

Discovery

- 15 x Discovery workshops with 73 attendees
- Over 700 workshop contributions noted so far
- 6 x SME interviews taken place so far with



BRIT



Early Innovation

Problem Statements

- **Business process** - how are you currently doing it, what are the pain points, what are the opportunities?
- **Customer** - how are you currently doing it, what are the pain points, what are the opportunities?
- **Technology** - how are you currently doing it, what are the pain points, what are the opportunities?
- **Regulation** - how are you currently doing it, what are the pain points, what are the opportunities?
- **Market** - how are you currently doing it, what are the pain points, what are the opportunities?
- **Competitor** - how are you currently doing it, what are the pain points, what are the opportunities?
- **Partners** - how are you currently doing it, what are the pain points, what are the opportunities?
- **Other** - how are you currently doing it, what are the pain points, what are the opportunities?

AXA



Imagine a world with no paper or binders



It is difficult for stakeholders to understand the current status of things and what is required of them and others.  
 Current processes are dated and inefficient.  
 Information required by stakeholders is dispersed, hard to find and not easy to access.  
 A one size fits all approach to clear Employer requests is inefficient. Contributions by the same level of funds are lost or a more modest analysis.  
 Understanding behaviour, processes and relationships require different access different stakeholders.  
 Stakeholders do not always have access to information when they need it.

Themes



**LLOYDS**

digital marketplace

We want to make it easy to trade and transact DA business at Lloyd's

Human-led. Digitally enabled.



If we were to design a solution for the DA Market today, how would the following be addressed and why?

