

# microinsurance<sup>^</sup>master

## Become a microinsurance master

Work with industry leaders  
in a unique accelerator  
to thrive in microinsurance.

Join the 2025 cohort, starting on 3 March.



in partnership with



2-week immersion

at microinsurers in Kenya  
mostly *out* of the office

+ 3 months of mentoring +

by internationally renowned  
industry leaders

Network of changemakers =

tap into a global community of  
microinsurance champions

Thrive in microinsurance

with transformative insights,  
tools and leadership network



*Microinsurance Master radically changed  
how we approach microinsurance.  
We are now equipped to thrive.*

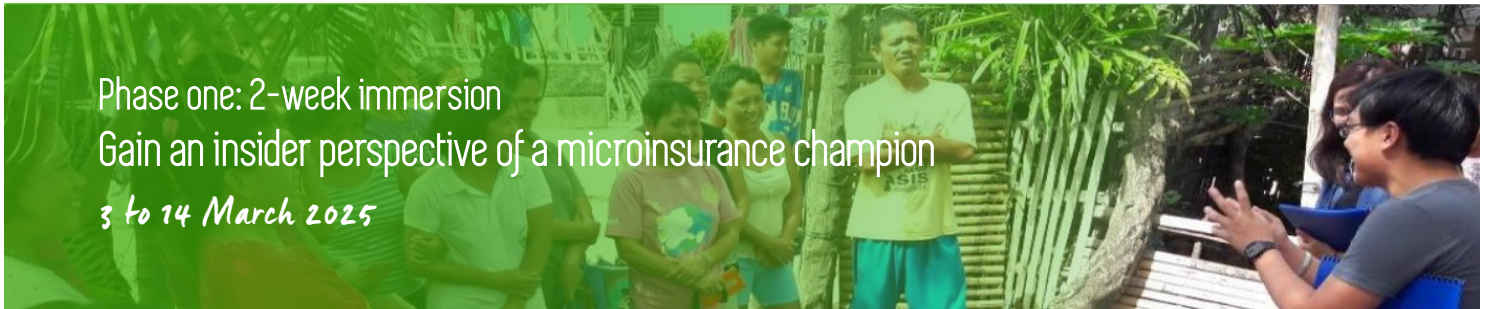
98%

recommendation rating by  
113 key decision-makers  
from 39 countries

# Microinsurance Master program overview



*A truly transformative program. We learnt so much from the immersion visits to clients, our hosts and mentor.*



Phase one: 2-week immersion  
Gain an insider perspective of a microinsurance champion  
3 to 14 March 2025

You spend two weeks in Kenya, where you will visit several innovative microinsurers:

- ✓ Work with the staff of APA Insurance, visit their clients and distribution partners.
- ✓ Gain a deep understanding of the profitable business model of Britam
- ✓ Design and pitch a microinsurance solution using customer-centric principles, frameworks as well as insights and tools from the workshops.



Phase two: 3 months of mentoring  
Accelerate your business with guidance from industry leaders  
April to June 2025

- ✓ Tailor your insights from the immersion to boost your microinsurance business.
- ✓ With mentoring by industry leaders, including:



**Andrea Camargo**

Senior Risk Specialist  
World Food program



**Solène Favre**

Insurance Director  
Vision Fund



**Geric Laude**

Head Non-Life Retail  
Pioneer Insurance



**Richard Leftley**

Founder &  
Ex-CEO MicroEnsure



**Gideon Ataraire**

Africa Lead  
Microinsurance Master



*We now have a direct connection with like-minded organisations and some of the greatest industry leaders. That's priceless.*



Phase three:  
Microinsurance Master community of changemakers  
*for life*

- ✓ The accelerator itself may be over but you are a Microinsurance Master for life.
- ✓ You and your organisation will join a growing community of changemakers who continue to share and learn how to move the needle in microinsurance
- ✓ Candid sharing of information among like-minded leaders in online and in-person meetings.



Are you the changemaker we are looking for?  
*Join Microinsurance Master 2025*

- ✓ You are a CEO or key decision-maker who is passionate about reducing the risks of low-income families.
- ✓ Your organisation wants to de-risk and accelerate your microinsurance activities
- ✓ We will select a diverse group of motivated executives from insurers, intermediaries, funders, and regulators involved in microinsurance.
- ✓ An investment of \$11950 covers all tuition, field trips, 2 weeks hotel accommodation, breakfast and lunch in Nairobi, at least eight online mentoring calls, and lifelong access to our alumni network.
- ✓ Apply now: only 20 seats available. Places will be awarded on a first come first serve basis.

# Accelerate your microinsurance business

“ *Microinsurance Master gave us an enormous return on investment.* ”

## Organisations who joined Microinsurance Master achieved the following results in just one year\*:

- ✓ \$ 1 million additional microinsurance premium by an African insurer
- ✓ +100,000 enrolments in 3 new health insurance products by a South-Asian insurer
- ✓ A social MFI turned a \$200,000 loss into a \$100,000 profit
- ✓ 2 Microinsurance Masters attracted a high-profile investor

\* Credits for these achievements go in the first place to the changemakers themselves. We thank them for attributing part of their success to having joined Microinsurance Master.



## Join us in making a difference in microinsurance

### Join the seventh edition in 2025 and join a growing community of

- ✓ 113 microinsurance executives from 39 countries
- ✓ Representing 74 organisations across insurers, distributors, insurtechs, regulators and sector enablers
- ✓ Who praise the program with a 98% recommendation rating

Find out more and apply here

[www.microinsurancemaster.org](http://www.microinsurancemaster.org)

WhatsApp [+12345 294 594](tel:+12345294594)