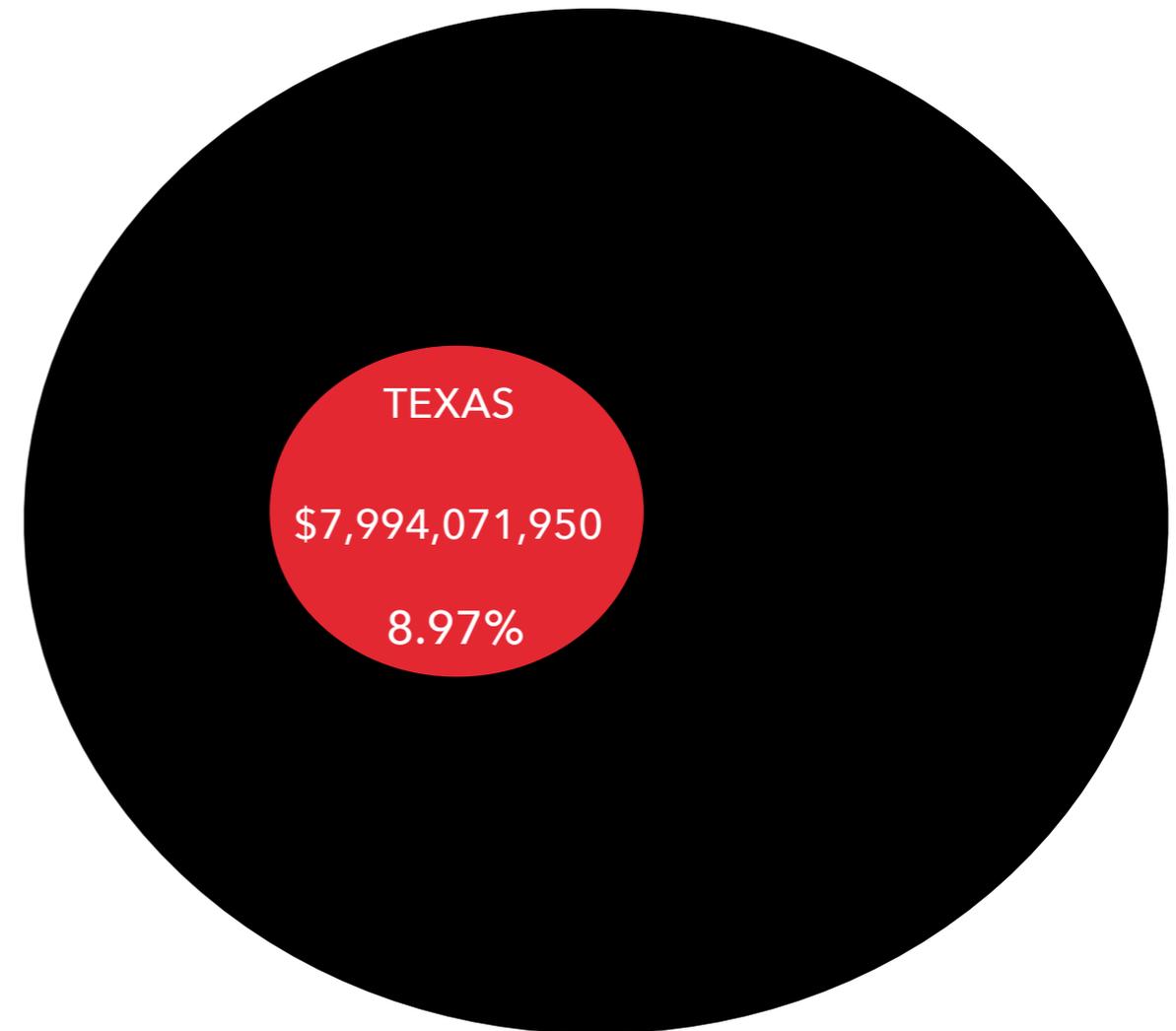
AUTOMOBILE PREMIUM IN US

230,998,398,345



PROPERTY PREMIUM IN US

89,136,725,302



*The premiums are from the annual financial statement information that property/casualty insurers file with the NAIC. Property/casualty premium is subdivided into several categories. This data includes information on the state funds reported separately and added to the premium volume during composition of this report.

COMPETITION

While we have not come across any companies that are doing what we are going to do we feel it's important to note some of the companies that are most efficiently using technology to get customers insurance policies. Besides the major insurance companies like Geico, Progressive, Esurance, Nationwide, etc., we came across two companies we feel are doing the best job at getting a lot of traffic to their sites, and saving customers money. The major players just want you coming to their sites, and not shopping other companies. This is the main reason why we think the Reverse Auction for Insurance hasn't been done before, but has so much potential and substantial upside for thinking different.

EverQuote

EverQuote is probably the most notable. It was founded in 2011 by two MIT graduates and was originally named Ad Harmonics. They were seeded with a \$1 Million dollar investment from Link Ventures. Their research shows that 95% percent of people who buy auto insurance are over 30. It has about 70 insurance carriers and 5,000 insurance agencies on its platform.

When a consumer searches EverQuote for a car insurance policy, the site is not likely to reveal an exact price. Most car insurers do not provide EverQuote with exact rates for their policies. So instead, EverQuote matches consumers with a short list of companies it believes will provide the best fit, based on the profile each new user fills out. We plan on not showing their rates to the public and companies will only see the current bid, not which company is winning the auction at the time. EverQuote's prediction technology relies on the buying patterns of previous customers. A driver using the site will be steered toward the insurers most often selected by people with similar profiles. EverQuote makes money through referral fees from insurers, who are looking for more effective (and cheaper) ways to win customers than traditional methods, such as media advertising campaigns. EverQuote says more than 5 million people visit its website each month. To date, it says it has made more than 50 million referrals, resulting in over \$3 billion in insurance premium payments.

Financing Timeline: 2011 Initially seeded with \$1M from Link Ventures
April 2015 Raised \$1.57M Series A at Unknown Valuation
Oct. 2016 Raised \$23M Series B at Unknown Valuation
Feb. 2017 Raised \$13M in Series B at Unknown Valuation

**** I personally don't like EverQuote because although they claim to give you many options, the consumer spends bunch of wasted time clicking on various links only to fill out the EXACT same information they did on the EverQuote website. We plan to eliminate as many steps as possible and only have consumer fill out information one time. We have spent a lot of time testing and back-testing other insurance sites in order to come up with the iInsure.com concept******

COMPETITION CONTINUED

Insurify

Insurify is one of the fastest growing MIT FinTech start-ups that is disrupting the \$600B Insurance Industry. Their smart virtual insurance agent and robo advisor gives consumers personalized insurance recommendations and compares dozens of quotes at once to save them time and money. Insurify has expanded its fully integrated active agent base over 11X from 70 to 815 agents since the company launched in 2013. The award-winning company also announced a rapid growth of carriers joining the platform, including: Liberty Mutual, The General, Metlife, Mercury, Arrowhead, Esurance and Kemper. Users can now buy from 102 carriers across 48 states, which is more than any other car insurance comparison platform in the U.S. In 2016 alone more than half a million shoppers have used Insurify to compare, customize and buy car insurance online. For U.S. the auto insurance market digital influence has already reached 75 percent, with over 25 percent of auto insurance sales coming from online channels. Insurify provides agents benefits to compete in a market increasingly dominated by several big advertisers.

Financing Timeline:	May 6, 2013	Founded
	Jan, 2016	\$2M Seed Round
	Mar, 2017	\$4.6M Venture Round

- ▶ **I personally like the way Insurify is set up and gets intel from the consumer. We have taken many things they do right and applied them to iInsure.com concept, as well as had conference call with company behind a lot of their technology. (Answer Financial)**

PROJECTIONS

Anytime you do something that hasn't been done before it's always hard to give projections. In Texas, the average car premium for a year is around \$1400, and the average home premium is around \$1800/year. Using these numbers, we then estimated how many new customers we think we can acquire a month. We start out very conservative as you can see in the beginning. After the first year, we start gaining traction and really start increasing our marketing budget to reach more people. In our projections we try to be very honest with ourselves, and the company doesn't really start becoming profitable till year 2.

At this point we will plan on bringing few more developers to extend the lines we offer, and all this is accounted for in our projections. We also projected how many total users we anticipate each month/year so the developer could give us an idea on how much we should budget to handle all the data on site and back-end. We know there will be questions regarding the projections and we are available at anytime to answer them as they arise. We have also included several previous questions that have been asked when we were in early stages on planning with team and the developers.

MISCELLANEOUS & CLOSING

Miscellaneous

We have mapped out the site and the features it will have. We did this in order to give the developer a better idea of all the functions and moving parts. We have these available in PDF format and will be glad to email them to you. It's imperative we have signed confidentiality agreement before we send these out though.

As far as whom will be building site, we have received several proposals from several well known technology companies and will utilize their vast network on programmers/developers to bring this new venture to life. We had some very wide ranges in the 3 bids we received, and even got a bid from an off shore company but have decided to use Primitive Social based out of Lubbock. We feel this will be a great advantage with them being local and able to meet at any time to go over progress of site, and answer any questions they have.

Closing

We plan on closing capital offering March 30, 2018. Money will be accepted on a first in basis. In the event there is an over subscription, only the first \$495,000 of Limited Partners capital will be accepted. Any money sent in after we are fully funded will be returned to investors. Call Brian at 979-575-1230 or email him at Brian@iInsureBid.com with any questions!