

Source: PULA



Insurtech that designs and delivers agricultural insurance and digital products tailored for SHFs



Rose Goslinga
rose@pulo.io

<https://www.pula-advisors.com>

Climate Risk Tools and Services

Relevance to thesis

Climate Risk Analytics	Agriculture Focus	Working in emerging markets
------------------------	-------------------	-----------------------------

Business model overview

Insurtech partnering with local insurance and global reinsurance firms to underwrite risk by handling product design, risk placement, farmer education, claims assessment, and payouts

Climate risk analytics

Hybrid index insurance combines Weather Index Insurance and Area Yield Insurance for farmer payout under weather conditions, such as drought and flood

Yield Index Insurance that insures farmers on the value of purchased inputs, based on agro-ecological zones of region based on factors, such as historical rainfall, temperatures, prior yields

Data Sources

Self-collected farmer yield data, FAO

Supporting Services

Insurance as a service (see climate risk section)

Work with government and international NGOs to improve efficiency by providing remote agriculture monitoring, yield prediction, and sustainable ways to engage with farmers

Commercial Parameters

Target customers

FI	AG Producer
----	-------------

"Pula is an agricultural insurance and technology company that designs and delivers innovative agricultural insurance and digital products to help smallholder farmers endure yield risks, improve their farming practices, and bolster their incomes over time."

from website

Readiness to implement

Low

Geographic reach

Africa and Asia

Crops covered

23 different crop varieties

Engagement Opportunities

Financial Institutions

Primarily engage with insurance and re-insurance companies and offer insurance companies and offer insurance as a service

Started partnering with AgTechs (i.e. Apollo Agriculture) to provide insurance as part of bundled products/services for SHFs

Offer insurance to FIs, however have not observed strong demand from FIs for climate risk data

Agribusiness

Offer insurance to large agribusinesses

Year founded:

2014

Headquarters:

Mollis, Switzerland

Regional Scope:

Operational in Asia, Africa,

Latin America

Provider Type:

Insurtech



Source: PULA