



# ***JUMPSTART*** **(your) Recovery:** ***Affordable post-Earthquake Funds***

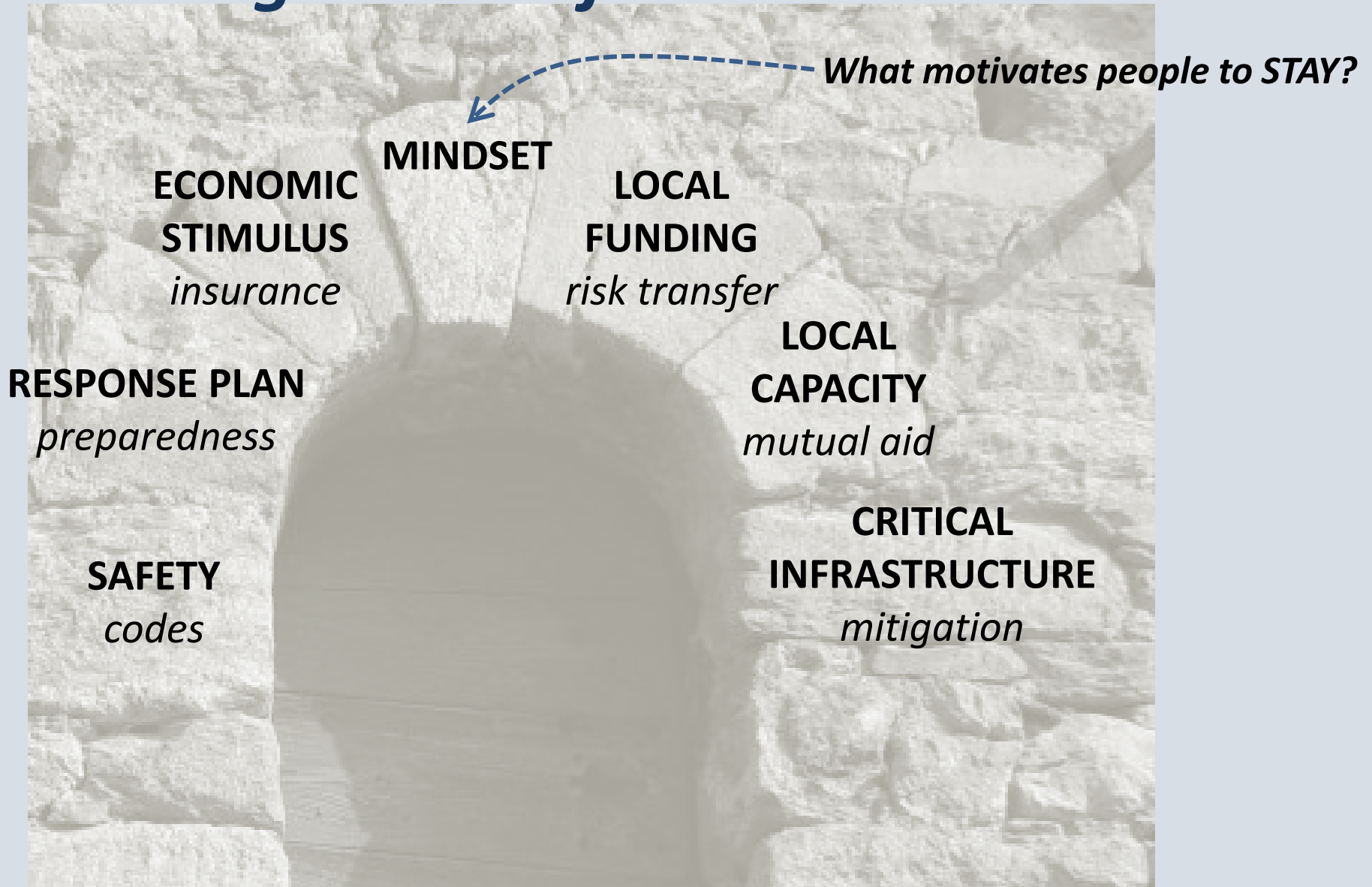
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# ***Building Blocks of Resilience***



# *M7.2: ~\$300b Losses, 7-10% Reimbursed*



*Photo Credit: Basil D Soufi*

# ***Underinsurance = a Missing Block***

***What kind of insurance would motivate people to stay?***

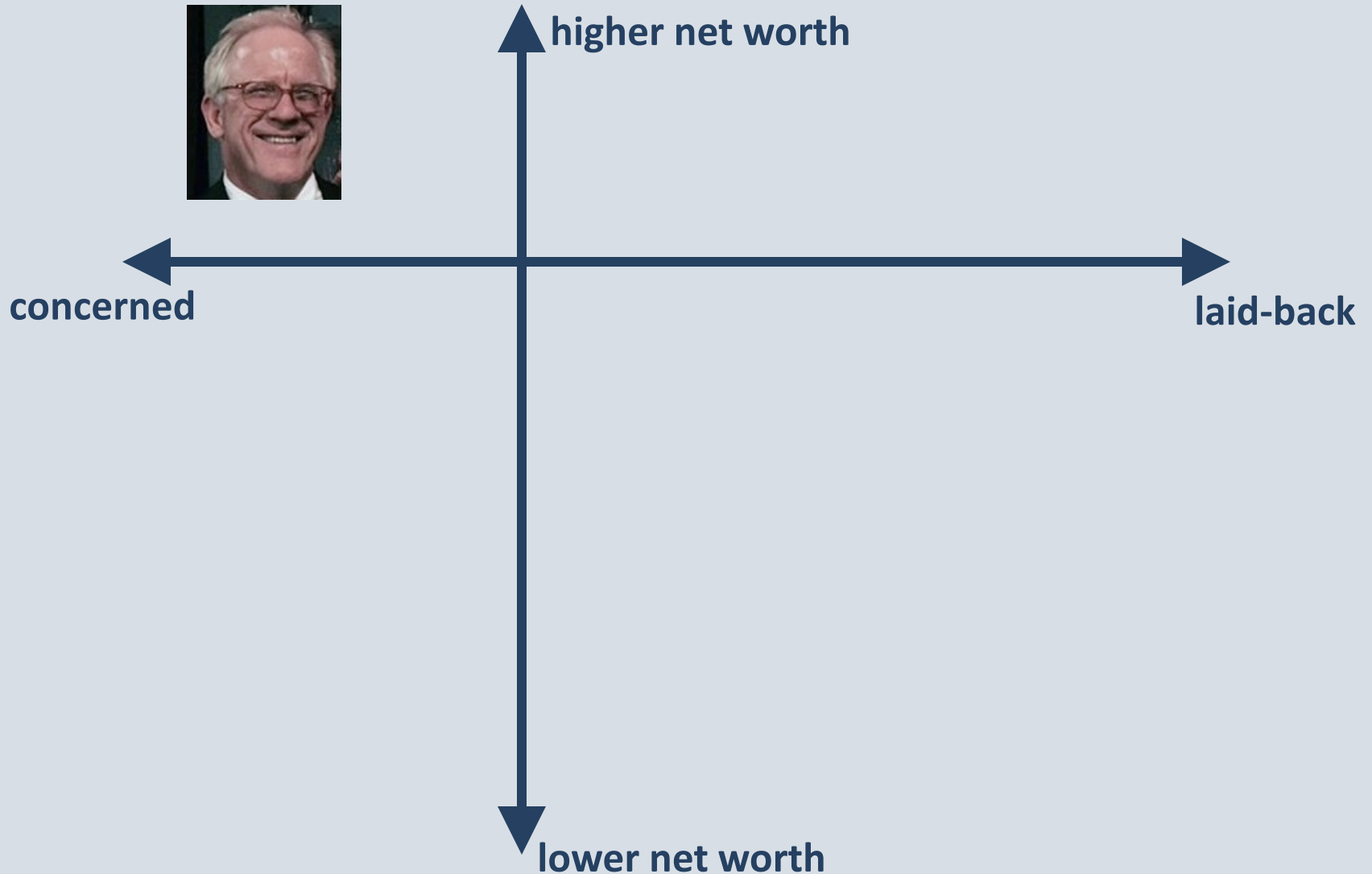




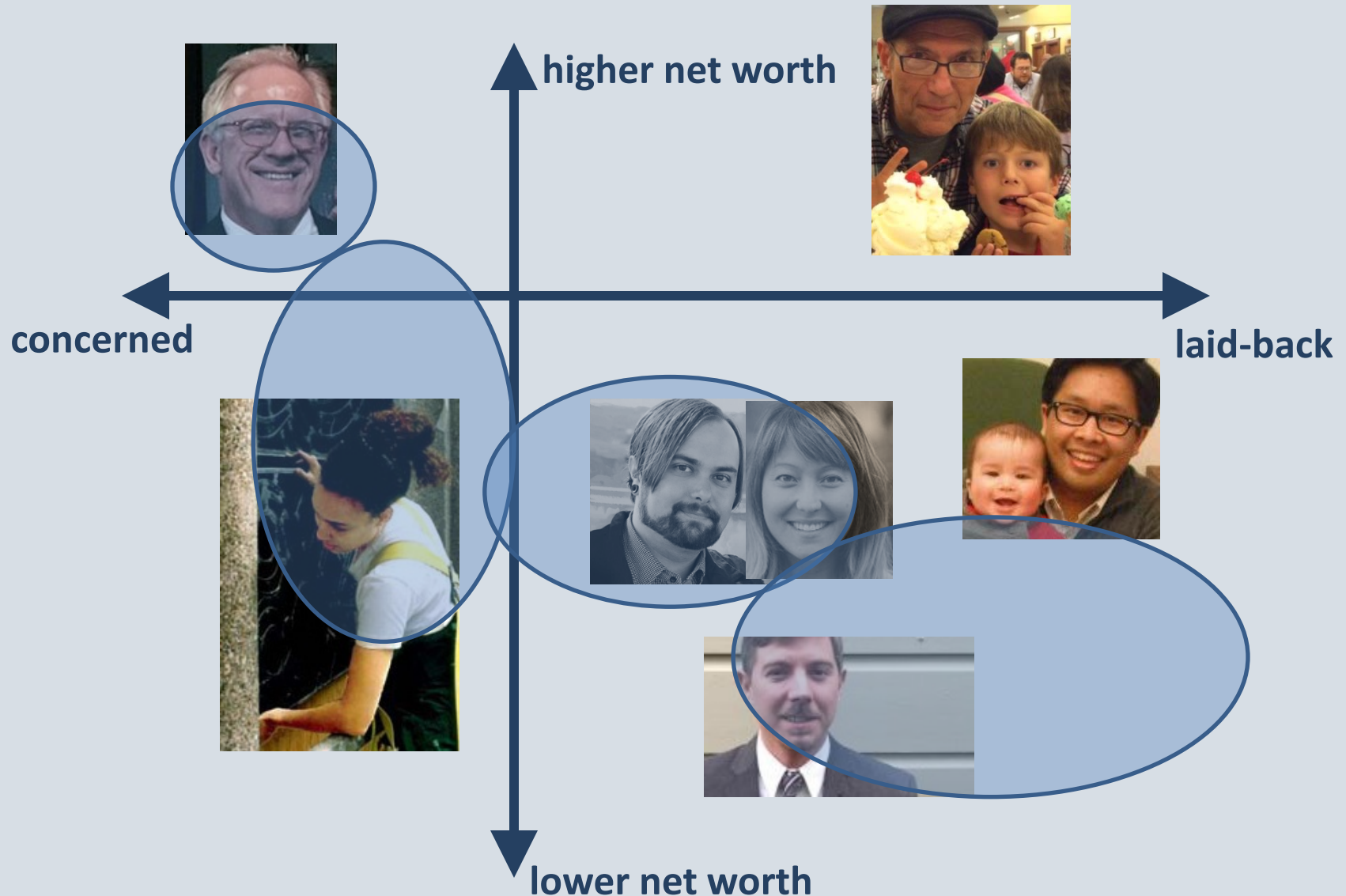
# *Sandy Lesson: Fast Money Speeds Recovery*



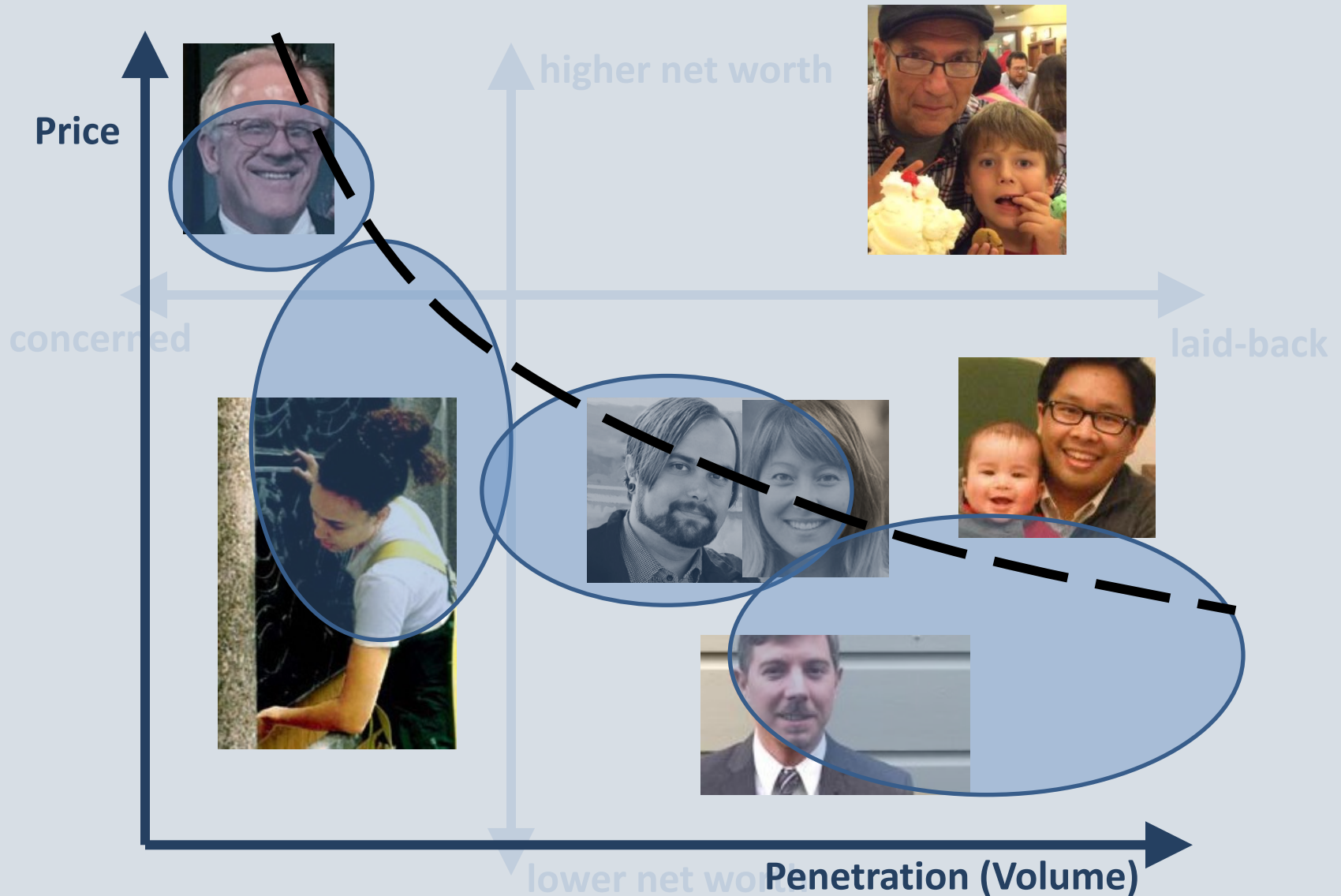
# *Who buys Insurance?*



# Who buys Insurance? Who *would* buy it?

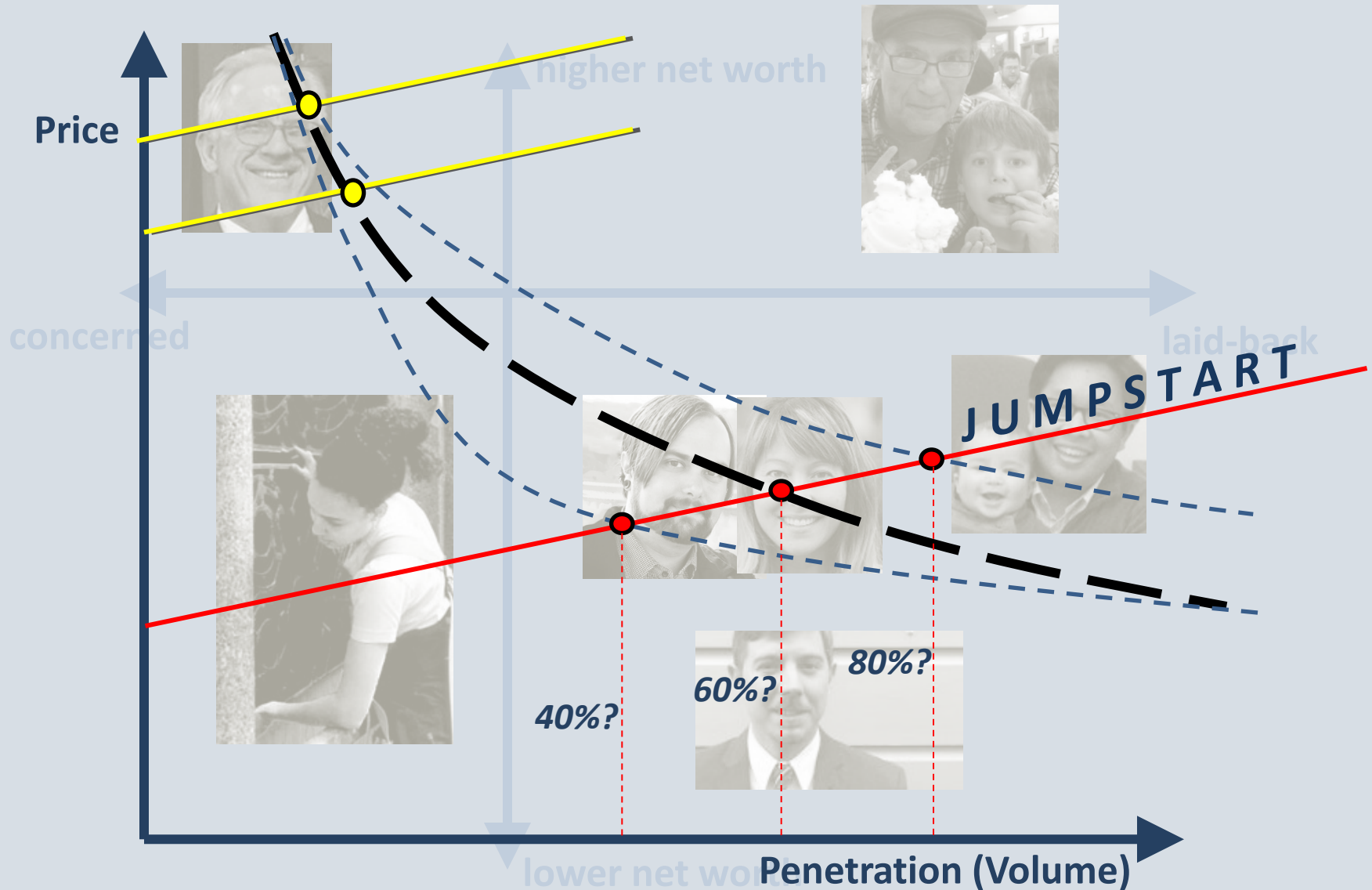


# Who buys Insurance? Who *would* buy it?





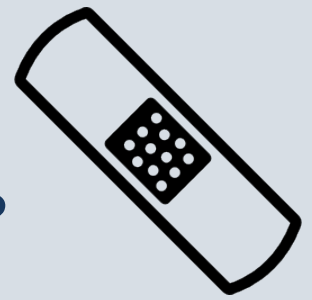
# EQ Cover: An Unknown Demand Curve





# *The Concept:*

## *Zero-Deductible, Low Limit Insurance*



- High enough payouts to be meaningful (\$xx,xxx)
- Low enough cost to be affordable (\$xx/month)
- Payouts low enough so almost everyone would need that much or more
- Indisputable triggers
- Not 'insurance' as it's commonly understood



*Photo Credit: TampaBaySkyDiving*

# *Appeal to a Spirit of Resourcefulness*

## *JUMPSTART* Recovery



*Photo Credit: Gudrun Gisela*