

Global Innovation Team

Munich Re's innovation process - Examples



Discover & Ideate

Before coming up with new business ideas, we usually identify areas of opportunity which fit strategically and have good potential. However, for some ideas we started searching a defined area and came up with completely different ideas. For example, when ideating in the area of "NextGen Farming", we ended up with a promising idea for carbon markets. So, even at the ideation phase, we can pivot as we learn within our strategic guard rails.



Explore & Prototype

With a validated problem statement for a defined customer segment we enter Explore and Prototype phase. Climate Risk Score for example is a software solution that forecasts the impact climate change will have on physical assets like homes, factories, offices and bridges etc. The challenge was to identify the customer group which has a real need for the solution and develop a marketable proposition. During customer interviews the team realized, that they had to focus on the biggest challenges and pains customers faced while assessing their organisation's climate risks in order to build the right features and tailor the solution that customers love and wanted to pay for. After the clear definition of the target segments, sales were scaled through partnerships.



Build (MVP & Pilot)

The ultimate goal of this phase is a minimum viable product (MVP) that has been tested and approved by real (paying) customers. While the "DRIVE - Risk Management" team had by now completed the MVP, it still lacked a sound customer validation and any "signed" pilot customers. In order to gain valuable customer insights, we provided the team with an experienced sales professional who reached out to new customer segments, helped set up a sales funnel, optimised the conversion rate and led to the generation of written LoIs (Letters of intent).



Launch

Once our innovation ventures have successfully proven themselves with pilot customers, they are ready to be marketed. "Remote Industries", for example, aims to help insurers settle homeowner claims faster and better after a hurricane. This AI-based tool suite received great feedback from pilot clients, and the team felt ready to launch. However, as the team spoke to potential clients during the sales process, they identified an interest in having the video inspection module available outside the hurricane tool suite. Being agile, the team quickly began to develop the remote-inspection video tool as a stand-alone product that would allow insurers to inspect, report and settle claims in real time.



Monetise & Scale

After a successful market entry, business models have to grow continuously. In 2016, Munich Re established its own global start-up called Digital Partners, with the stated aim of disrupting the insurance business. Today DP is no longer a start-up. It is a known player in the ecosystem, providing insurtechs and digital distributors with a comprehensive, go-to market partnership, built on the financial strength and expertise of Munich Re.