

Abstract

This thesis provides comprehensive description of a new phenomenon of peer-to-peer insurance focusing on the classification of its main tendencies. The extended overview is accompanied by the original and unique analysis of the business model of The First Club Insurance Carrier, the only Czech peer-to-peer insurance company. The suitability of the concept developed by The First Club Insurance Carrier is tested using five different scenarios derived from its competitors on the Czech insurance market. The profitability and ability to produce payable bonuses for clients in an appropriate amount as proposed by the founders of the company are considered on the ground of scenarios simulating the future development of The First Club Insurance Carrier. On the basis of the created prediction scenarios, the research concludes that the company could achieve a positive economic result in next few years. The amount of givebacks (payable bonuses) has not accomplished the expected amount of 15% of the gross earned premium but it ranges between 9% and 10% in most scenarios. This thesis offers also some requirements for more favorable outcomes (such as a better distribution of gross earned premium between reinsurance and claims expenses). The subsequent what-if analysis showed the insignificance of the potential deviation arising from the modification of the scenarios and supports the outcomes of the business model analysis.

Keywords

peer-to-peer, insurance sector, business model analysis, The First Club Insurance Carrier