

Insurance on Demand™

This mobile device application demonstrates one embodiment of the method claimed in the Insurance On Demand Transaction Management System (IODTMS) patents. The application, in concert with a website established as claimed in the patents, will allow a consumer to purchase insurance on demand “as needed” for an intermittent risk, in this case a rental vehicle. Although other intermittent risks, travel, water vehicles and hazardous recreation are referred to, they are not specifically addressed in the demonstration.

Why Insurance on Demand?

In general, there are many instances in which individuals incur risk on an intermittent basis, where, given the opportunity, they may opt to insure that risk as needed.

Rental vehicles are the most obvious example of such an intermittent risk. A substantial number of renters choose to purchase insurance from rental agencies at considerable cost. It should be noted that Collision Damage Wavier (CDW) insurance provided by rental agencies covers two (2) particular risks that are not covered by either personal vehicle policies or, as many people believe, by credit card companies if you use their card for the rental. They are:

1. **Loss of Use....which is the loss of the rental income while a vehicle is out of service and can be a substantial sum.**
2. **Diminished Value....this is the loss of value of the vehicle (because of an accident) at the time it is sold and is usually multiple thousands of dollars**

The ability to purchase complete insurance coverage, including loss of use & diminished value as needed, at a substantially reduced rate compared to that of the rental agency is an attractive value proposition indeed and need only to be properly publicized to become the travelers method of choice in the several billion dollar rental insurance market.

What other value can be derived from providing insurance on demand?

Significant valuable information will be acquired in the course of the management of the transaction. The information has three very valuable components. The use of IOD signifies the user is value conscious and the info. is timely and specific as to the location of the traveler. This information is of high value to those wishing to offer travel related hospitality and other services.

Introduction

Please read before proceeding

Q, How does the IOD process operate?

A. A potential renter will go to the secure website and complete the registration template questionnaire and select a user name and password that they will use when they need to purchase insurance for a rental vehicle or other intermittent risk.

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Q. Now that they are registered, how do they purchase insurance for a rental vehicle?

A. When they make their reservation with a rental vehicle company, they will select the type of vehicle they wish to rent (full, mid size etc. or the size truck) and the pick up and return dates for the rental period. After they confirm their reservation, they simply go to the IOD website and access their account by using their user name and password, enter the rental company name, the type of vehicle, and the pickup and return dates. They will then be shown a list of insurance coverage options, they make their selection click continue and they will be shown the cost of the insurance coverage they have selected. They then click accept and enter their payment information. They will not be charged until the time of the rental. **This process may also be done via a mobile device.**

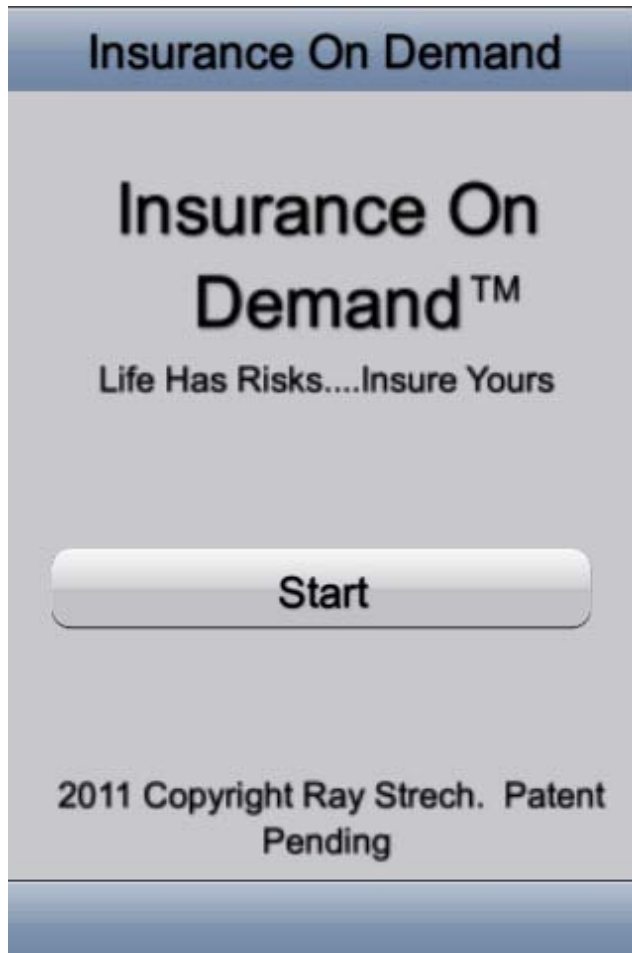
Q. How is a mobile device used to complete the transaction?

A. At the time of the rental they access the IOD Mobile App on their mobile device and complete the transaction. They will do this by entering their user name and password and easily verify the rental information they previously provided or edit it as necessary on their mobile device and then enter the rental contract number or the license number of the vehicle they actually rented. They now click Finish and will be e-mailed their policy confirmation number, invoice and payment information.

It will be as simple as that to insure a rental risk and save money!

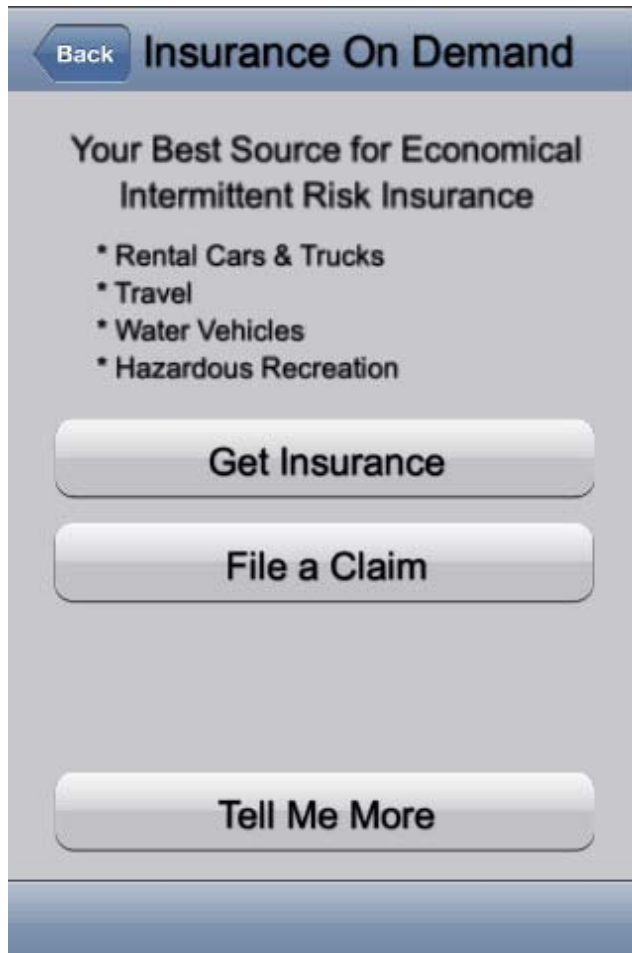
Please go to the next slide to begin the mobile application screen demo.

Screen #1



- This is the opening page of the application, please note the copyright and patent pending notifications.
- The user will press “start” to begin.

Screen #2



As per the introduction, this demo. assumes the renter has reserved a vehicle and registered that information with the IOD system website, therefore, the renter will now press “Get Insurance” to continue.

Screen #3

Back Sign In

User Name
JohnDoe

Password

Sign In

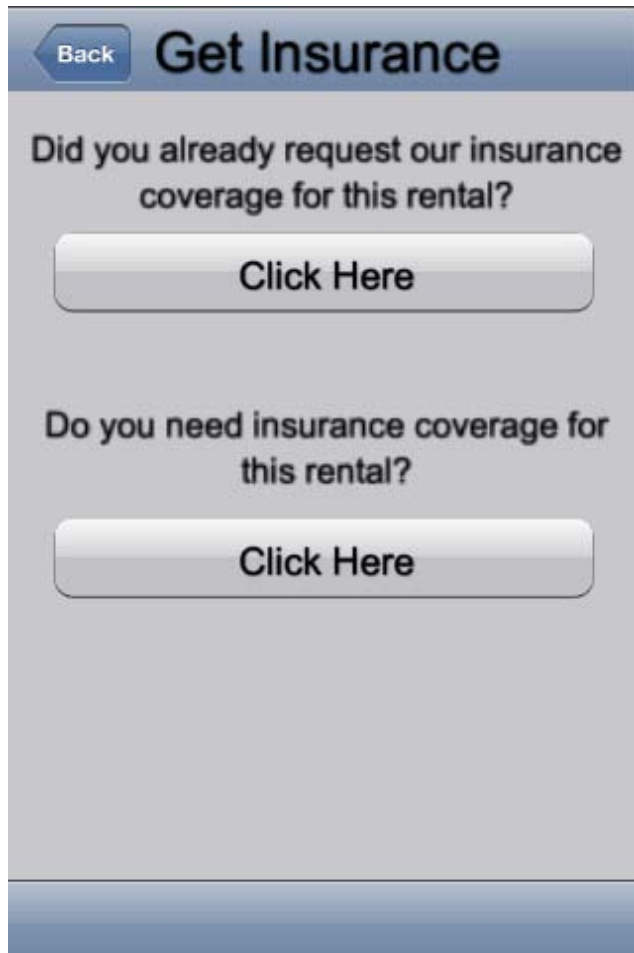
Forgot Your Password?

Or

Insurance on Demand Account
Number

The renter will now enter their user name and password and press "Sign In"

Screen #4



The screenshot shows a mobile application interface. At the top, there is a blue header bar with a white arrow pointing left and the word "Back" in white text. To the right of the arrow, the title "Get Insurance" is displayed in white text. Below the header, the background is a light gray. The first question is "Did you already request our insurance coverage for this rental?" in black text. Below this question is a white button with rounded corners and a subtle gradient, containing the text "Click Here" in black. The second question is "Do you need insurance coverage for this rental?" in black text. Below this question is another identical white button with the text "Click Here" in black. At the bottom of the screen, there is a solid blue bar.

Since the renter has already requested insurance on the site, as per the introduction, they will now indicate so by pressing “Click Here” under that selection.

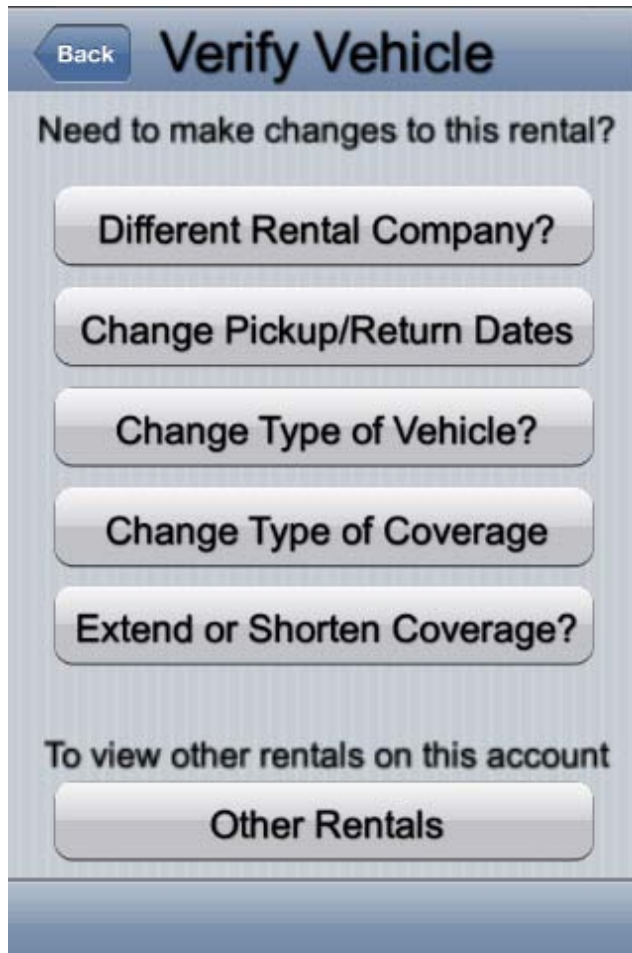
Screen #5a

The screenshot shows a mobile application interface for verifying a vehicle rental. At the top, there is a blue header bar with a 'Back' button and the title 'Verify Vehicle'. Below the header, the text 'Is this the Rental you wish to insure?' is displayed. The main content area consists of several white rounded rectangular boxes, each containing a different piece of information: 'Rental Car Co: Hertz', 'Vehicle Type: Full Size', 'Pickup Date: 10/30/2011', 'Return Date: 11/06/2011', and 'Coverage Option: CDW Only'. Below these boxes is a large, light gray button labeled 'OK'. At the bottom of the screen, the text 'Need to make changes to this rental?' is visible, followed by a partially obscured button labeled 'Different Rental Company?'. The entire screen is set against a light gray background.

They are now shown the type of vehicle they have rented and click “OK”

**Or....
Next Slide**

Screen #5b



The screenshot shows a mobile application interface for verifying a vehicle rental. At the top, there is a blue header bar with a 'Back' button on the left and the title 'Verify Vehicle' in white. Below the header, the text 'Need to make changes to this rental?' is displayed. Underneath this text are five vertically stacked, rounded rectangular buttons with a light gray gradient and a thin border. The buttons contain the following text from top to bottom: 'Different Rental Company?', 'Change Pickup/Return Dates', 'Change Type of Vehicle?', 'Change Type of Coverage', and 'Extend or Shorten Coverage?'. Below these buttons, the text 'To view other rentals on this account' is shown. At the bottom of this section is a single rounded rectangular button with a light gray gradient and a thin border, containing the text 'Other Rentals'. The entire screen has a light gray background with a subtle vertical line pattern.

They scroll down on the screen and are allowed to make the appropriate changes and then click "OK"

Screen #6a

Back Find Contract

Enter Rental Company Contract Number

321345492

Re-enter Contract Number

321345492

Finish

Or

Enter License Plate Number

State Number

They will now enter the rental contract number and then verify it a second time.

OR...
Next Slide

Screen #6b

Back Find Contract

Or

Enter License Plate Number

State Number

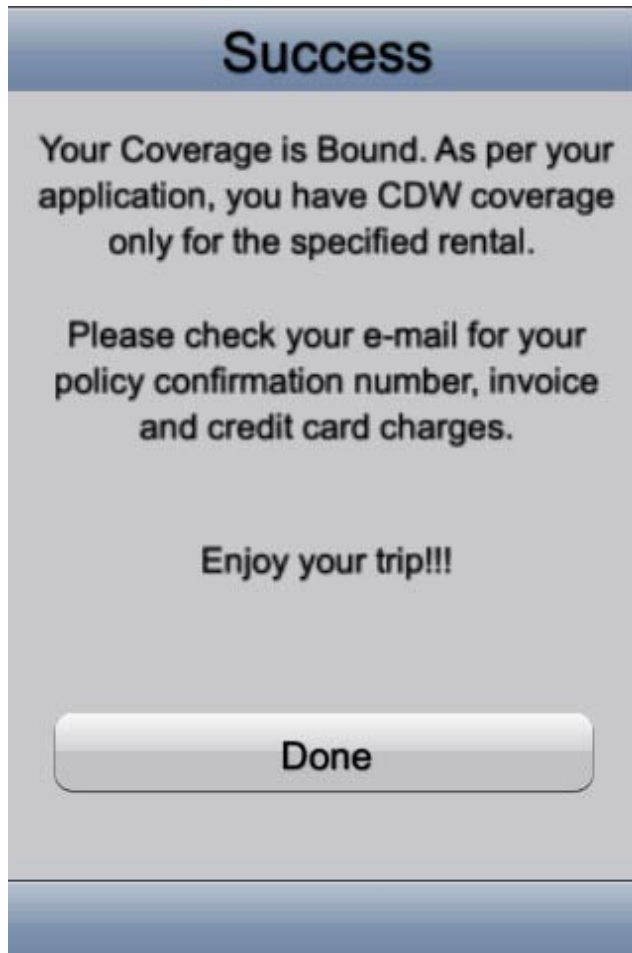
Re-Enter License Plate Number

State Number

Finish

They will enter the license number and state registered for the actual vehicle they rented and press “Finish.”

Screen #7



They are now notified, as per the screen, that their coverage is bound as per their request application on the IOD site and they are e-mailed their policy number, transaction invoice and credit card charge receipt.

Conclusion

The previous demonstration shows how the claims of the IODTMS patents could be reduced to practice. Any entity considering the option to provide insurance in a similar manner to that demonstrated would be well served by owning these patents.