



**Future Advanced system  
for an on-demand Insurance Reliable  
product based on driving behaviour  
analysis**

[www.fair-myair.eu](http://www.fair-myair.eu)



## THE PROJECT

The world is shifting to a new kind of business model, where customers have changed their purchasing path: they are happier **subscribing to the outcomes they want, when they want**, rather than purchasing a product with the burden of ownership. Consumers today have a new set of expectations; they want to achieve outcomes, not ownership;

**CUSTOMIZATION  
not  
GENERALIZATION**

FAIR meets such requirements, developing a **cloud-based software ecosystem** and a **proprietary white-label platform** to commercialize big data and machine learning based insurance, turning customers into subscribers.

The new insurance policy is revolutionizing the traditional insurance sector with a **Pay-Per-Mile** (pay only when you drive) and **Pay how you drive** approach, introducing access to discount/cash back opportunities for drivers, the opportunity of setting-up and managing insurance packages online and via app and accessing new safety and reporting functionalities.

The new insurance model will be coupled with a service for car dealers and fleets that will bring advantages in terms of **remote monitoring of car health**, knowledge of customers' experience, advertising tailored service.

## COMPETITIVE ADVANTAGES



**SUPERIOR RISK SELECTIONS AND LOSS CONTROL**



**ANALYTICS TO SUPPORT DIGITAL UNDERWRITING PROCESS THROUGH A WAR ROOM BASED ON DRIVING AND CRASH DATA**



**BETTER PRICING AND RISK SELECTION**



**BETTER PRICING AND RISK SELECTION**



**REPORTING FUNCTIONALITIES TO GOVERNMENT FACILITIES FOR IMPROVING SAFETY**



**PREDICTIVE MAINTENANCE**

## HOW IT WORKS

**1.**

Air platform is connected to any devices and, in the future, with connected cars.

**2.**

The collected data are processed through a software platform using big data analyses algorithms and machine learning techniques;

**3.**

The data will be available via web service (B2B and B2C Platforms) and App to drivers, cars dealers, fleets, third parties and governmental bodies.

## PARTNERS

## CONTACTS

**IGOR VALANDRO**  
PROJECT COORDINATOR  
[i.valandro@myair.io](mailto:i.valandro@myair.io)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 805970

Powered By Warrant Group S.r.l. - Gruppo Tecnoinvestimenti