



Guaranteeing students make more money by
graduating from college

Company Description:

EIC (The Education Insurance Corporation) is pioneering a novel insurance product that guarantees college students earn more money by graduating college. Higher education is the largest uninsured investment market in the world, and Wade Eyerly and his team have developed the first insurance product to hedge that risk offering college graduates a guarantee that has never before been possible.

The Problem

Colleges face more competition than ever before and are coming to terms with a scary fate: **insolvency and closures.**

Since 2016, there have been 131 major college closures and 800 are now facing "critical strategic challenges" reported by E&Y.

The coming 10-12% drop in college-going students will add significant competitive pressure to an already tight market for students.

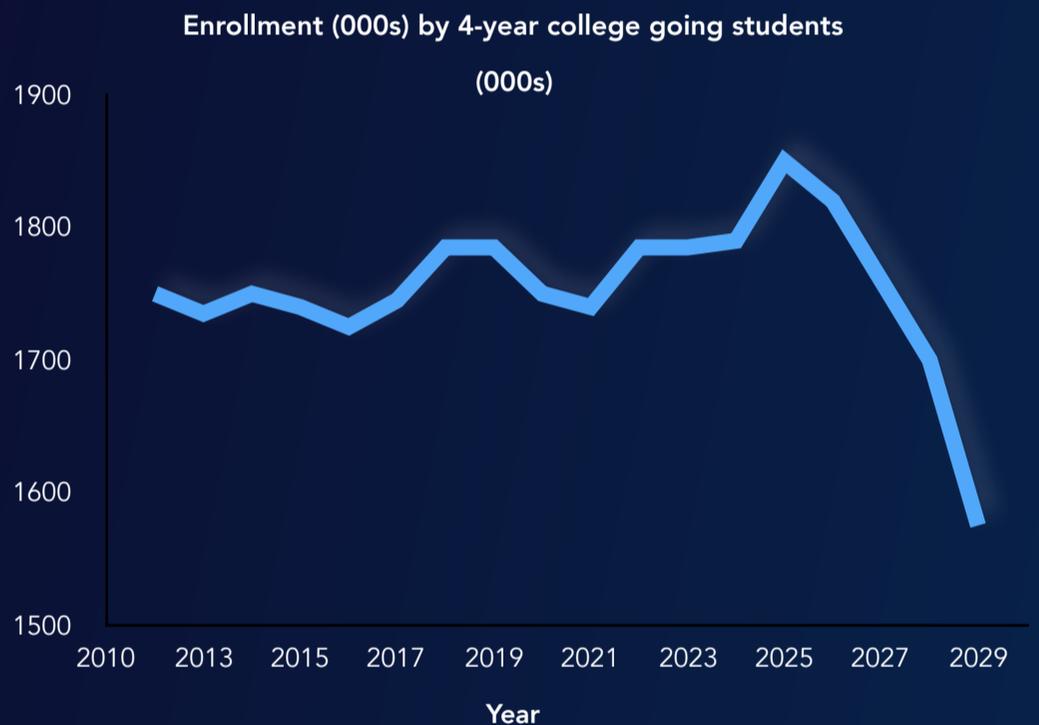
American Dream Insurance (ADI) will help colleges attract and enroll more students, and significantly improve graduation rates. By guaranteeing student outcomes, colleges will actually make more money. It is estimated that a college sees a dollar for dollar ROI in just 3-years.

Our Solution

Our American Dream insurance works with universities to guarantee their students increased earnings in the years following graduation.

How It Works

Universities buy our policies to cover their incoming class, are able to market the guarantee and we reinforce to students that they have a guarantee on earnings, if they simply graduate. Students then send proof of graduation and 5 years of W2/Tax Returns. If students haven't out earned their coverage level, we pay them the difference.



**Higher Education Demand Index (HEDI) at four-year colleges and universities, Demographics and the Demand for Higher Education, Nathan D. Grawe*

The Value Prop to Universities

Enrollment



Increase in student applications and acceptances.

Graduation Rates



Increase retention and graduation rates.

Committed Alumni



More alumni means more donors and better school performance means more donation dollars.

Go-To-Market: Illinois

On the cusp of regulatory approval in Illinois, we'll be focused on acquiring university customers in the state.



83

4-year colleges and universities

450,000+

Students

National Market:

All colleges and universities in the U.S.

5,300

Colleges and universities nationwide

21M students

Enrolled in colleges across the U.S.

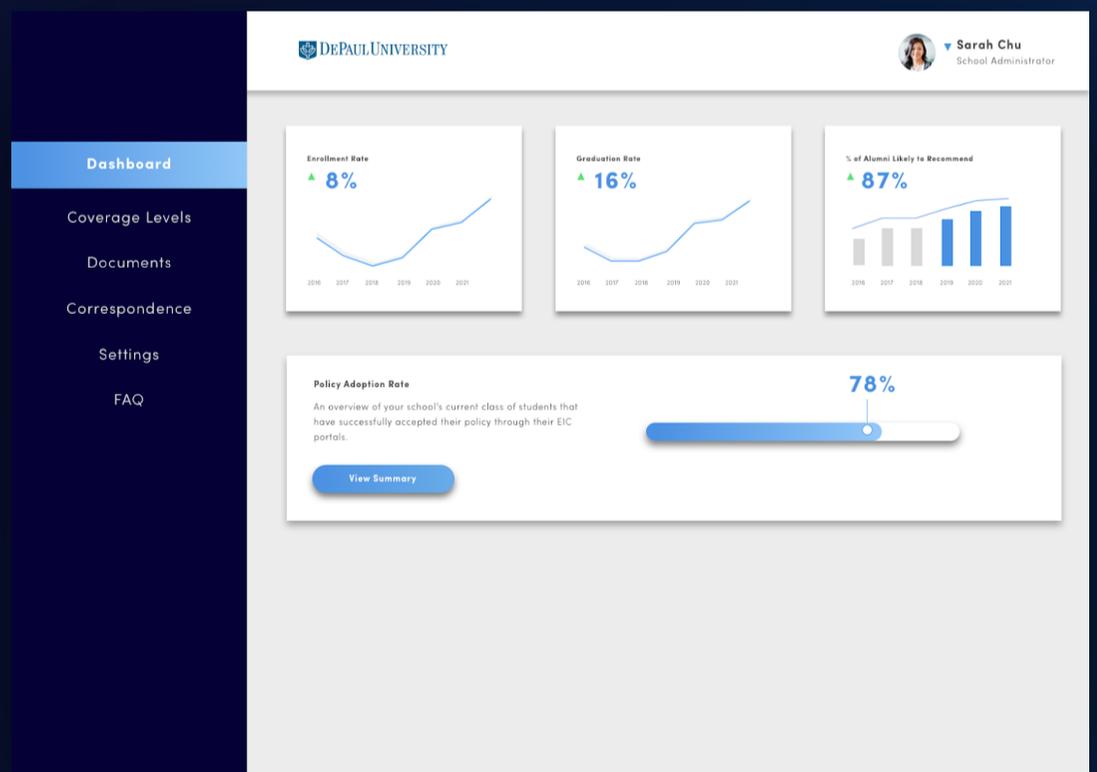
Supporting University Finances

By giving a college a competitive advantage ("you're guaranteed to make more money") we help to lower their CAC, and by increasing graduation rates we improve their LTV.

1 Enrollment Rates (CAC)

2 Graduation Rates (LTV)

3 Committed Alumni Donors



Business State-of-Play

EIC secured a \$2M seed round in Nov 2017, with a focused effort on collecting data, building reliable actuarial models and seeking state regulatory approval. Now EIC is on the cusp of regulatory approval in Illinois. Anticipated approval in Q2 of 2019 unlocks the ability to sell for the first time. EIC is now raising reserve capital to meet Illinois statutory requirements.

Team

Team has launched startups, scaled high-growth teams, shipped product, successfully received regulatory approvals to launch new concepts in highly regulated industries and been a part of several presidential elections.



Wade Eyerly
Cofounder and CEO

- Founder, SurfAir
- Built airlines on both coasts, raised multiple rounds of venture financing and scaled a rapidly growing airline
- Economist at Pentagon
- U.S. Intelligence Officer, served one tour in Iraq
- Served on Mitt Romney's National Finance Committee
- Advance Representative for U.S. Vice President



Dennis Murashko,
Cofounder, COO & General Counsel

- Accredited Actuary
- Former General Counsel/Senior Advisor to Illinois Governor Rauner leading a team of lawyers and overseeing a \$60B organization
- Clerked at the D.C. Circuit
- Supreme Court and appellate lawyer at Jones Day
- Former Actuarial Consultant to F100 companies



Rayyan Islam
Product

- Early-stage tech investor heavily regulated spaces
- United Nations Youth Delegate
- First lead Instructor for Product School
- VC at Romulus Capital
- VP of Product at Beacon
- Product Manager at Spotify
- Strategy Consultant at Deloitte
- Forbes 30 Under 30 Fellow



Peter Bi
Technology

- CIO of ZHL.com, managing one of the largest DSP/DMP systems in China serving 200 million users
- Co-Founder and VP of Technology at SurfAir
- Early engineer at Rubicon Project, Myspace, and several startups
- PhD in Astrophysics, magna cum laude from University of Munich, Germany



Spencer Kelly
Regulatory Affairs & Public Policy

- J.D. Columbia Law School
- Summer Associate at Sidley Austin, worked on transactional cases for F500 clients
- Volunteered 2 years in Siberia focused on economic development
- Contract law researcher at Columbia Law School
- BA in Russian Language and Literature from BYU



Ethan Snow
Operations & Finance

- Associate at Private Equity firm focused on insurance/financial services
- 2 years volunteer in Honduras
- Handled operations for an oil exploration company in Texas
- Led an operations team for a security company