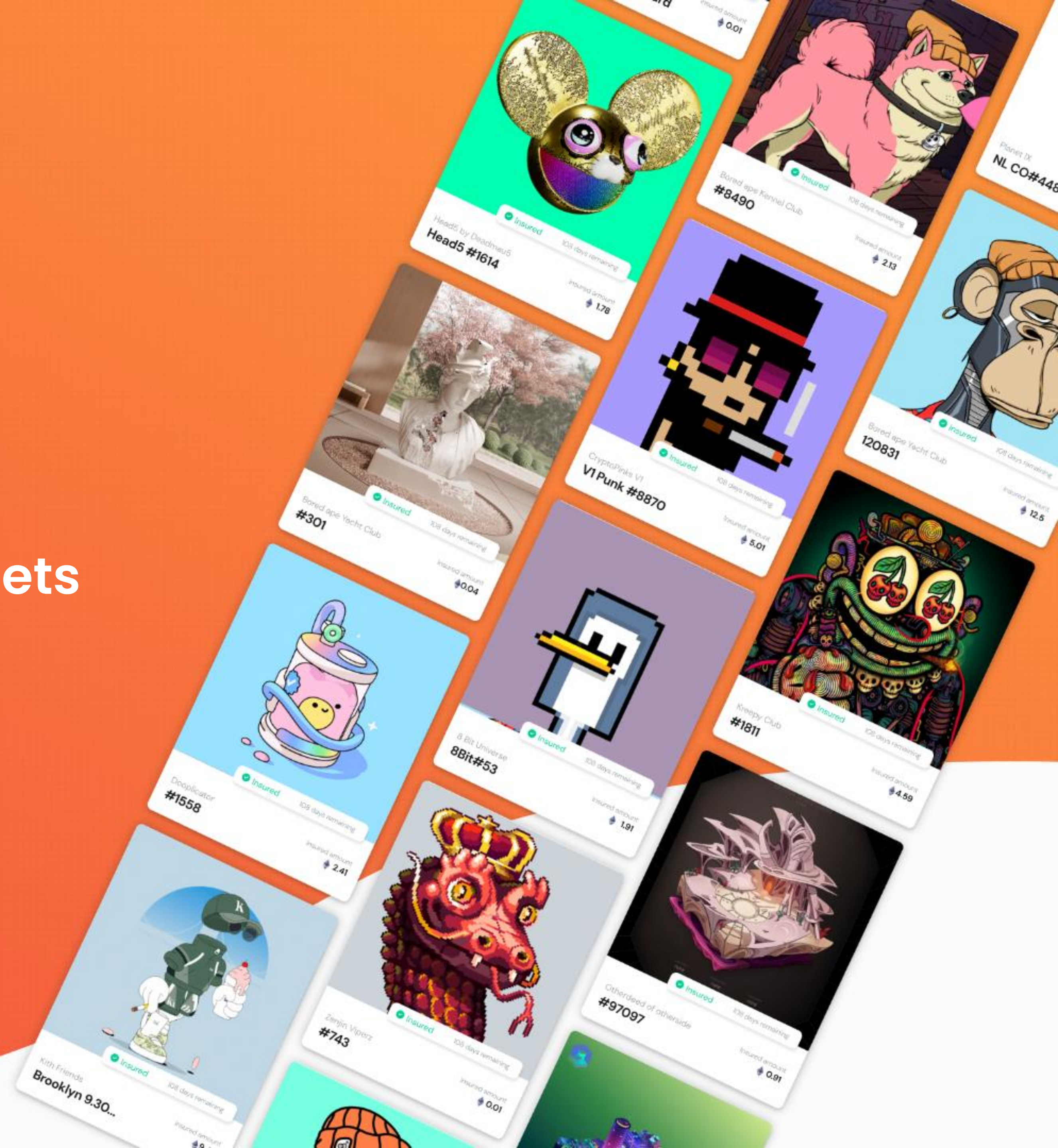


Avata

Powering Insurance of digital assets

NFTs • Crypto Tokens • In-Game Items • and more



Our Story

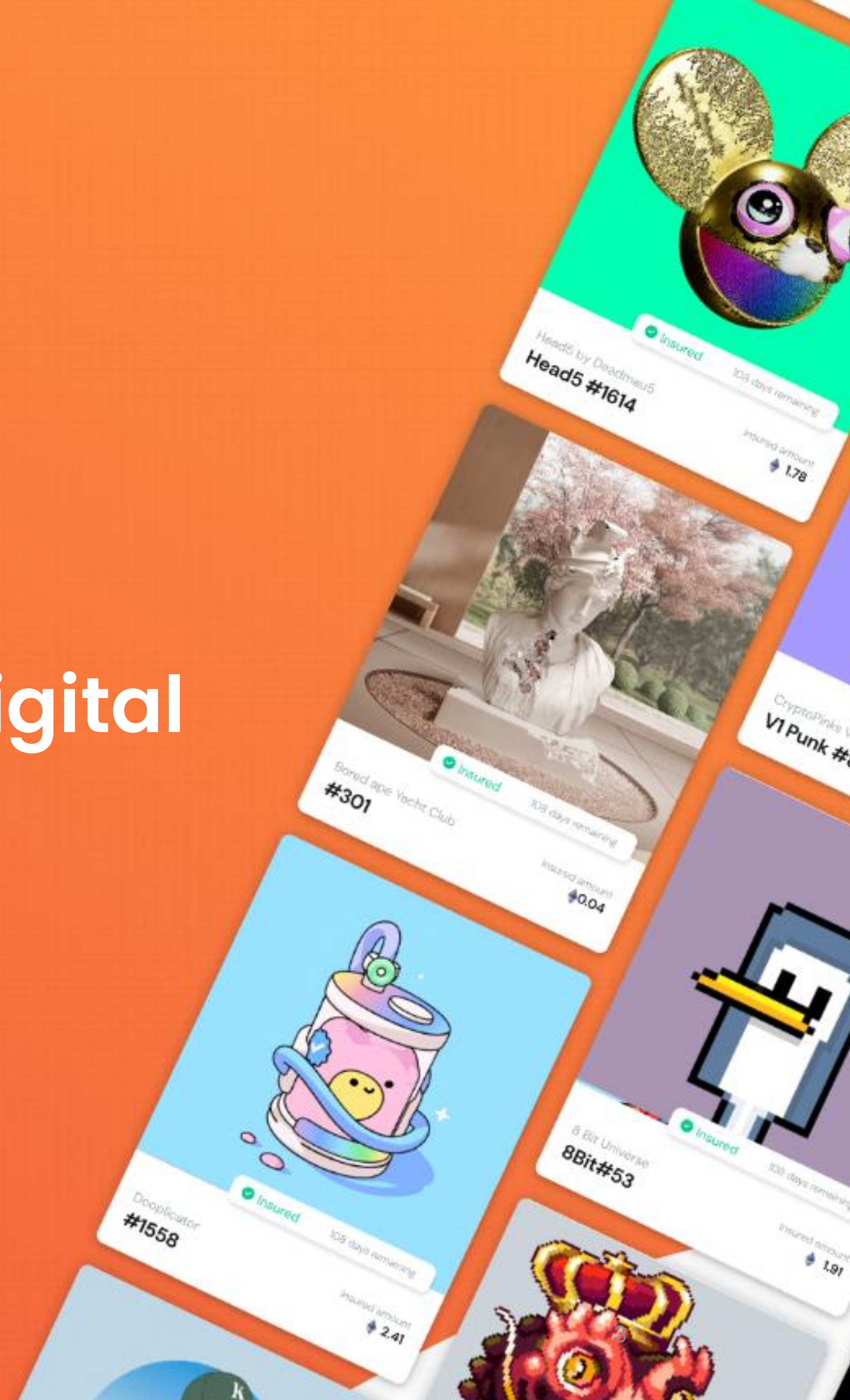
The story of Avata starts with a discussion at a restaurant table between Sung Feng Wu, a seasoned executive with a long career in Fintech and Joachim, a former professional gamer and coach, now multi-entrepreneur in gaming-related ventures.

The problem they identified was that while gamers' digital assets were becoming vital for professional gamers as well as for casual gamers, **the risk of losing them because of theft or technical disruption was increasing** – and nothing was available to cover that risk.

This realisation led to the idea of an insurance solution designed to cover the risk of digital assets losses.

Their initial idea transformed into an innovative solution that provides a customised insurance offering for every digital asset owner.

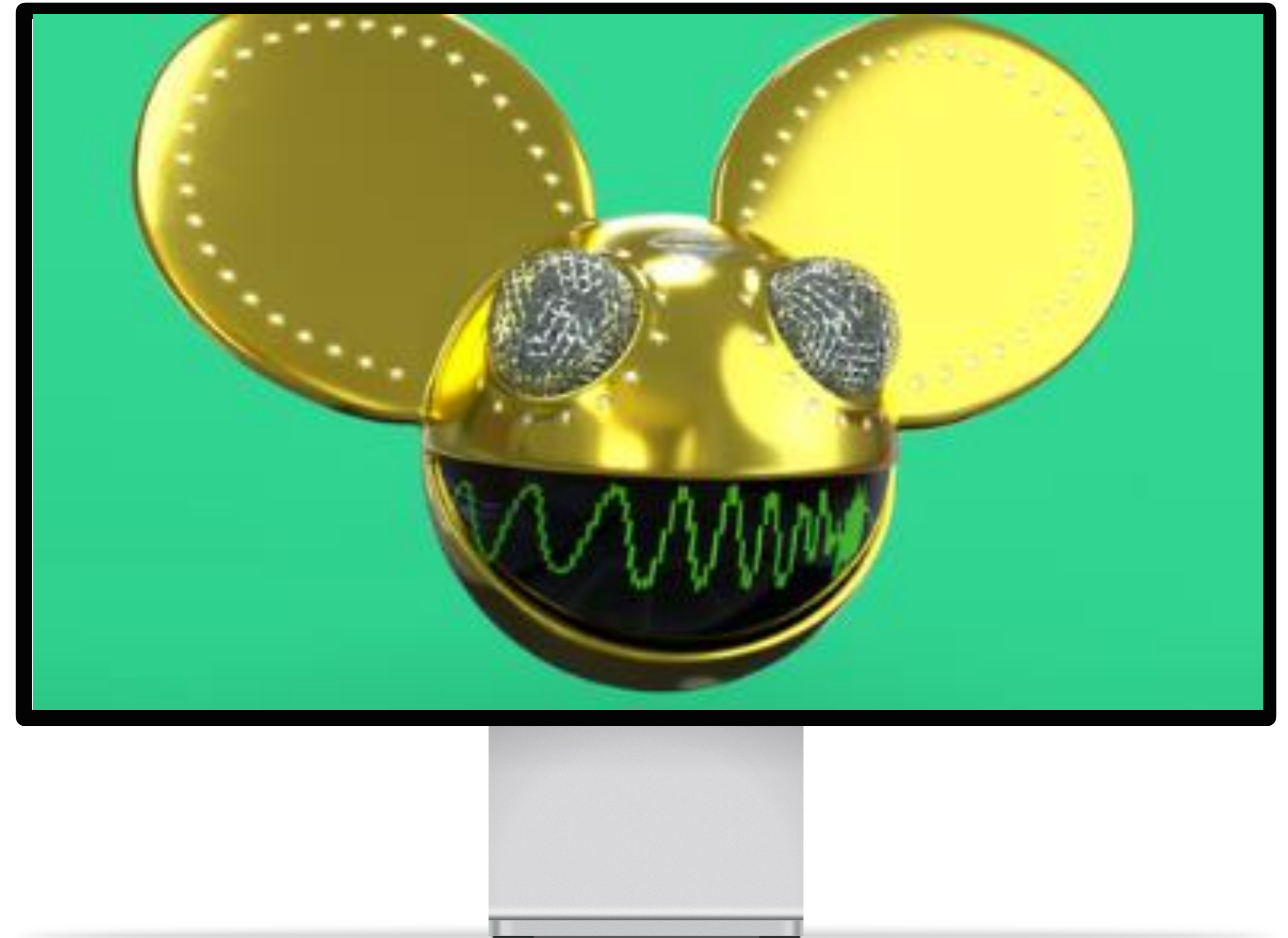
Avata is an insurtech providing customised insurance solutions to digital asset owners.



Our Solution

Connecting Digital Citizens with peace of mind

Everyone who owns a digital asset deserves peace of mind that these are protected against evolving risks.




Our Solution

Avata enables coverage for risks related to digital assets such as skins, NFTs and digital identities

- From casual gamers to pro-athletes, Avata offers insurance solutions for the gaming industry as well as for content creators and digital asset owners active in other industries such as **NFT, Sports, Retail, Luxury, Fashion, Art, Collectibles, Music, etc.**
- We connect insurance providers with digital citizens and the world of Web3, **enabling the distribution of customised insurance solutions to digital asset owners** in a fast, secure, and cost-effective way.


Our solution

A Checkmark in a Checkout.



Purchase insurance


Bored ape yacht club - 1029374

NFT value  0.01 \$3,516.57

☒ Insurance price provided by **Avata**

Your NFT will be insured for 180 days and coverage of 90%

☒ By checking this box, I agree to the [Terms and Conditions](#) and our [Policy](#)

Insurance price  0.00001

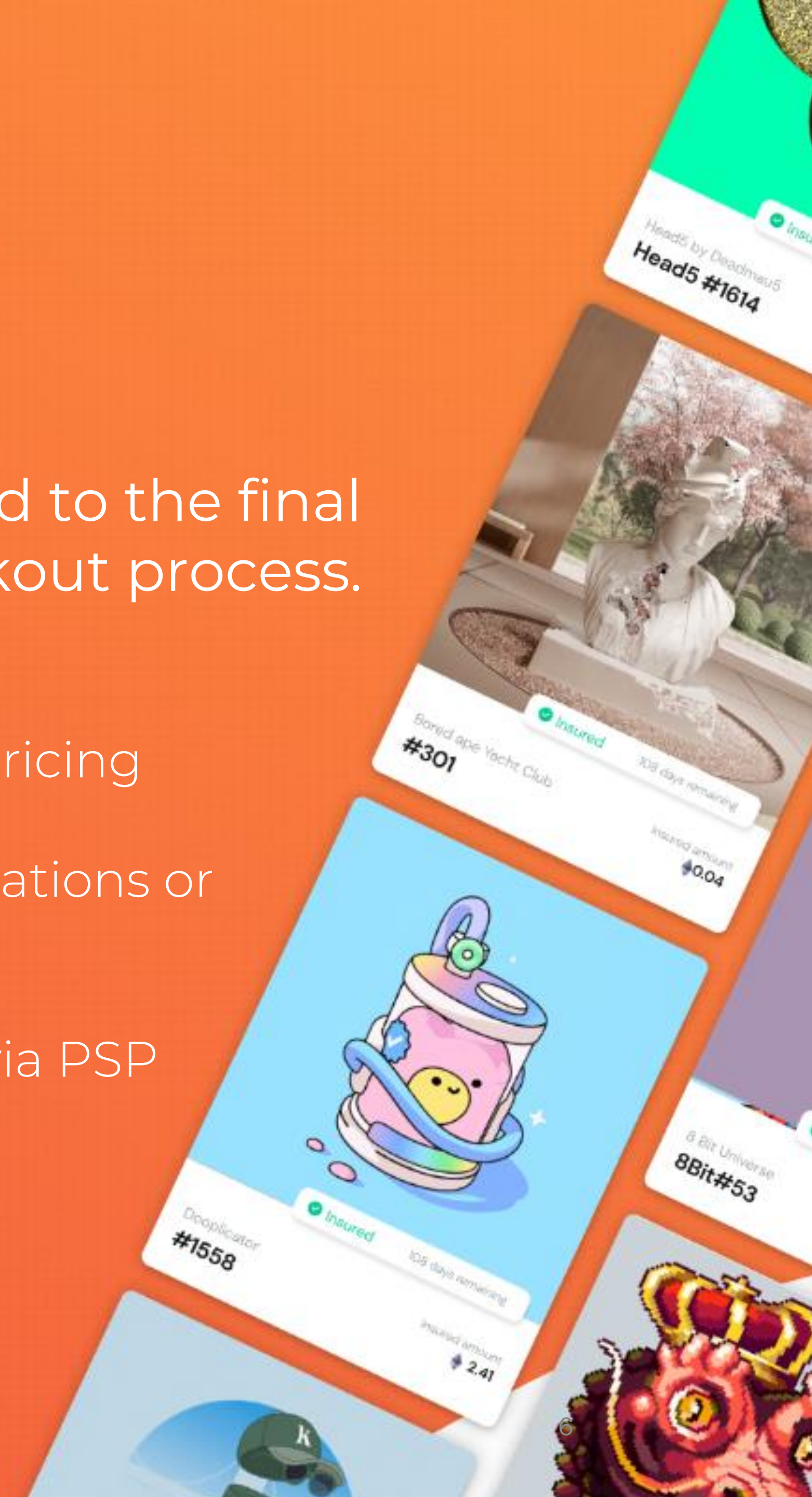
\$105,48

Purchase Insurance

Insurance is added to the final steps of the checkout process.

- Flexible bite-size pricing
- Simple SDK integrations or direct API
- Direct in-store or via PSP checkout
- Fully Compliant

Avata



32.7%

OF CONSUMERS WOULD

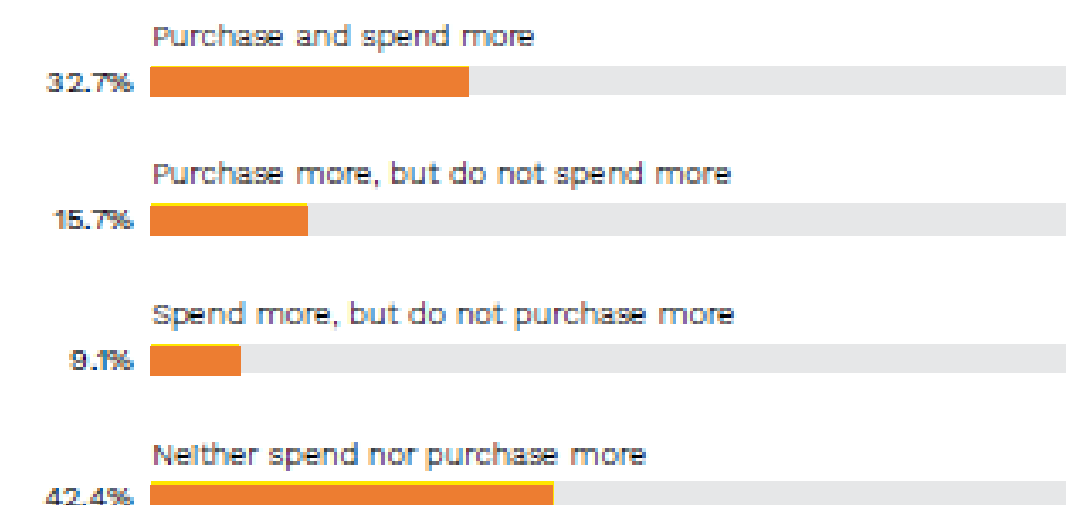
PURCHASE AND SPEND MORE

IF THEY WERE OFFERED INSURANCE
COVERAGE AT CHECKOUT

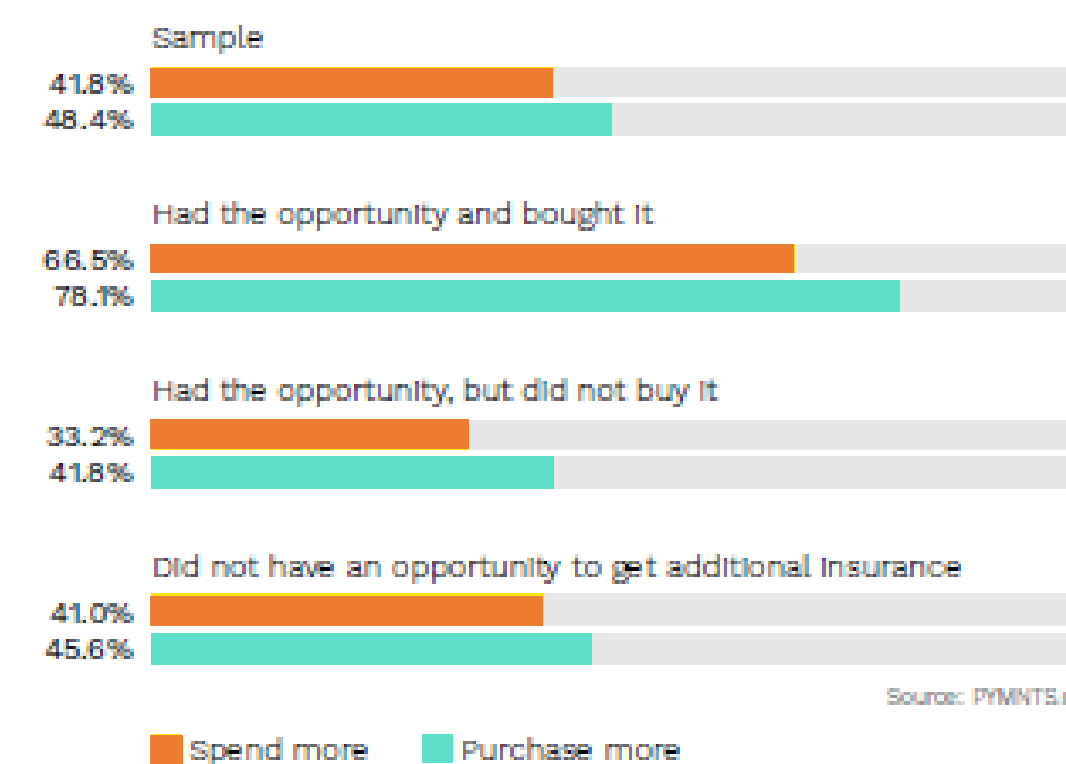
FIGURE 3:

How retail insurance offerings stand to affect consumers' spending

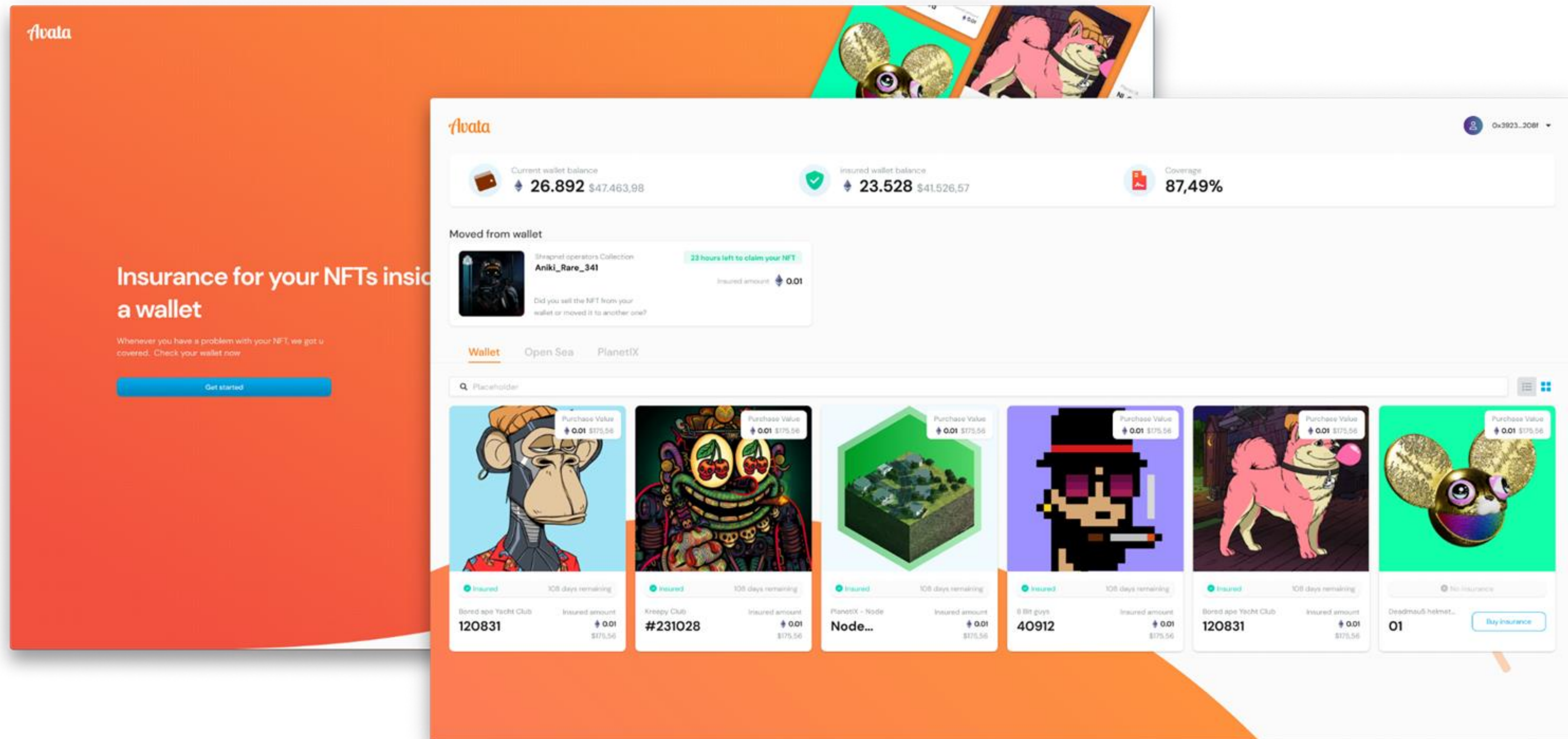
Overall share of consumers who would change their spending habits if offered insurance plans for their purchases



Share who would change their habits if offered such plans, by access and usage



Our Solution

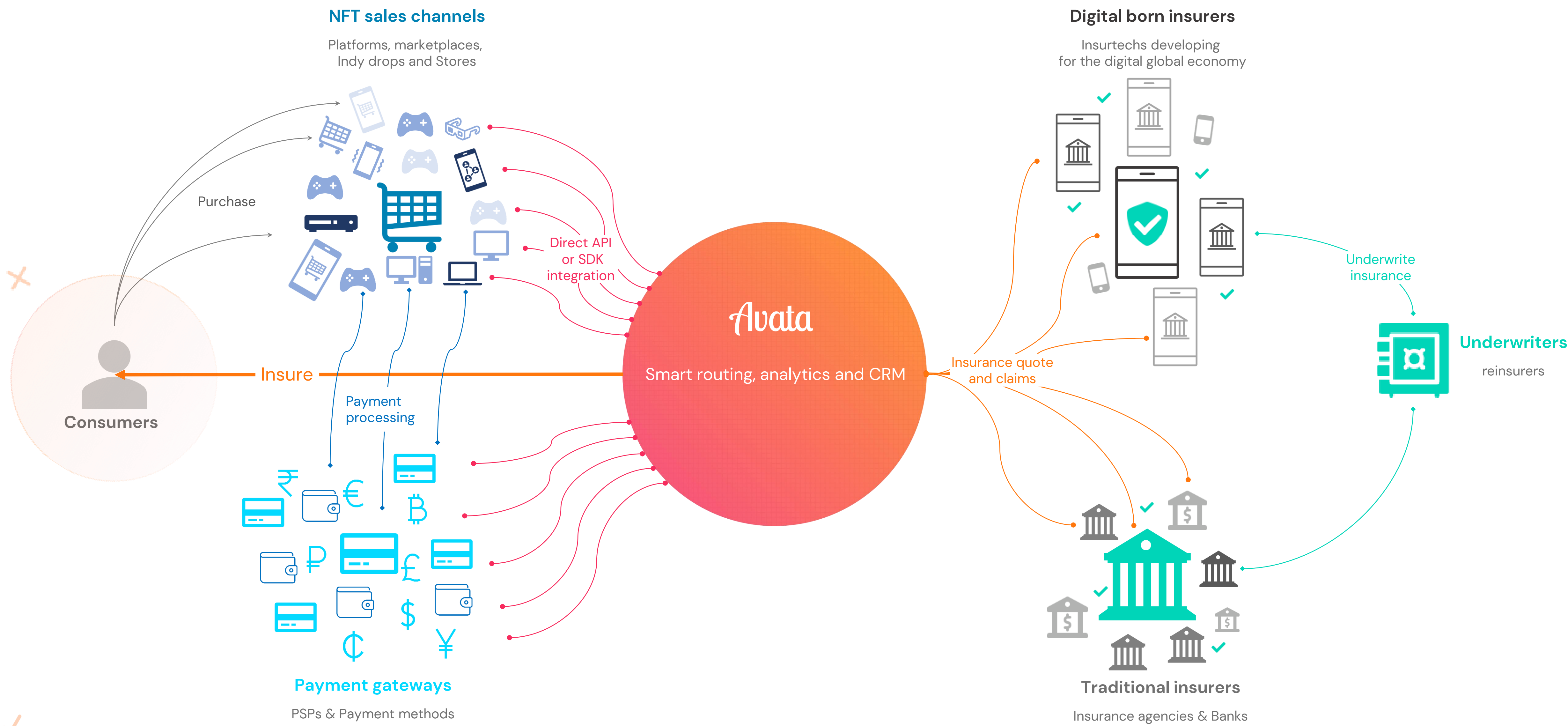


Our Solution

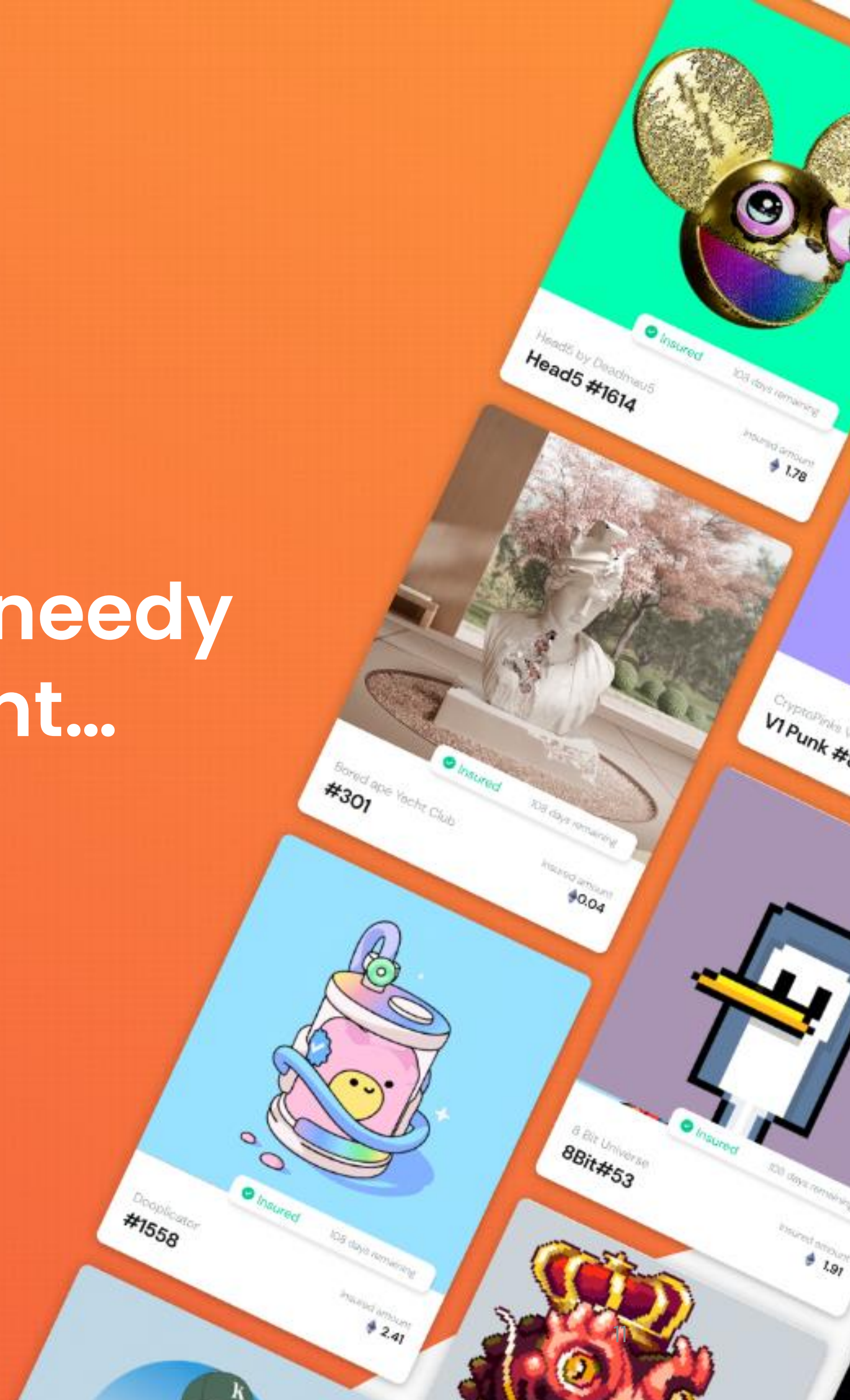
Removing the burden of integrating with many partners

- For digital asset sellers and marketplaces, Avata removes the burden of integrating with many partners and delivers an insurance product with **global reach**.
- Avata's **leveraging the capabilities of its trusted insurance partners** to serve the evolving needs of digital assets owners in Web2, Web3 and the metaverse.
- For companies that sell digital assets directly or through marketplaces, Avata is a way to generate **ancillary revenue** by offering tailored insurance solutions.

The Complex Kept Simple



Avata's clients: an underserved, needy
and fast-growing customer segment...



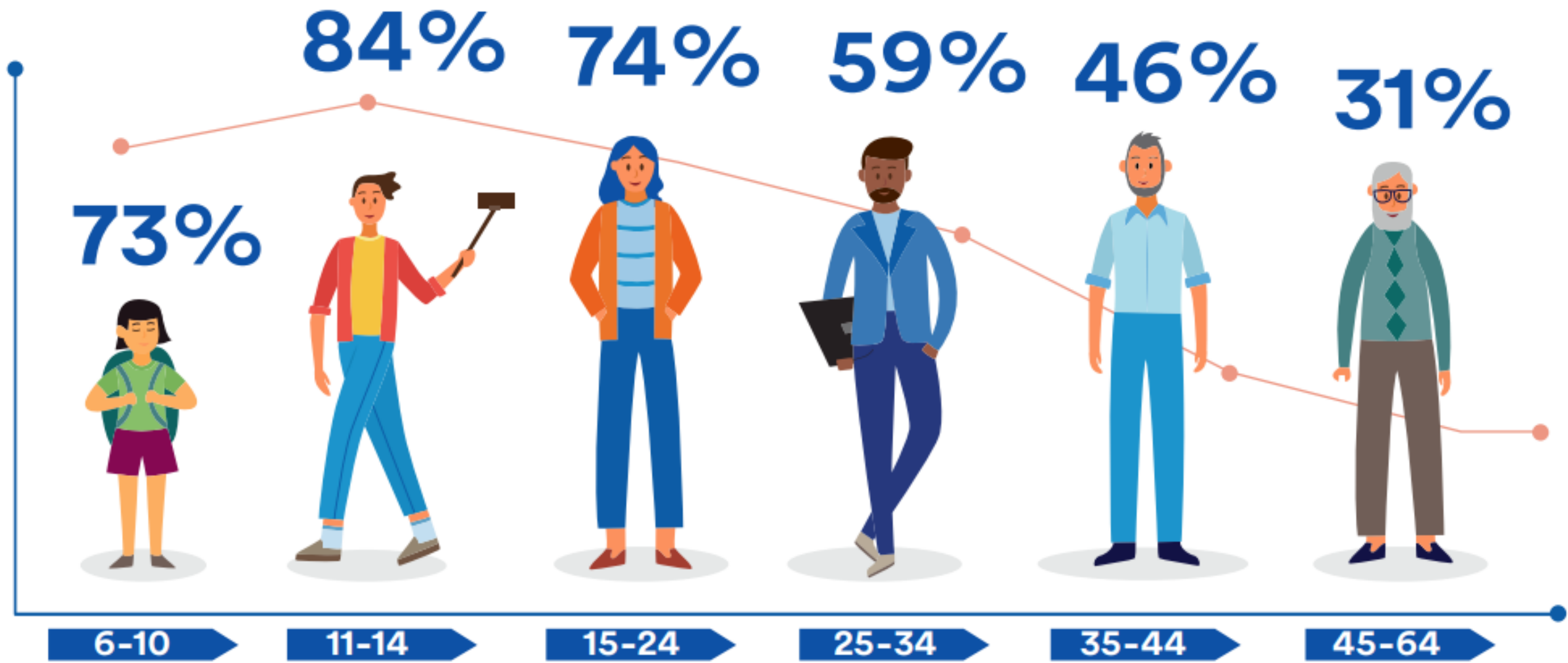
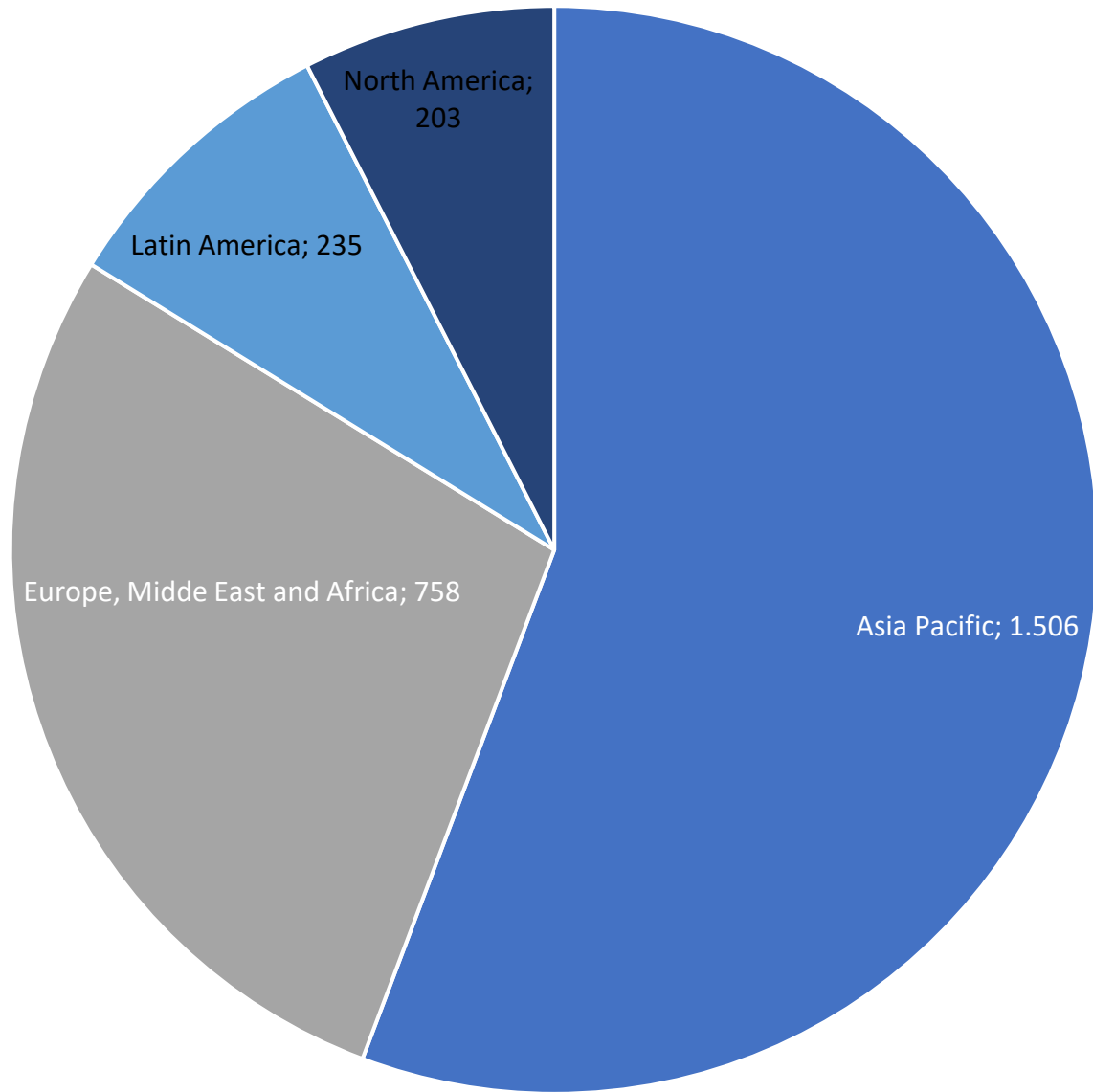
Customer Segment

- Gaming is **bigger than Box office, Home entertainment and Music industry combined**. Reaching a global market revenue of \$235 bn. US dollars in 2023.
- Despite the recent downturn in the DeFi market, it seems that NFTs are continuing their popularity. With dynamic consumer behavior the number of digital assets and speed of digital assets enrichment is rising significantly across organizations, and it is projected that the **NFT Industry will hit a valuation of \$80 bn. US dollars by the year 2027**.
- With many individuals interacting with digital assets, **the digital assets market is becoming integrated in the existing fabric of traditional financial markets**. And with the evolution of the metaverse, the ownership and transactions of assets are also developing to increasingly make use of crypto assets and NFTs.

Customer Segment

With 75%+ of gamers falling in an age group that is used to taking out insurance it is to wonder why this market has not been specifically addressed by insurance companies. Games are purchased by nearly every demographic across the globe.

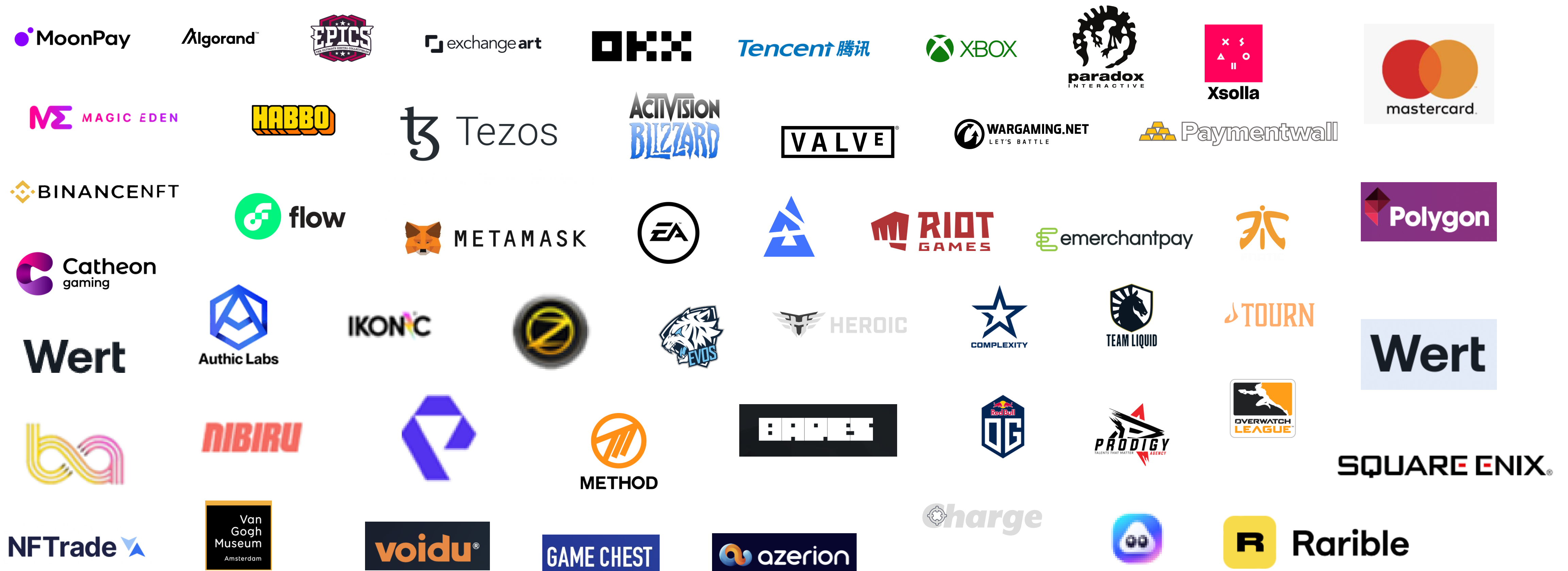
2020 Players (in millions)



Europe's five biggest markets population % that plays games on a regular basis.

Customer Segment

The biggest and most innovative marketplaces, trading platforms, museums, luxury brands, and sports brands in the international gaming and NFT industry are lined up in Avata's 100+ merchant pipeline. Individually they already account for several millions of transactions on an annual base.



The Team – Founders

Sung Feng Wu

A fintech veteran, active in the space since 2003 as an entrepreneur creating tech solutions to solve real problems. Areas he has worked in include Insurance as a Service (IAAS), NFTs, and he has looked at the metaverse and blockchain as parts of the solution to aggregate insurance to the digital community. Above all else, Sung Feng is a problem fixer and out of the box thinker.



Sung Feng Wu
Fintech entrepreneur

Previously: SVP at
PayCommerce, SafeCharge,
GlobalCollect

<https://www.linkedin.com/in/sungfengwu/>



Joachim Rittfeldt Hofvenschiöld
E-sports veteran

Previously: Director of Social media
at Ninjas in Pyjamas, e-sports
manager and player

<https://www.linkedin.com/in/hofven/>

Joachim Rittfeldt

A professional gamer since the age of 12, Joachim was a world-class esports star. After retiring from gaming in 2012, he ventured into video gaming, blockchain, Web3, NFTs, the metaverse and crypto. He is a strong believer in breaking the mold and being different.



Get in touch

Connect with us!

Avata