



Automated quoting experiences

That reduce the time it takes an insurance agency to quote by 75% and better their customer experience

The image displays the XILO automated quoting interface on both a desktop and a mobile device. The desktop view shows a form titled "Drivers information" with a progress bar indicating "Question: 1/8". Below the title, there are navigation arrows. To the right, a "Summary" section lists the entered information: "Insurance type" as "Auto insurance" and "Location" as "San Diego, California". The mobile view shows the same form, with the "Insurance type" field set to "Auto insurance" and the "Zip Code" field set to "91120". The mobile interface also includes a phone number "410-580-2800" and a "xilo.io/forms/" URL in the address bar.

Desktop View:

- Drivers information**
Question: 1/8
- Summary**
 - Insurance type: Auto insurance
 - Location: San Diego, California

Mobile View:

- Insurance type: Auto insurance
- Zip Code: 91120
- Phone number: 410-580-2800
- URL: xilo.io/forms/

We have traction



100+

Customers

(Since Launch 2019)



\$ 270K

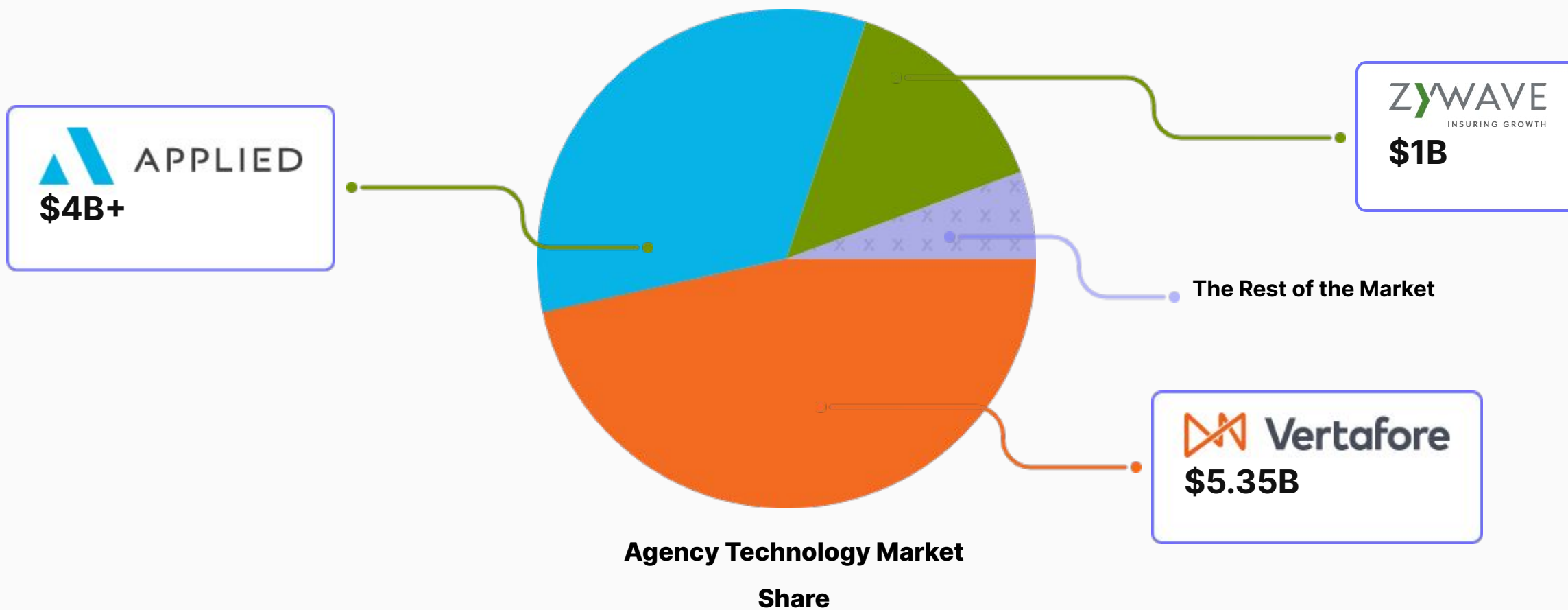
ARR



1

Founder Selling

Old incumbents control agency tech



Their 1970's systems are slowing agents down

45 - 60 minutes to generate a quote

Policy Import 4/23/2020 at 8:24 PM 1302/007-5611

Auto - Company Questions... Customize

Hastings Mutual - Real-Time Rate

Multi-Policy Discount?	General Info	?	Yes
Personal Umbrella policy with Hastings Mutual?	General Info	?	No
Monthly Income	General Info	?	6,000 or greater
Number of Residents	General Info	?	2 or More
Extended Non Owned	General Info	?	No
Driver with Extended Non Owned	General Info	?	
Is driver a garage employee?	General Info	?	
Number of months loss free	General Info	?	60 months

Progressive - Real-Time Rate

Is current mailing address a P.O. Box or a Military address?	General Info	?	No
Number of Total Residents in Household	General Info	?	2
Insured/Spouse has (or will have) another Progressive policy?	General Info	?	No
Does the insured/spouse have or will have a Progressive home, condo or renters policy?	General Info	?	
Does the insured/spouse have or will have a Progressive special lines policy, like motorcycle, boat or RV?	General Info	?	
Does the insured/spouse have or will have a Progressive umbrella or commercial policy?	General Info	?	
Would you like to be enrolled in Paperless Documents?	General Info	?	Yes
How many injury claims (PIP) were made within the last 3 years on insurance policies where any of the drivers listed on this quote were insured?	General Info	?	0
Vehicle used for Delivery (excluding Rideshare)?	2020 ALFA ROMEO 4C SPIDER	?	No
Vehicle used for Delivery (excluding Rideshare)?	2017 ALFA ROMEO 4C COUPE	?	No
Enroll in Snapshot?	2020 ALFA ROMEO 4C SPIDER	?	
Enroll in Snapshot?	2017 ALFA ROMEO 4C COUPE	?	



75% Slower
Than Digital Competitors



Unhappy
Agents



20%
Loss of Business

Our software 10x's their insurance agency

Agents build forms on XILO that make them faster and better



75% Faster
Time to Quote



10X
Customer & Agent Experience

Drivers information
Question: 1/8

Can you tell us about the driver?
We need this information to get you an accurate quote

First Name
Claire

Last Name

Birthday
MM/DD/YYYY

Next

Summary

- Insurance type
Auto insurance
- Location
Zip 91120
- Driver information
You are right here
- Vehicle information
- Contact information
- Discounts

Insurance type
Auto insurance

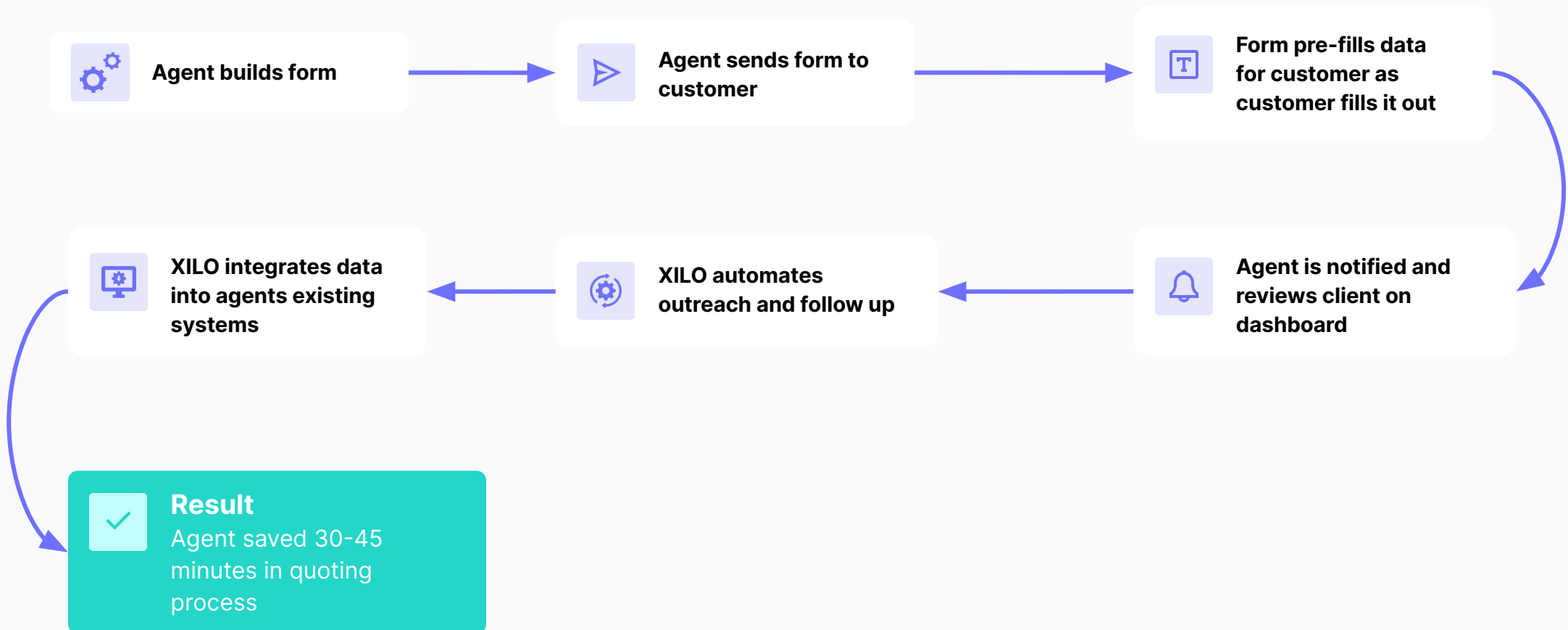
Zip Code
91120

Drivers Information

Can you tell us about the driver?
We need this information to get you an accurate quote

First Name

Here's how XILO works



Here's how we charge today

Agency Type	Personal Insurance	Business Insurance	Both Types
Variable Feature Pricing	\$ 200 - \$500 / mo	\$ 200 - \$300 / mo	\$ 400 - \$800 / mo
Team Based Pricing	\$ 20 per user	\$ 20 per user	\$ 20 per user
Average ACV Now	\$ 3K	\$ 2.5K	\$ 6K

The future opportunity is large



Personal Insurance Agencies

\$200

per user per month

\$ 3B

Market



Personal and Business Insurance

\$400

per user per month

\$ 6B

Market



Quoting and Binding For Agencies

3%

of Premiums Written

\$ 1T

Written in 2030

\$ 30B

Market

Agencies still dominate the insurance market



\$ 625B

**Premiums Written
in 2018**



93%

**P&C Market
Share**



5%

**10 Yr Employment
Growth**

We've found GTM fit with direct sales



SDRs are college kids paid minimum wage



AE has 4X OTE quota

And our unit economics already work

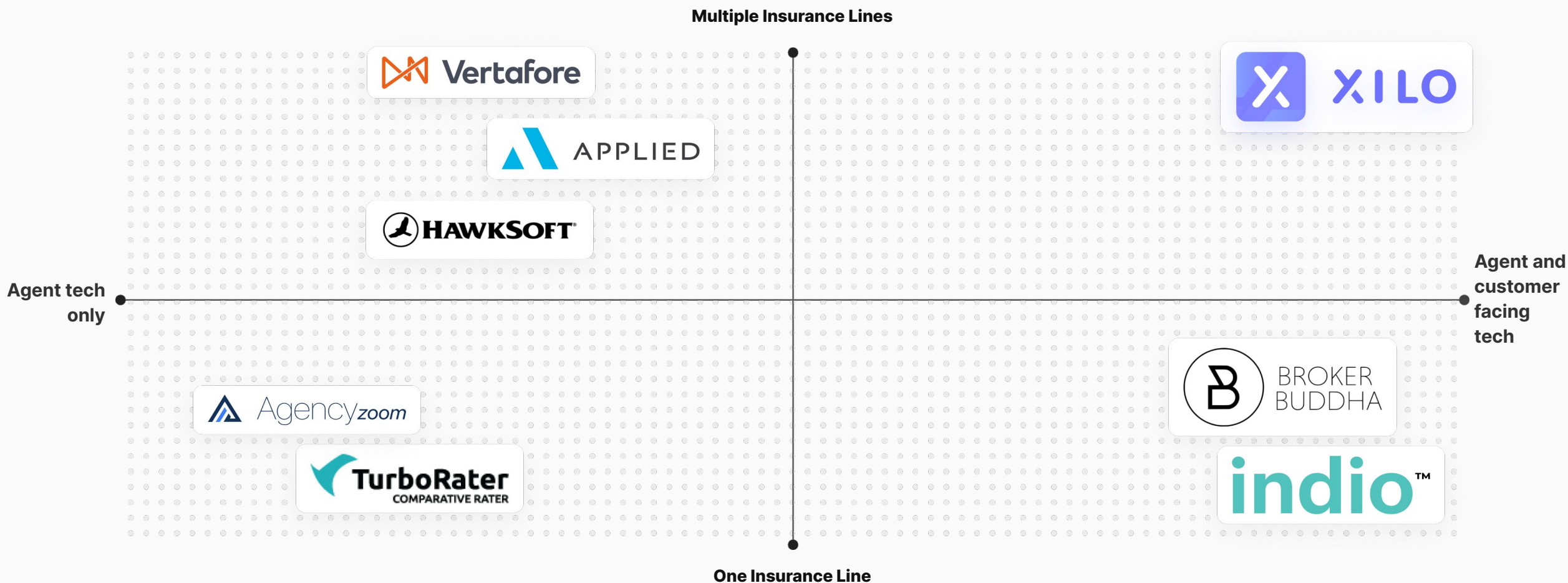
\$1,300 CAC + \$1,100 COGs (per customer)

\$3000 ACV

=

8.5 month
payback period

We're the only ones focused on their customers



We're better than Indio

Applied acquired Indio for \$ 210M in 2019

The Indio logo, consisting of a teal circle with the word 'indio' in white, lowercase, sans-serif font.

indio

Investors believe in us

\$
\$ 450K

Pre-seed

**EV Private
Investments**

RSCM
RIGHT SIDE CAPITAL MANAGEMENT, LLC

Splash Capital



COMEBACK CAPITAL



Acceleprise

We continue to prove ourselves

**January
2019**

Generating initial sales and adding features

**January
2020**

Hiring for support, engineering and sales

**May
2020**

**October
2020**

January 2019

MVP Launch

Launched XILO Forms MVP with Applied Rater Integration

January 2020

\$ 450K and \$ 144K

Closed \$450K Pre-seed round at \$144K in ARR

May 2020

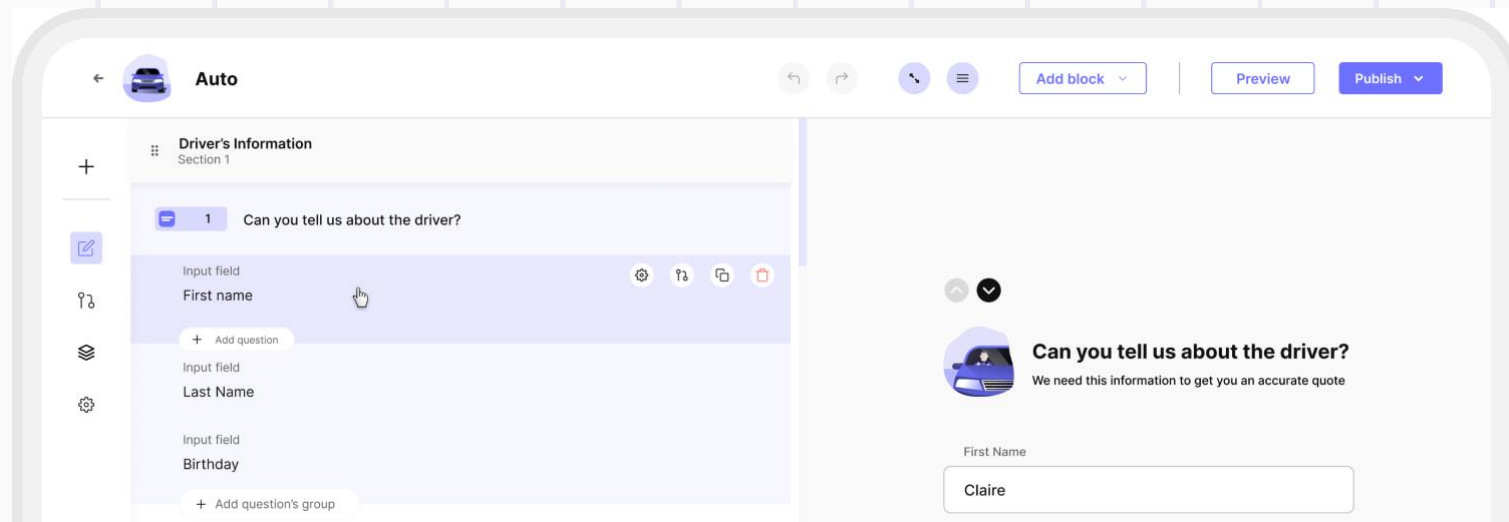
Acceleprise Graduation

Graduated from Acceleprise Accelerator

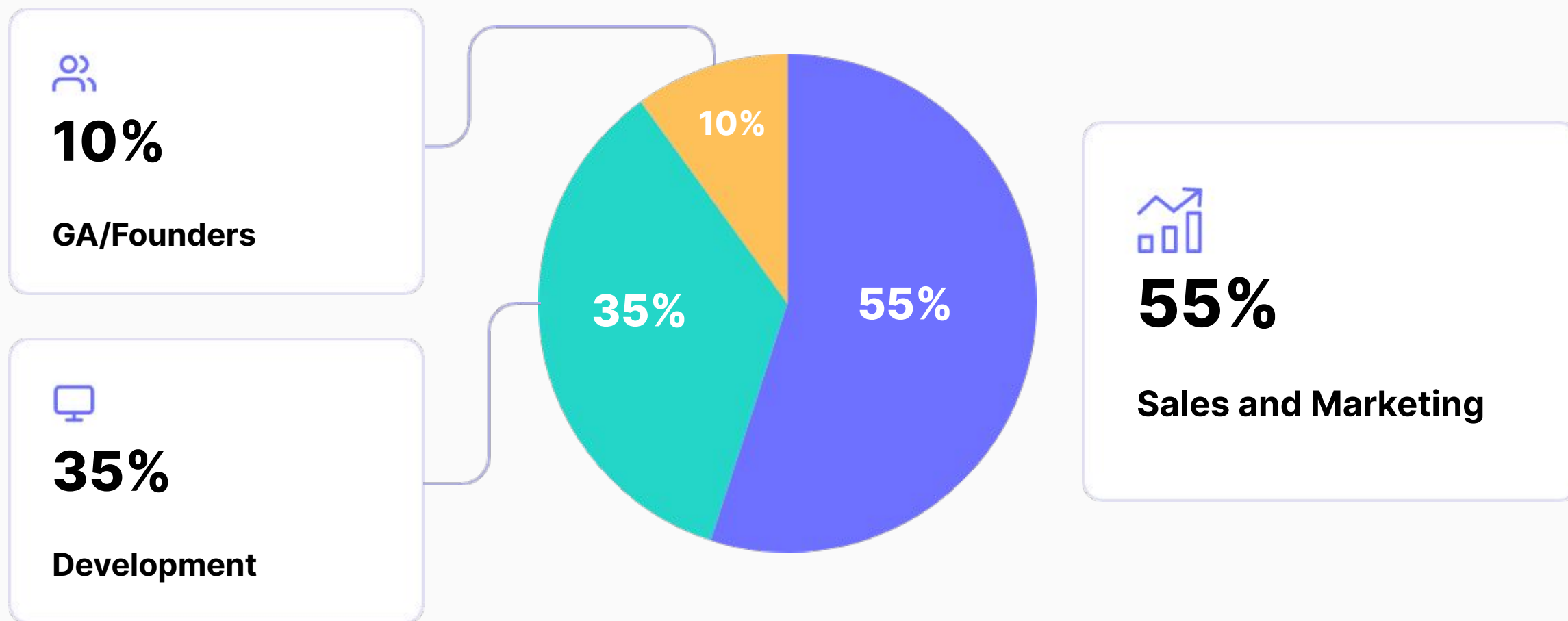
October 2020

Announced Seed

- Released Self-service Form Builder
- Announced Seed Raise at \$270K ARR



We're raising a Seed round



This will get us to \$ 3.5M+ ARR

1

Sell Direct

350 New Customers at
\$ 1.5M ARR

2

Channel

Acquire 800+ customers
through EZLynx partner
channel at \$2M ARR

3

Features

Finish feature to show
insurance rates to
customers

4

Hire!

Head of Engineering,
Sales, and Marketing

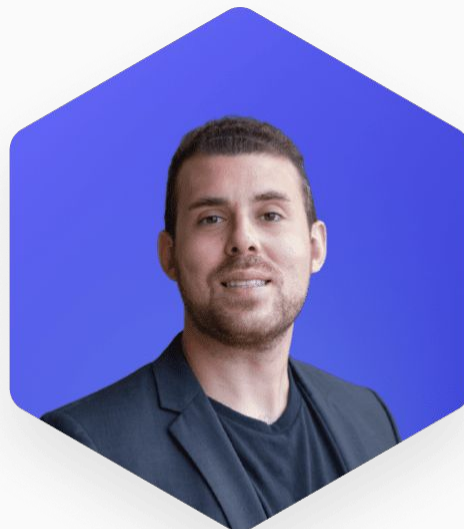
Our team knows how to solve this problem



Jon Corrin

CEO, Co-founder

Developed enterprise
smart form platform in
HealthTech



Eli Zaragoza

Head of Sales, co-founder

Sold insurance as
owner/agent Managed
20+ sales team



Shawn Sheikh

Marketing Advisor

Grew Solve from
\$0 - \$70K MRR in
3 months - acquired
by Blacklane



Scott

Rutherford
Technical Advisor

Former Chief Arch.
Red Bull
Co-founder Uservevoice

The logo for XILO is displayed in white, bold, sans-serif capital letters on a blue background. The background features a pattern of overlapping geometric shapes, including rectangles and triangles, in various shades of blue. The letters are centered horizontally within the blue area.

XILO



Jon Corrin
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