

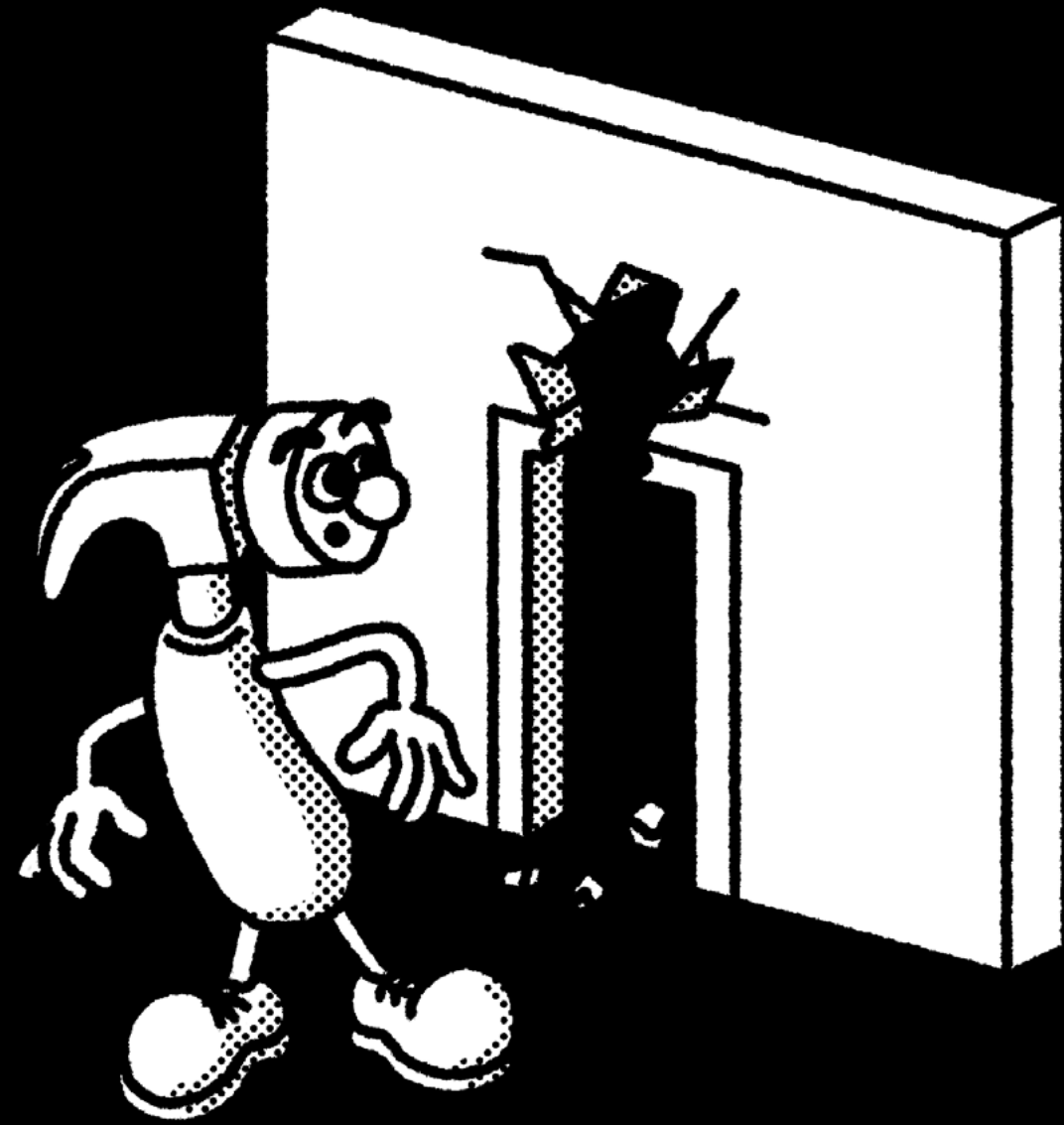


THE YEAR WAS 1745 BC

King Hammurabi of Babylon wasn't just carving lines into the side of a gigantic black rock, he was recording the world's first insurance laws. A pretty ingenious idea for a society that was still millenia away from stumbling upon the need for indoor plumbing.

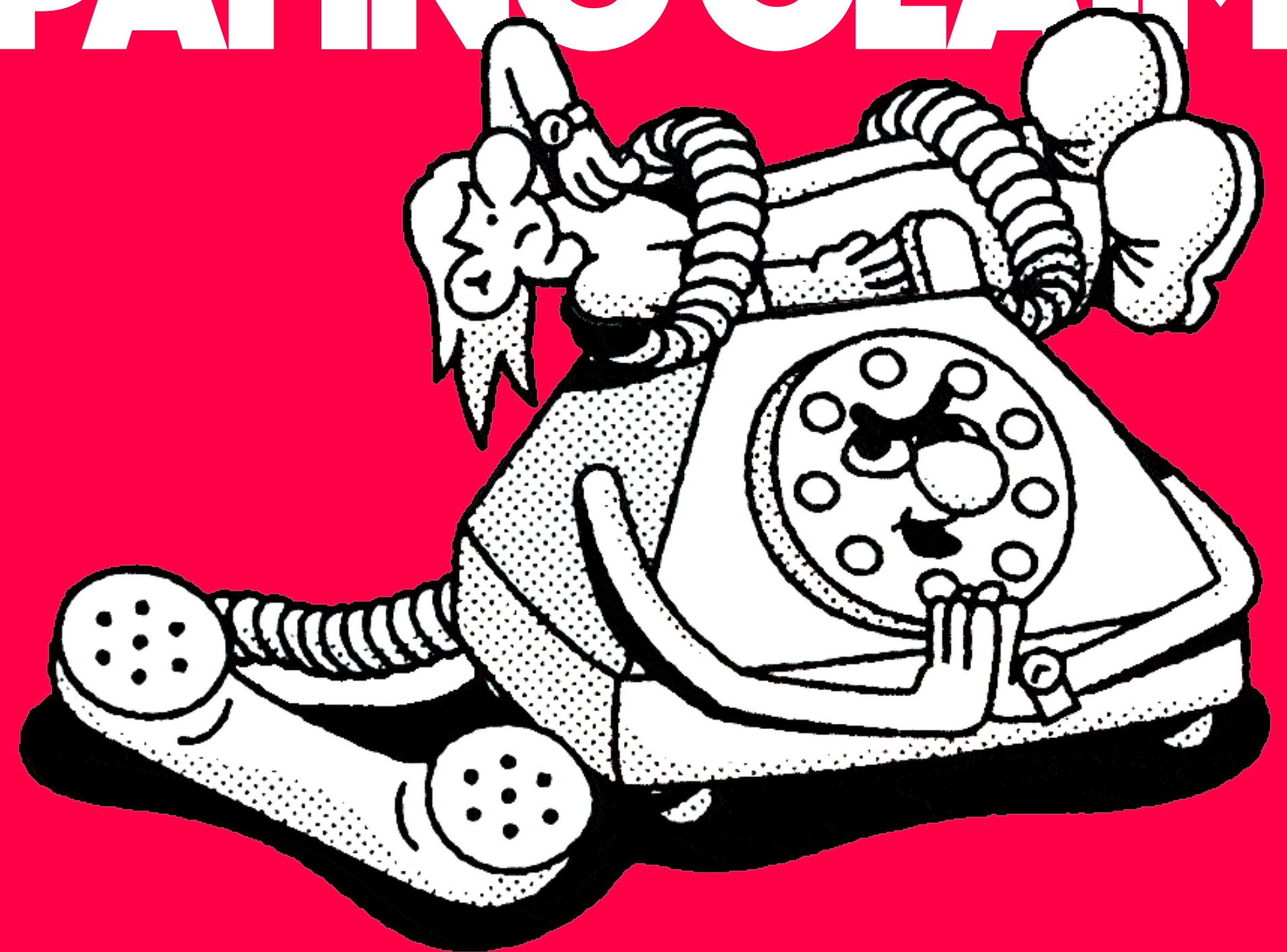
What looked like primitive language was actually a system designed to protect social good. It was a collective way for individuals, traders, and business owners to protect one another.

But as the centuries passed...



Consumer trust in the insurance industry eroded.

**INSURERS
BECAME MORE
AGGRESSIVE
IN AVOIDING
PAYING CLAIMS**



**AND CUSTOMER
SERVICE ALL BUT
DISAPPEARED.**

ENTER NEXT INSURANCE.



Mathew Kosoy, founder and owner of Rosalind Bakery in Pacifica, CA



A band of rule breakers hellbent on



turning



business insurance on its head.



We're 100%  dedicated
to small business  and
the  self-employed.

WE SWAPPED ONE SIZE FITS ALL,



FOR CUSTOM TAILORED POLICIES.



Mercy Vintage,
Oakland, CA

Retail



Le Beau Market,
Oakland, CA

Retail

**WE TRADED IN
PHONE CALLS AND
PAPERWORK,**



**FOR COVERAGE IN
JUST 10 MINUTES.**

We  started  thinking 
 beyond  profit  and
more  about  people. 

Hold on, that's a BIG one.

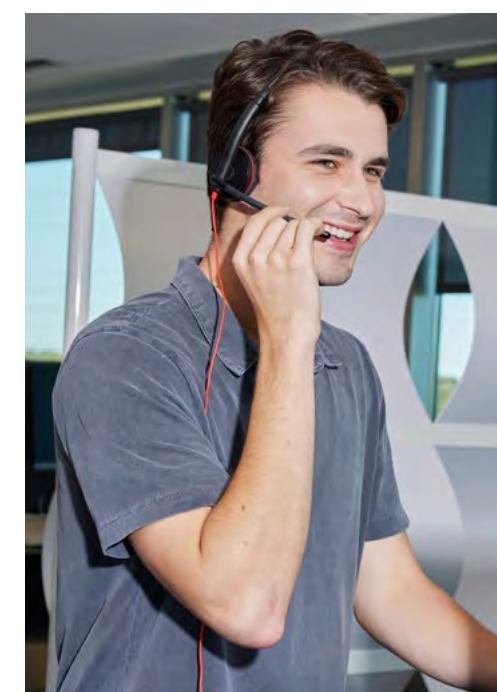
REALLY



BIG.



People.



**OUR
CUSTOMERS AREN'T
SMALL BUSINESSES,**



**BUT THE
ENTREPRENEURS
THAT RUN THEM.**



MMD Architecture,
Austin, TX

Creative Services

And
the truth is,
those people
really need
our help.





SEE, BEING AN

ENTREPRENEUR

IS DAMN NEAR

IMPOSSIBLE

50%

of small businesses fail
within the first five years.

70%

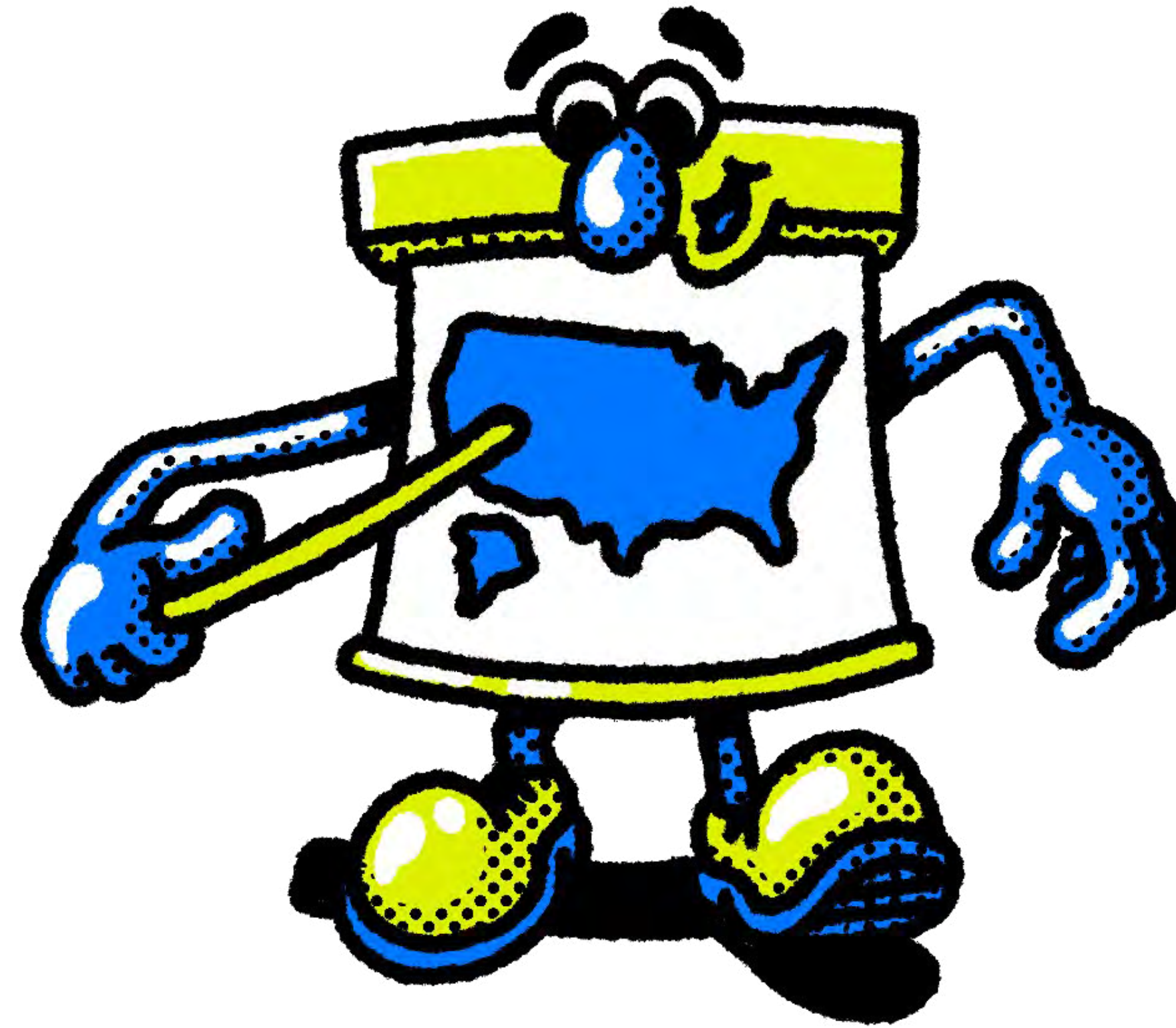
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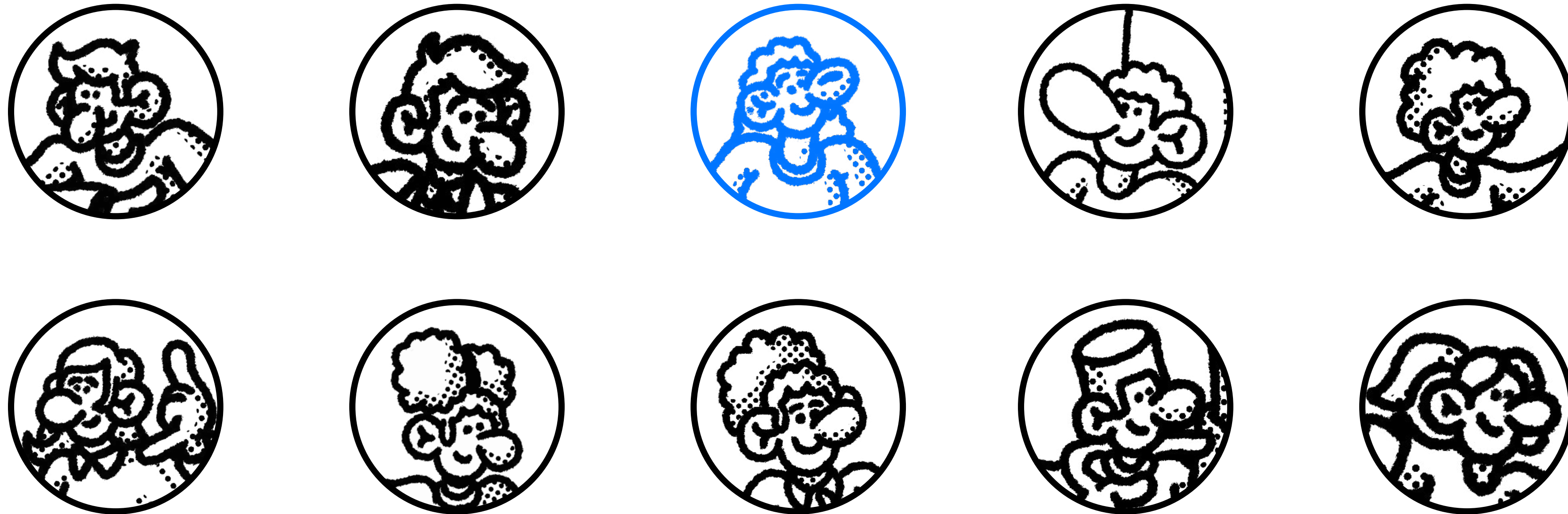
3 Small Plates Catering in Austin, TX

And yet there are 30,000,000 small business owners in America, with more and more setting up shop each day.

Just think about that for a second.



That means 10% of our country's population are small business owners.



Now picture ten different faces from your life.
At least one of them is a small business owner.

Small businesses are not
gigantic, faceless corporations.

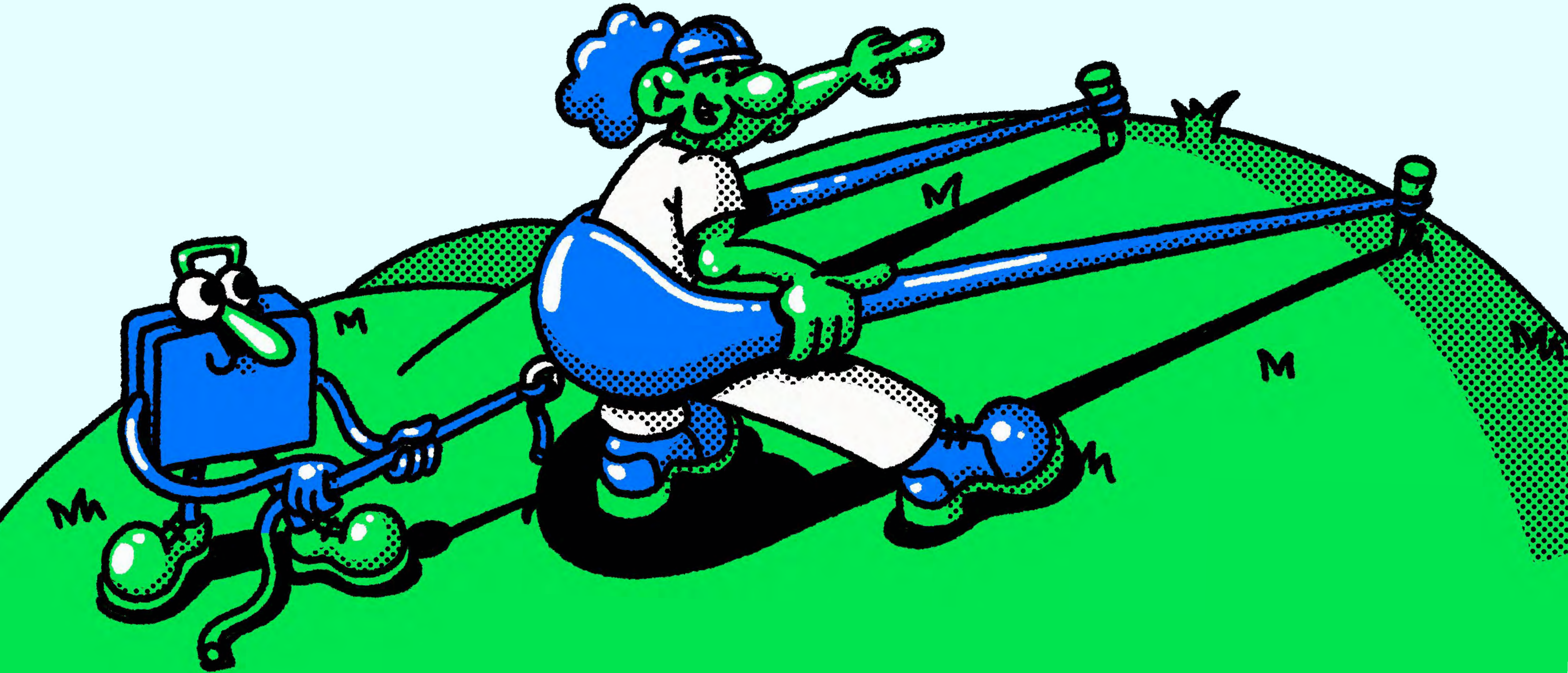
These are our brothers, sisters,
parents, neighbors and friends.



Sarap Shop – A family owned business in Oakland, CA

This is why our vision is to

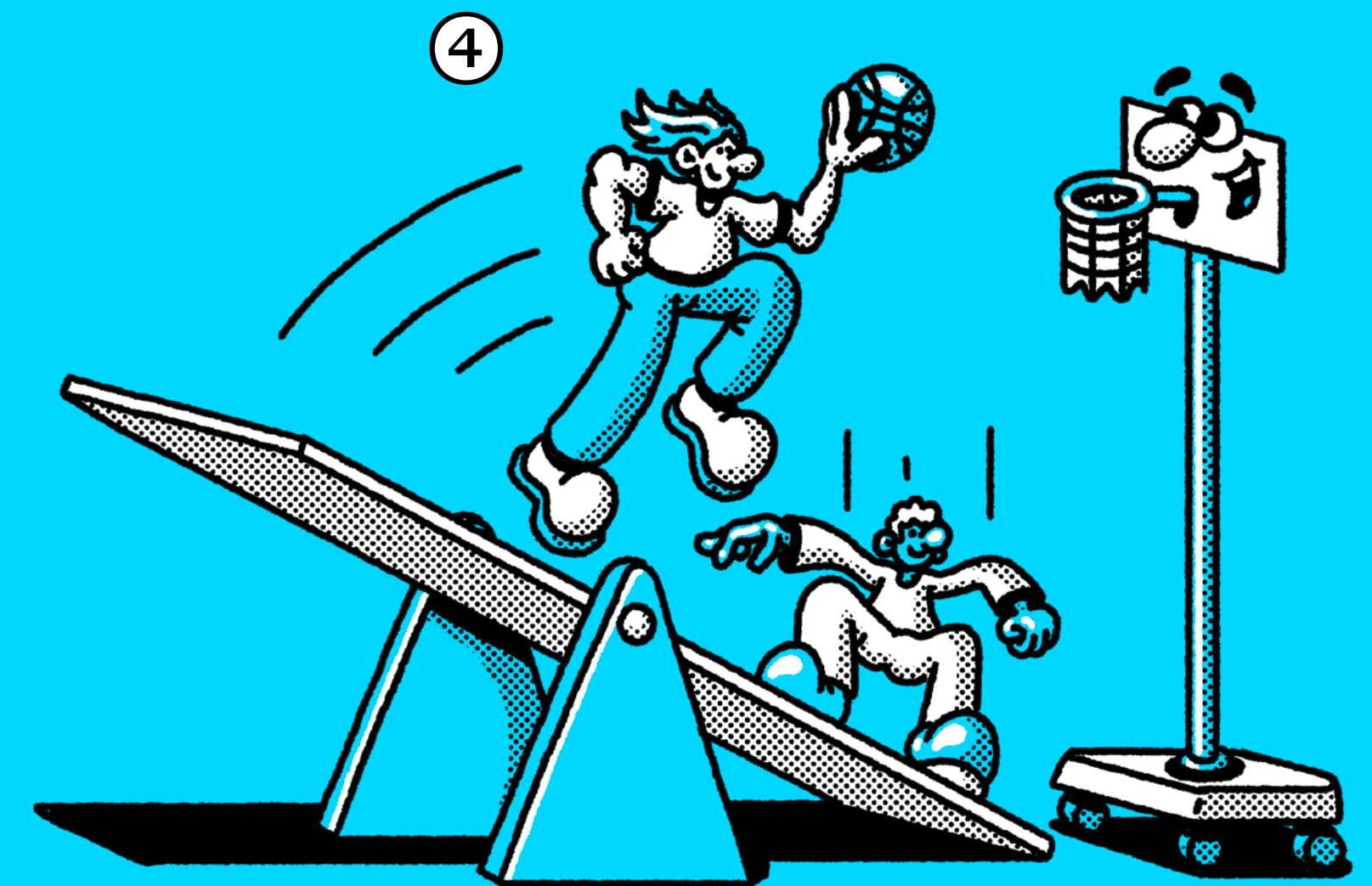
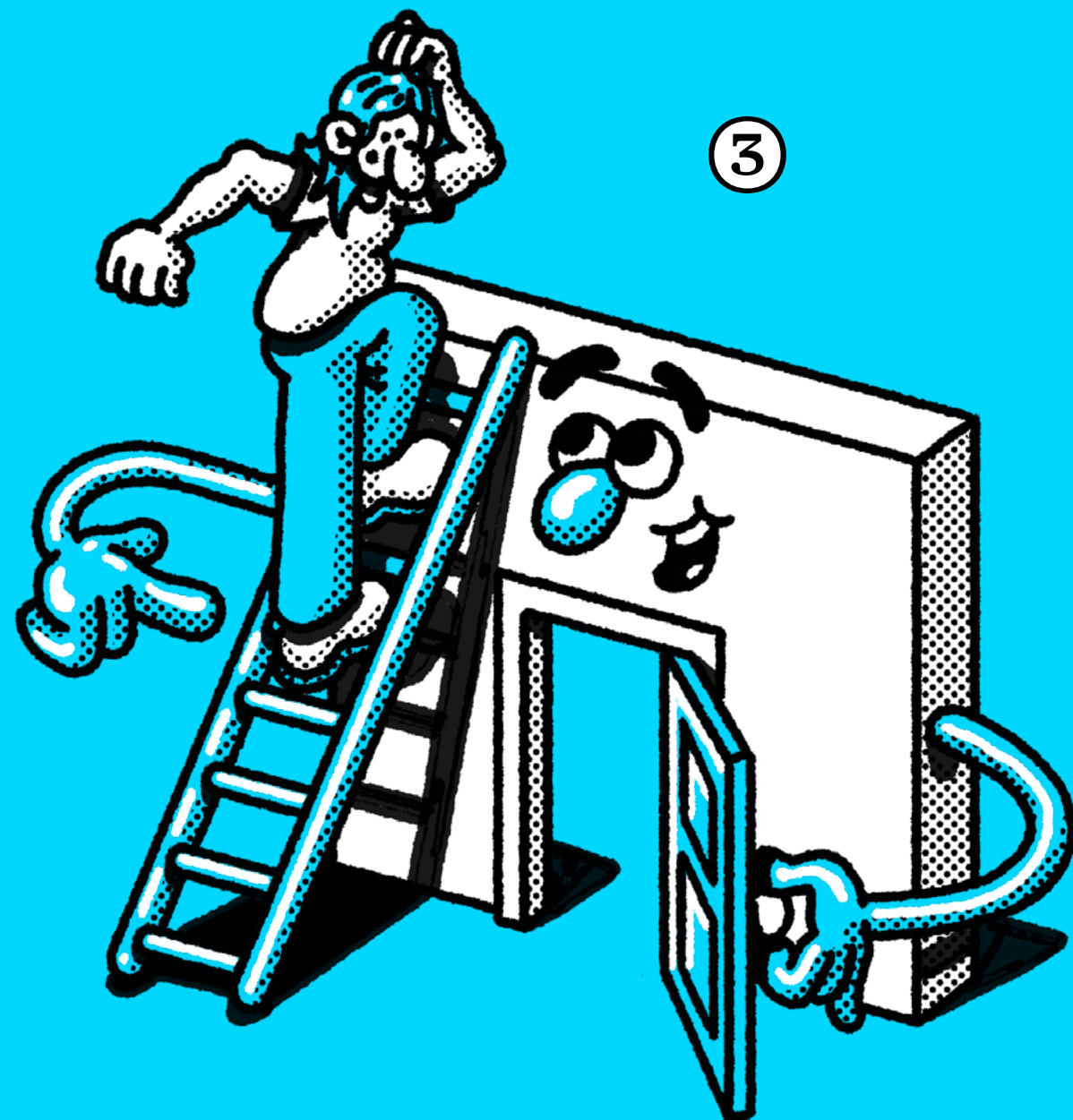
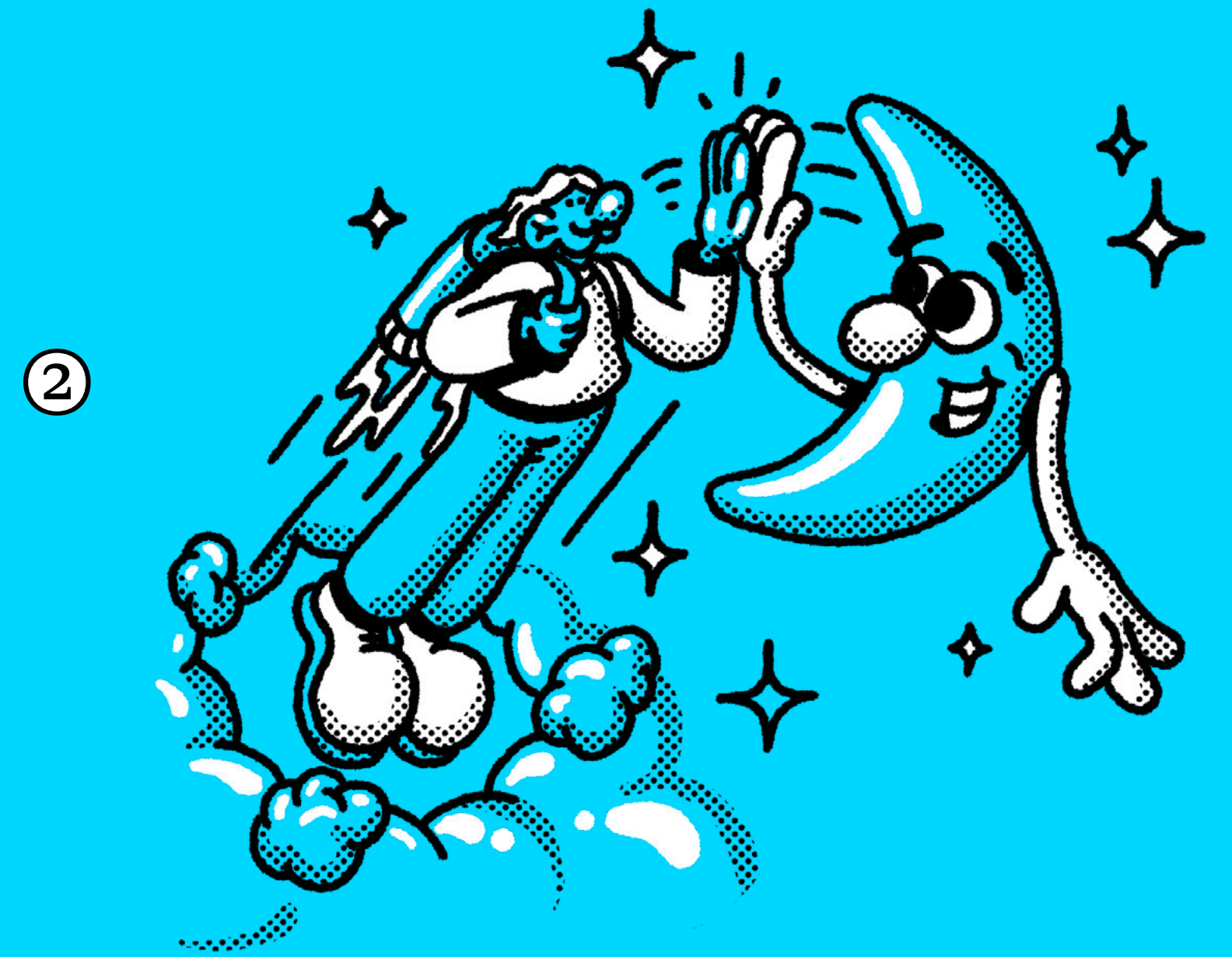
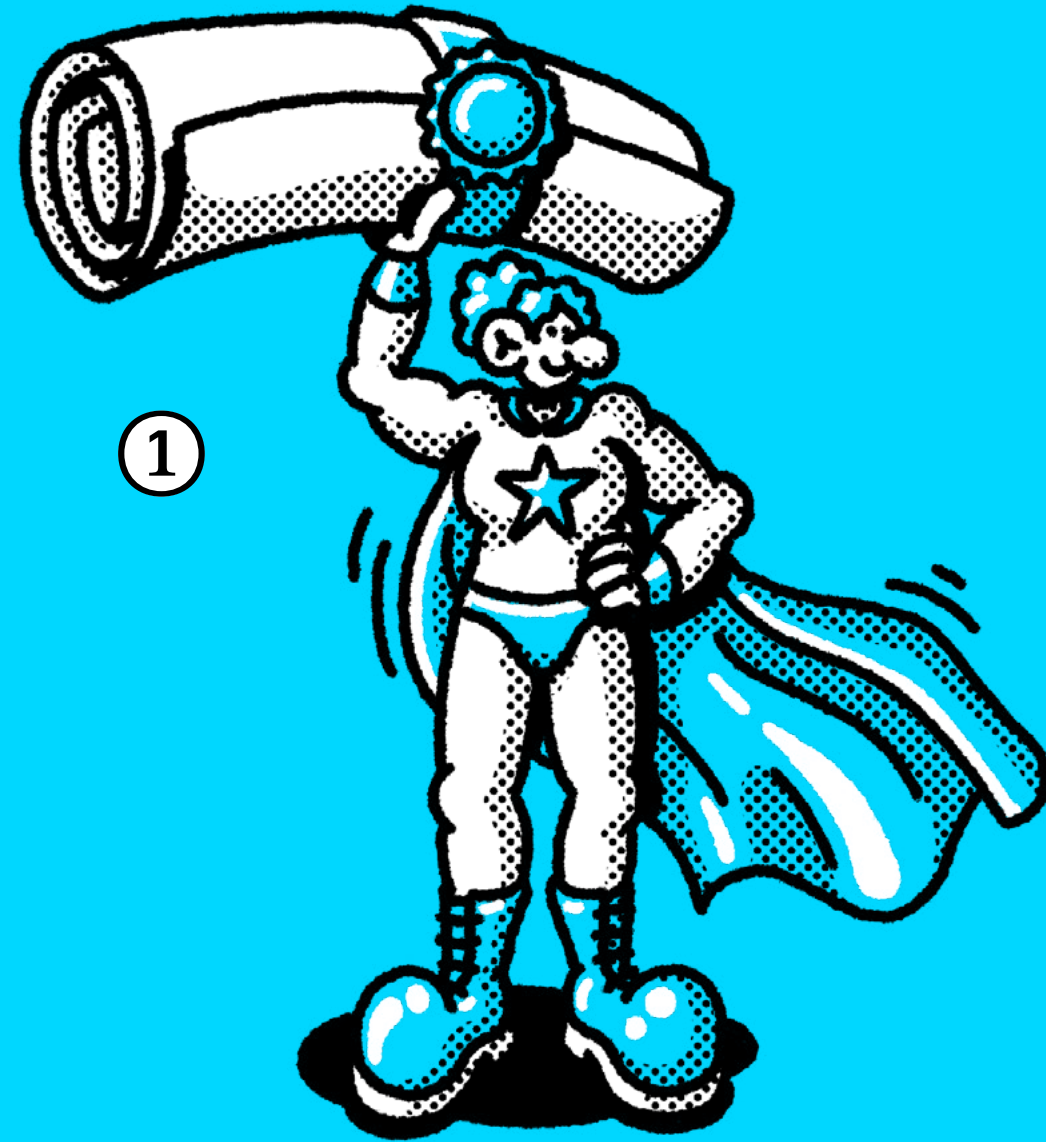
HELP ENTREPRENEURS THRIVE.



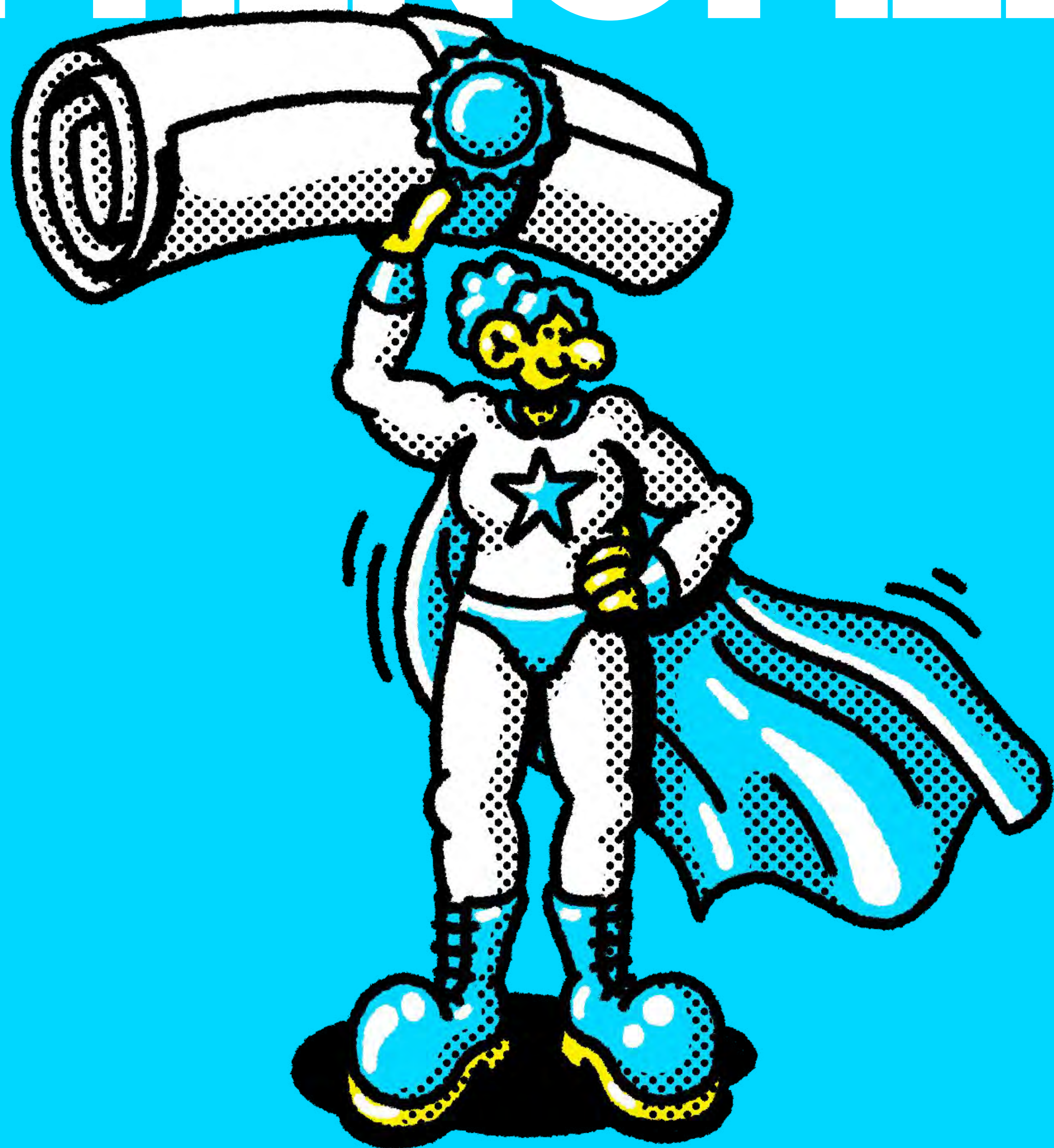
THE FOUR VALUES OF **Next**

- 1 Phenomenal Service
- 2 Be Unstoppable
- 3 Dare to Simplify
- 4 Play as a Team

Now that we know where we're going, the question is: How do we get there? Simple. We follow a set of guiding principles. These values are not just words that sound nice. They were thoughtfully crafted to help us serve our customers, to guide us on what to expect from each other, and to define how we operate and make decisions.



PHENOMENAL SERVICE



- We create and deliver products that improve the lives of our customers in a significant and meaningful way.
- We pay attention to the details, we strive for perfection, and we never settle for anything but the highest quality work and performance.
- We put the customer first.

We pay attention to  details,
we  strive for perfection
 and we  never settle for 
anything but the highest  quality
work  & performance.

“ We put the customer first ”



Ok yeah. It's probably a policy you've heard before. Maybe it was written in the kitchen in the back of your first service industry job. But at NEXT, this couldn't be further from idle chatter.

A QUICK FLASH BACK



It's early 2018, Next is growing fast. We realized that a business partner is charging our customers a fee for cancelling service, but instead of passing the fee on to our customers, we were absorbing the cost.

Doing so was costing us thousands of dollars a year, but we made a very conscious decision to keep refunding our customers and continue putting customer's needs ahead of profitability.





Heck — just take a look at our live, unfiltered reviews as they spring up online. The most commonly used word in them is ‘amazing’, followed by ‘simple’, ‘fast’, ‘easy’ and ‘great’.

FAST

SIMPLE

EASY

GREAT

You would have to go all the way down to the 19th most common word in our reviews to find one that isn't a compliment.

Reliable

Fast

Certificate

Cheap

Quick

Affordable

Painless

And even then it's just the word **Insurance** so we'll give ourselves a pass.

Great

Love

Thank You

Next

Love

Tailored

Flexible

SOLVE FOR THE
CUSTOMER,
THE REST WILL
FOLLOW.



Travis Scott, Insurance Advisor / A Team

If helping a customer now means missing your goals, help the customer. Always.



Karissa Ismael, Insurance Advisor / A Team

When customer value and company profitability are at odds, customer value wins. Always.

BE UNSTOPPABLE



→ We get stuff done.

→ We set aggressive goals and drive ourselves hard to achieve them.

→ We learn from our mistakes and don't let obstacles prevent us from meeting our goals.

→ We are tenacious and resilient.

We do

**MAKE
THINGS
HAPPEN.**

We do not

**MAKE
EXCUSES.**

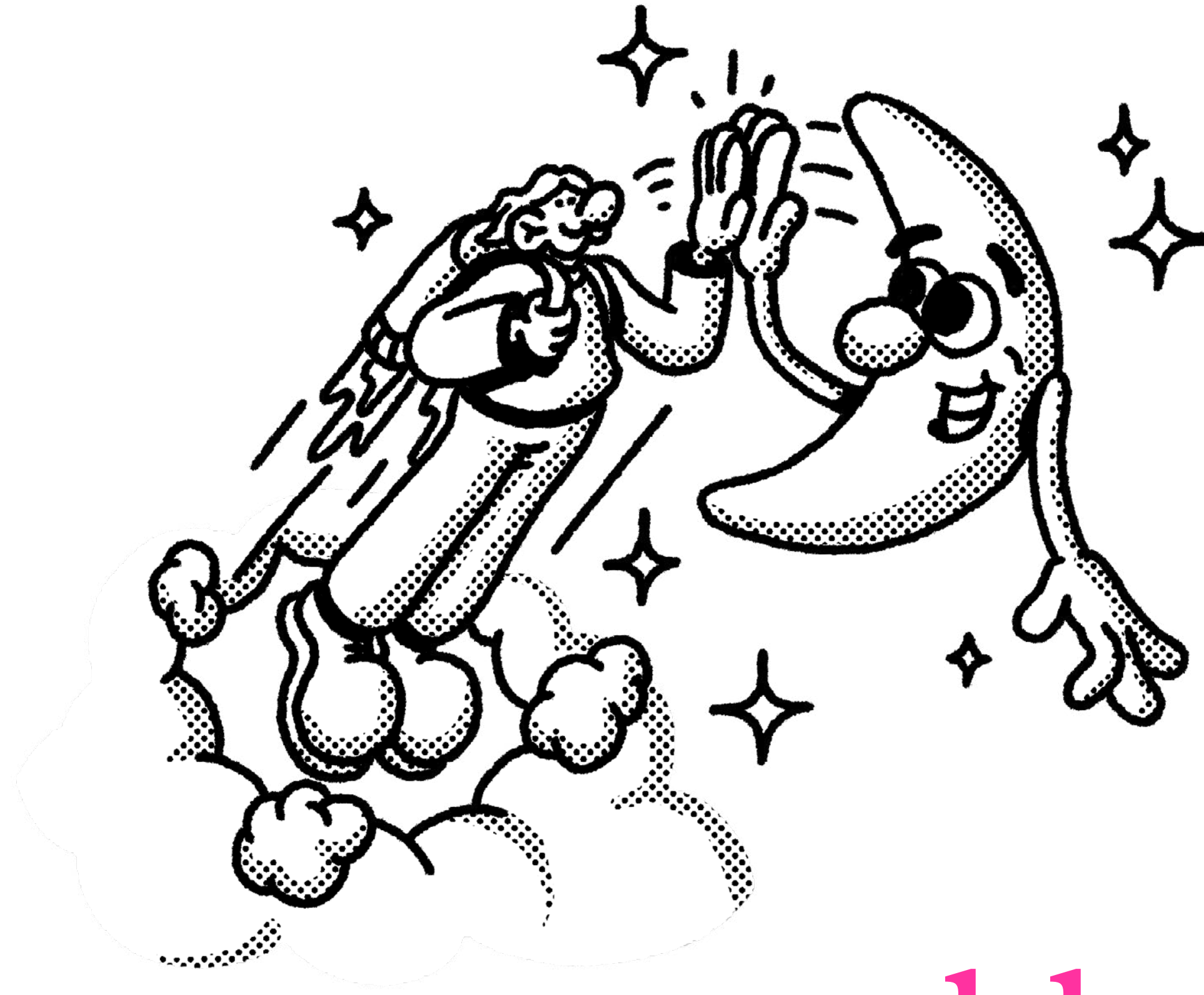
**No
results**

+

Excuses

≠

Results



Being **unstoppable** is an invitation to act like an owner of this company.



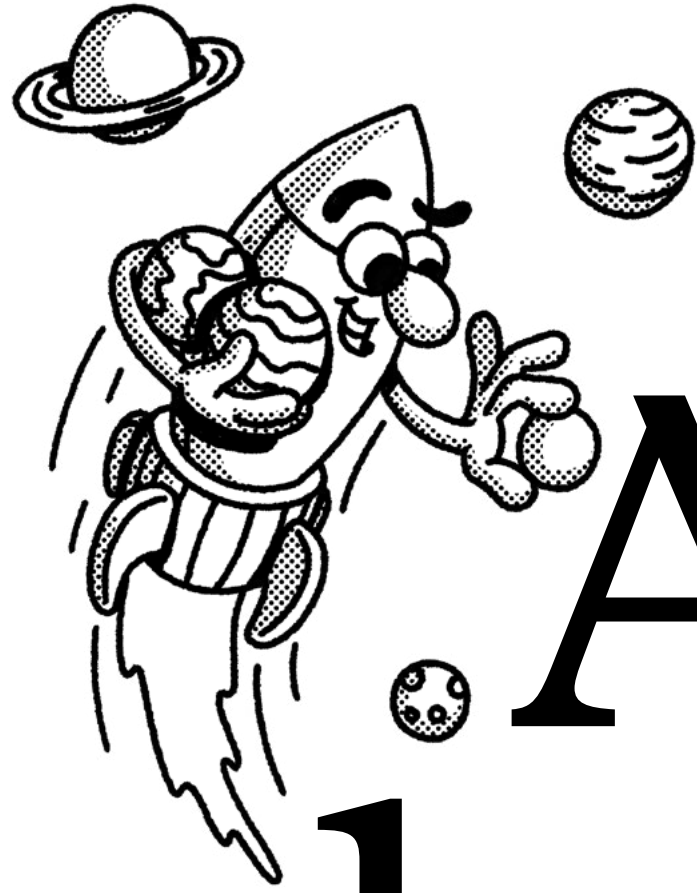
Karen, Mercy Vintage, SF Bay Area, CA

YOU ARE ONE, AFTER ALL.

AS owners we



- ① Are responsible for delivering results.
- ② Are persistent until we have a breakthrough.
- ③ Make decisions.



An imperfect
decision today is
better than a perfect
decision too late.

AS OWNERS WEDON'T:

1

Cross any
red lines

2

Operate
against
compliance

3

Blame
others

OUR APPROACH

to running this company is to be as entrepreneurial minded and creative as the small businesses that we insure.

To wake up everyday and come to work with that same this-is-our-only shot, that's-my-name-on-the-door-mentality that they do.



Aaron Johnson, Fitness Trainer at Fact Fitness in Georgetown, TX

DARE TO SIMPLIFY



- We make everything as simple as possible.
- Our service, internal operations and processes should solve problems in simple, elegant ways.



Melanie Abrantes owns a design shop slash maker studio in Oakland, CA

We start small. Measure. Learn quickly, and refine results to achieve success.

ABIT MORE HISTORY

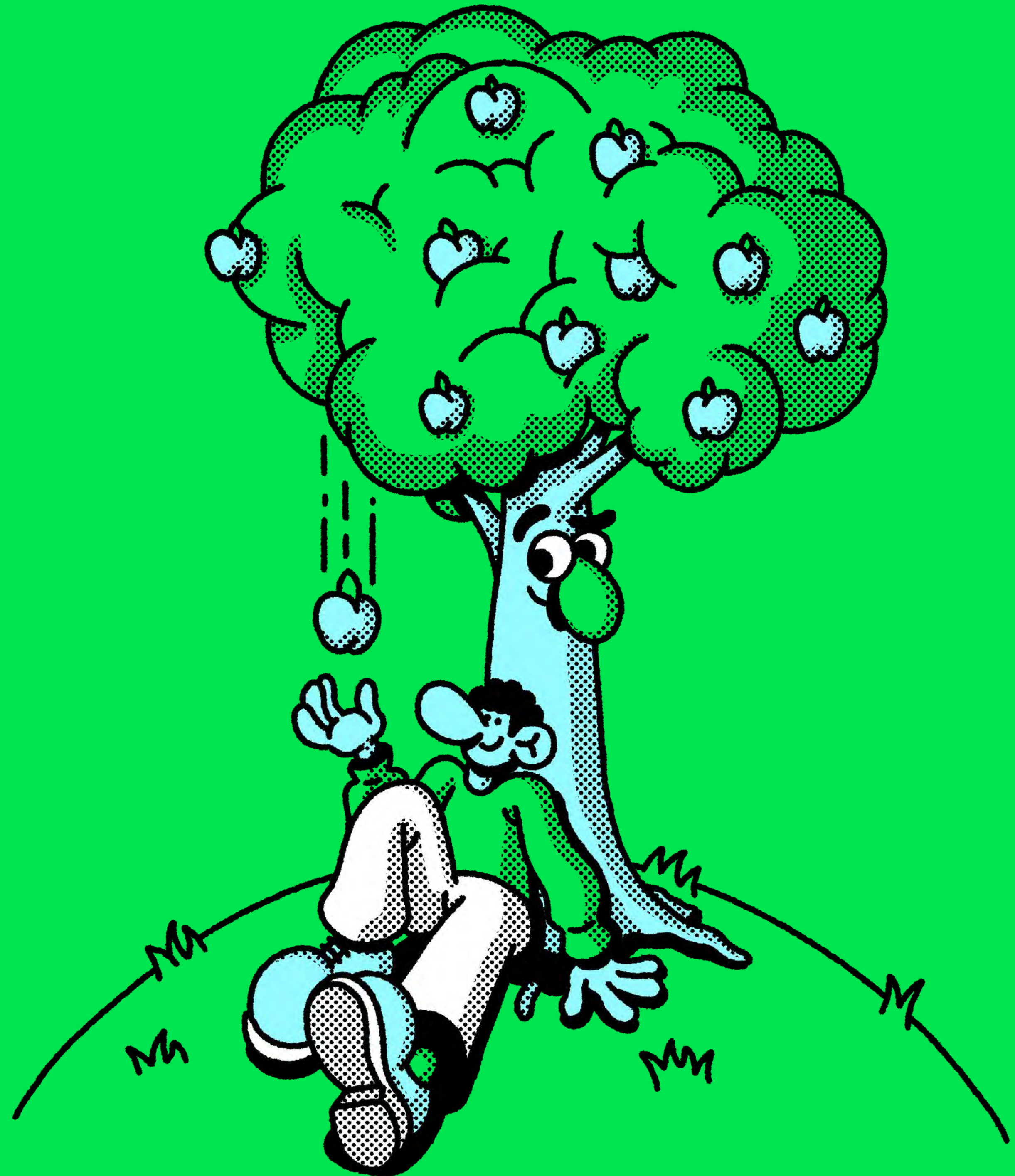
When NEXT Insurance was in its infancy, we were interested in exploring the insurance industry. Did we...

A) Go out looking for VC funding?

B) Debate how customers would respond amongst ourselves?

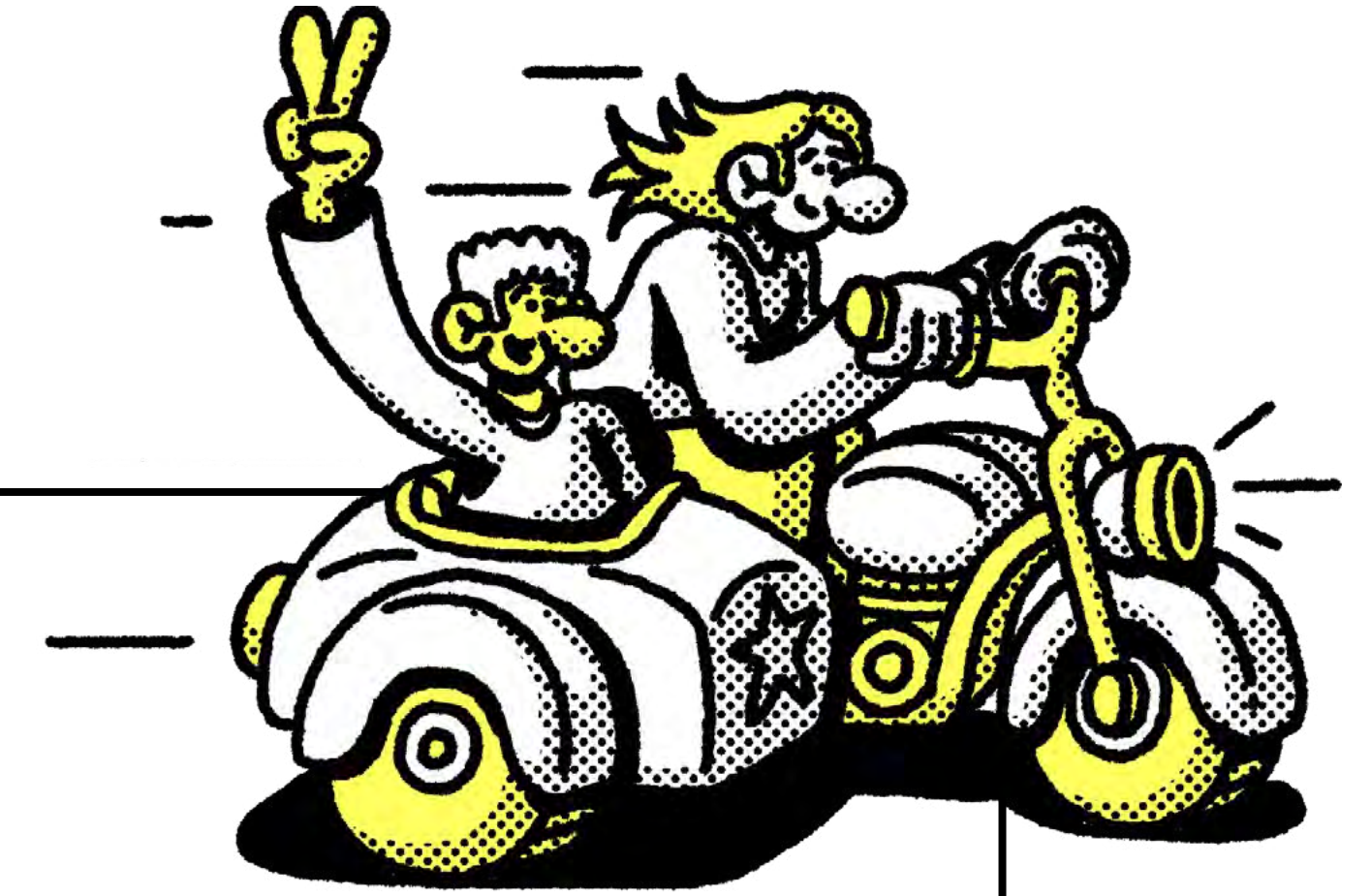
C) Spend years designing an app?

D) None of the above!



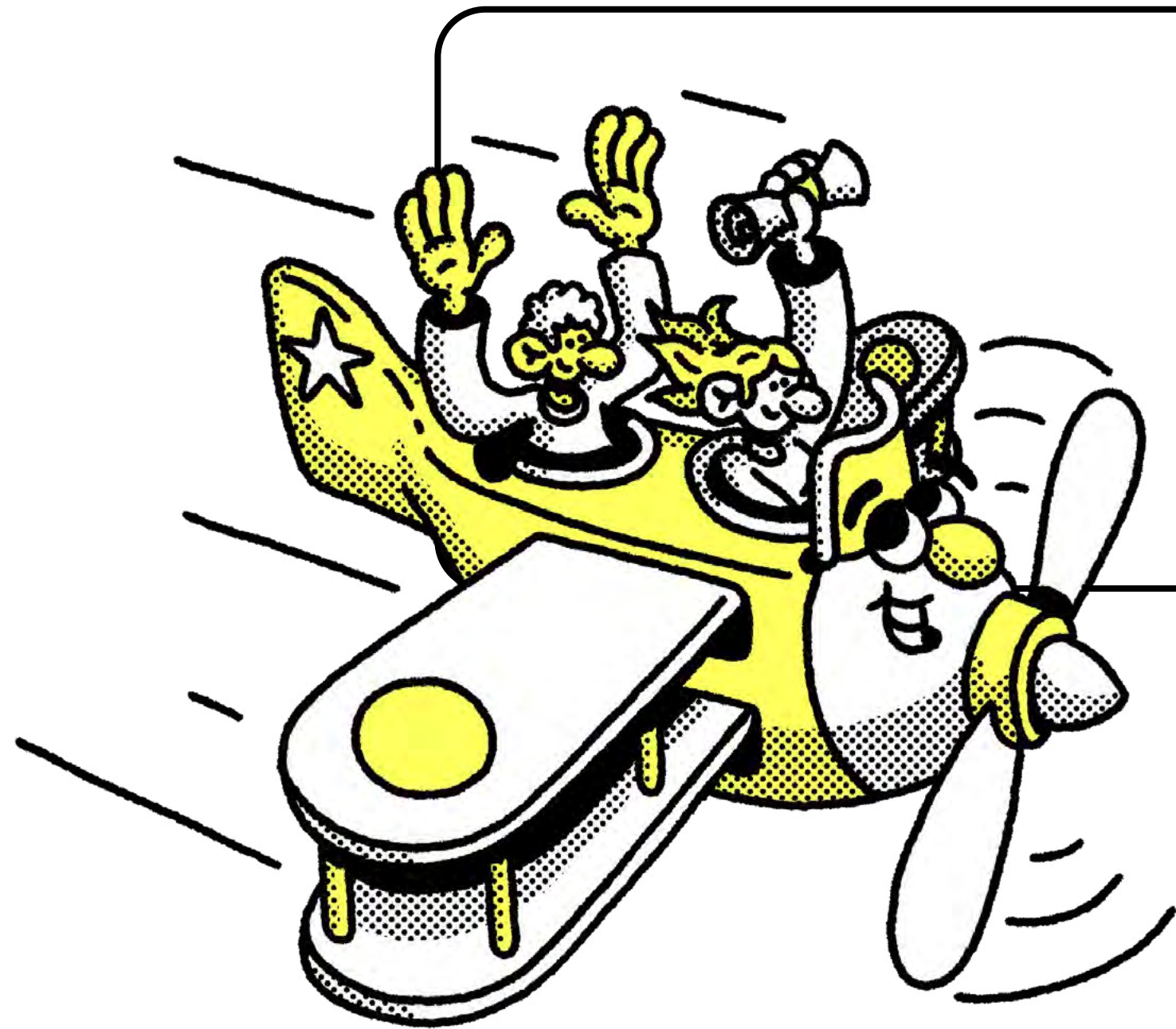
①

We launched three
super-basic html
web pages.



②

We simply redirected google
search traffic to — get this —
our competitor's websites.



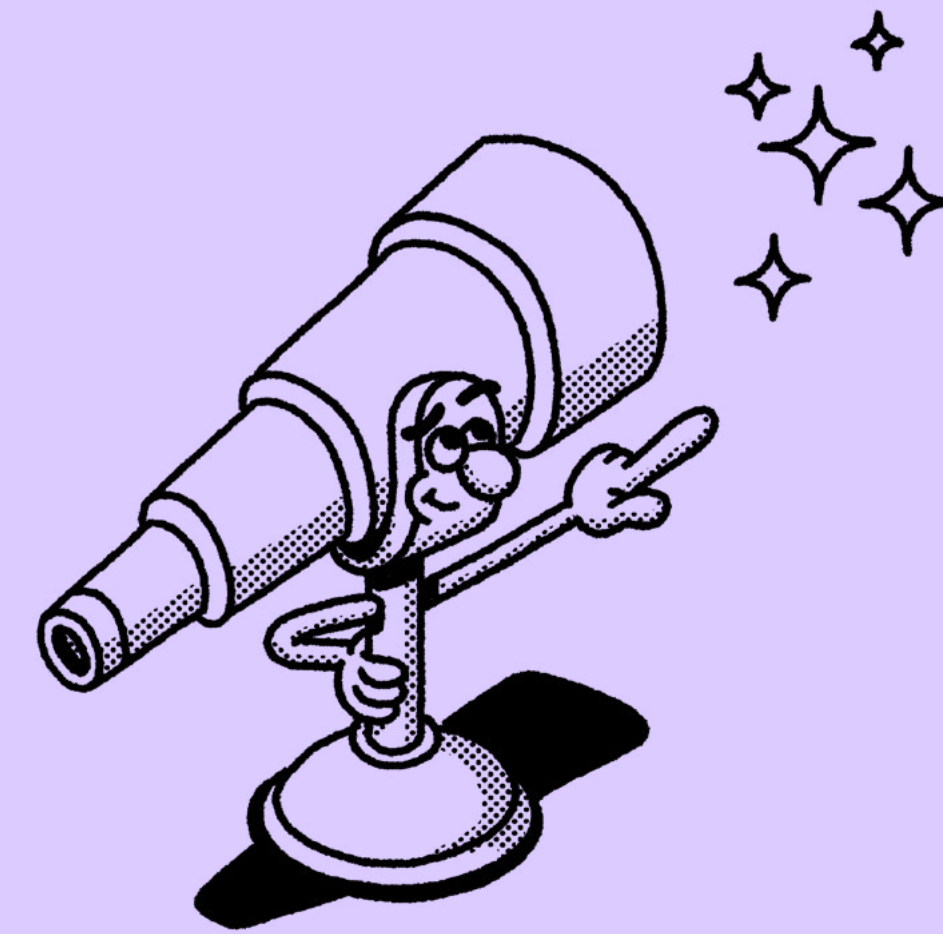
③

We studied the results,
improved upon them, then
repeated. And just like that,
NEXT Insurance was born.

**SO WHAT DOES
THAT LOOK LIKE**



**AT MODERN DAY
Next?**



Dare to do fewer things
incredibly well. Finding a
simple solution is easy, but
having the courage to
implement it is difficult
— so dare.



①

Could the product you're building be more seamless?

②

Could you accomplish a three step process in just one?

③

Can you run a project with just two people instead of involving tens?

More often than not,



The Reyes Family — Owners of Reyes Coffee in Los Angeles, CA

The answer is a resounding YES.

PLAY AS A TEAM



Our job is too big to be done by one person.

- We win by playing together.
- We're accountable to our peers and work hard to make them successful.
- We respect and trust each other.
- We seek what is best for the company.

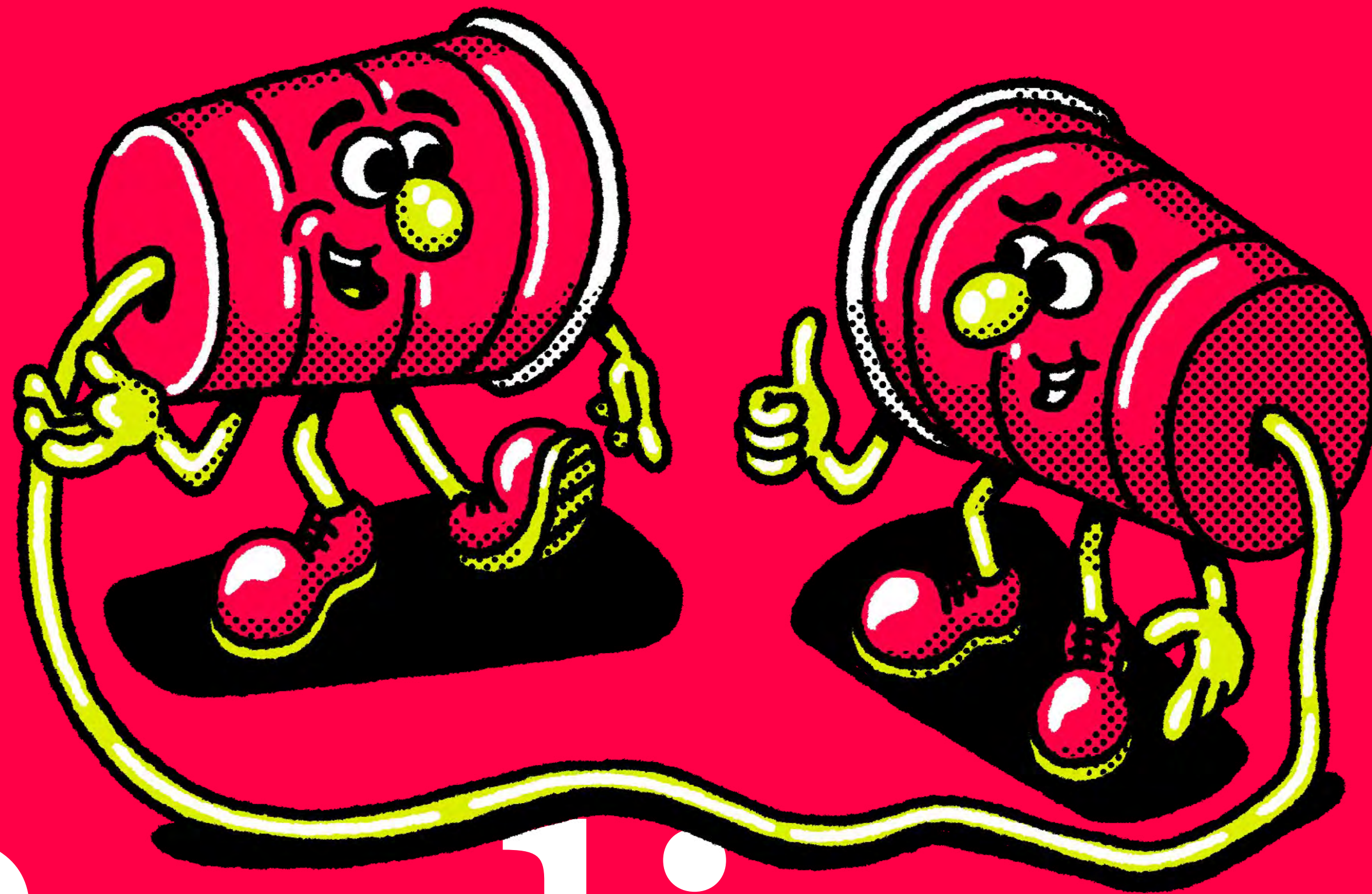
TO PLAY AS A TEAM, HERE ARE THE BEHAVIORS WE LIVE BY:





Be humble.

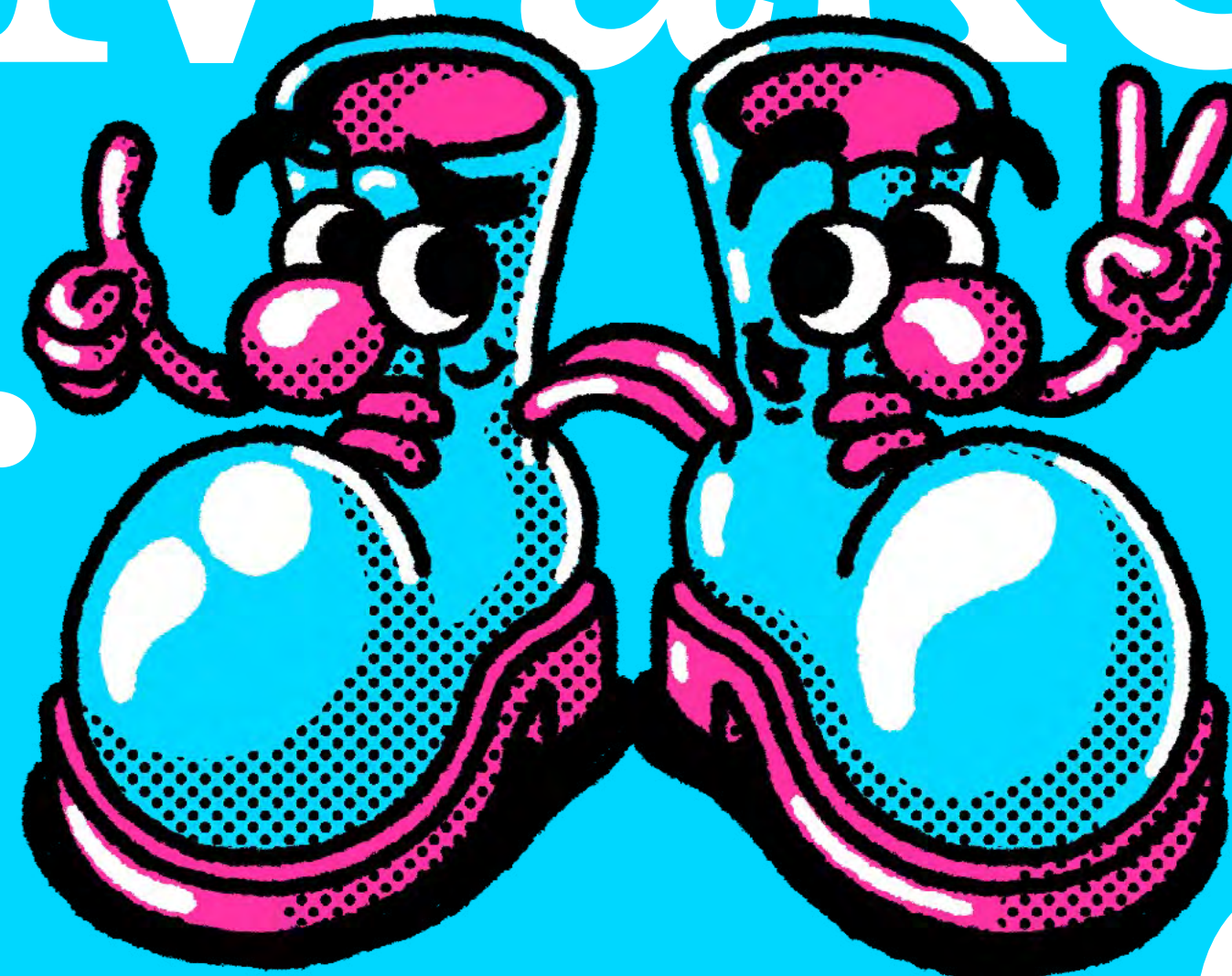
We share credit and remain hungry to learn and find the next success.



Be direct.

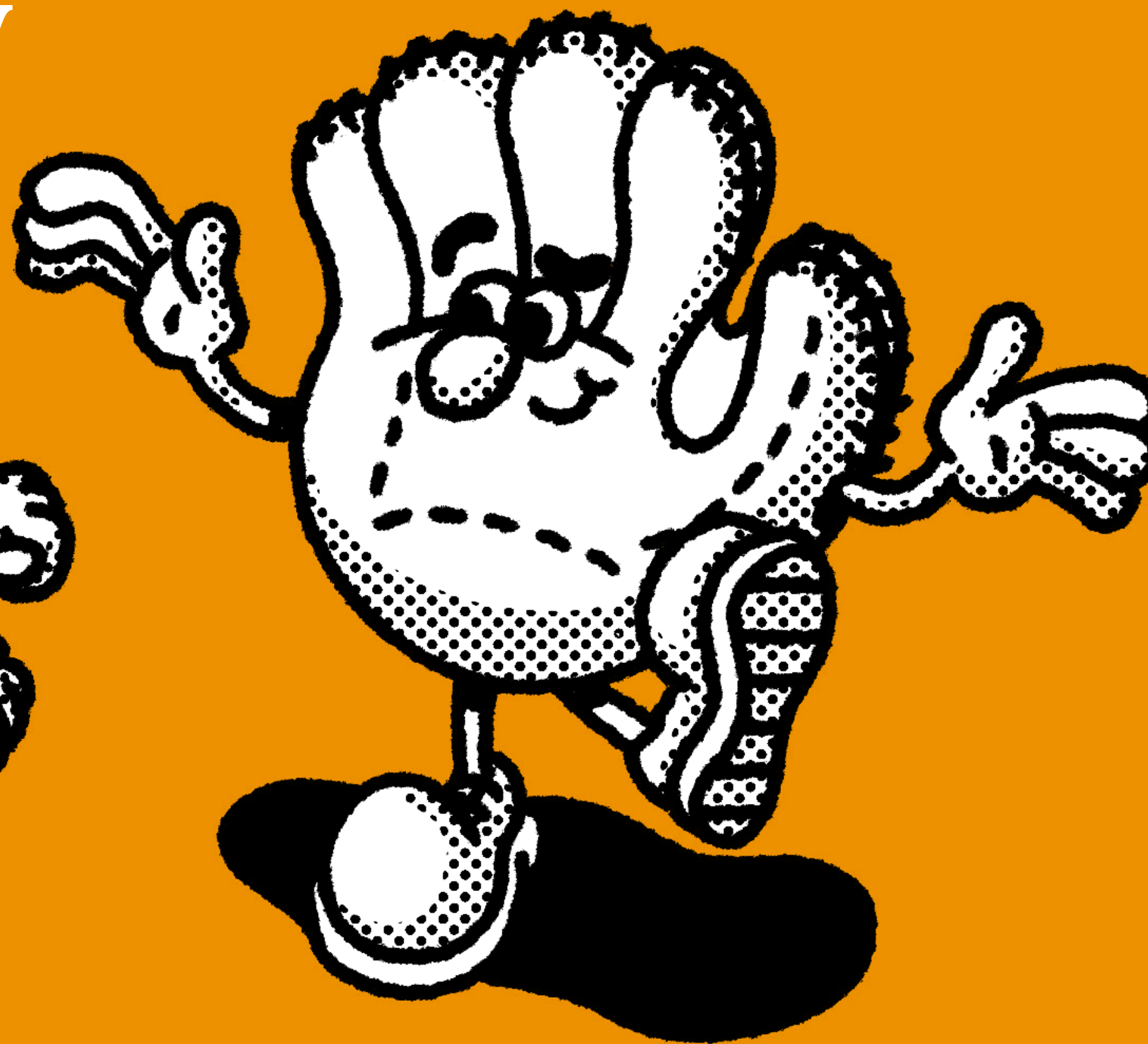
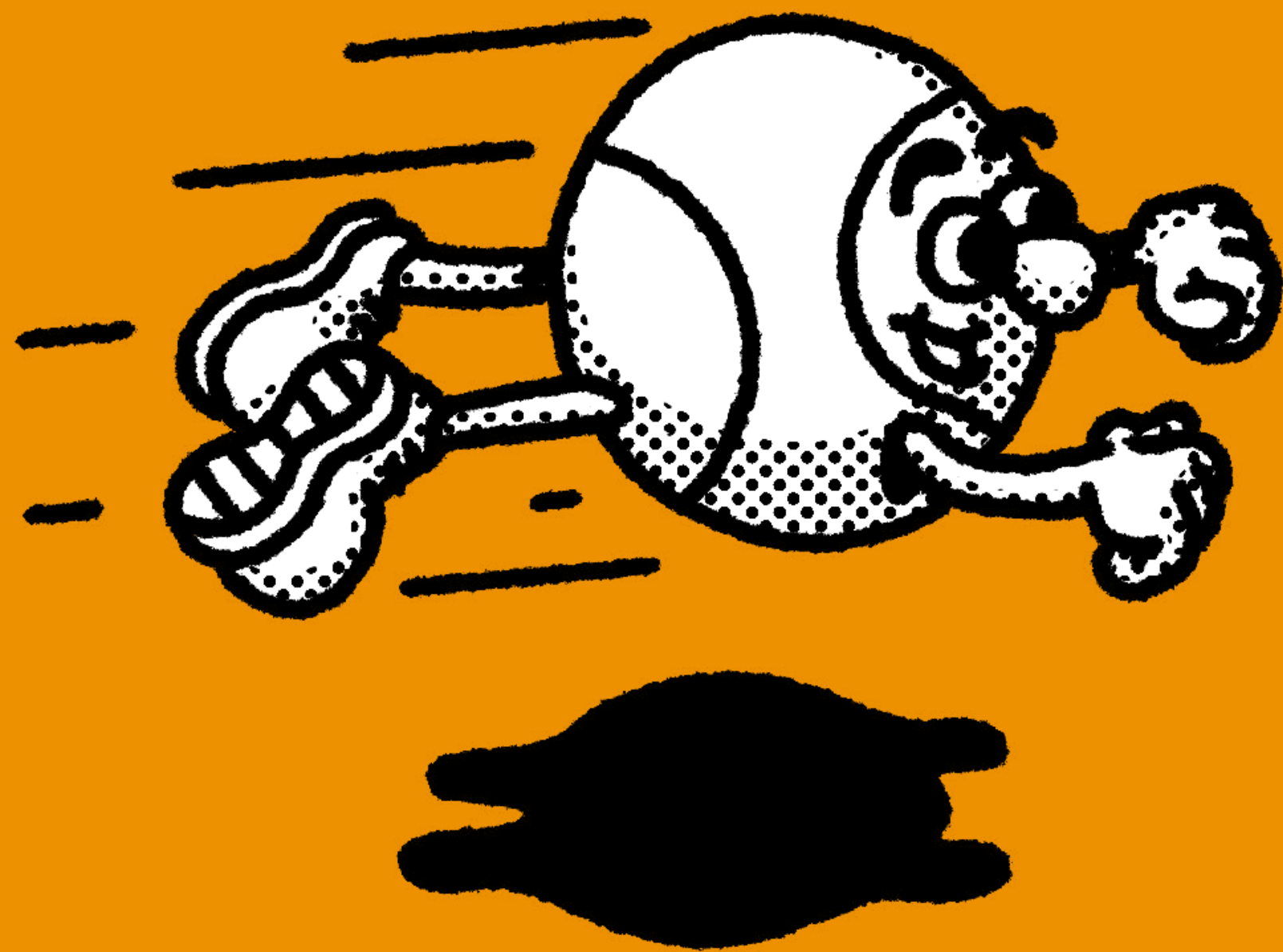
We say what we mean. We address problems head on and don't pretend they don't exist.

Make
your peers
successful.



We would rather help a peer make their goal than meet our own.

Ok, hold on.
We just threw
a lot at you.



Let's recap.

THE FOUR VALUES OF **Next**

① PHENOMENAL SERVICE

② BE UNSTOPPABLE

③ DARE TO SIMPLIFY

④ PLAY AS A TEAM

We adhere to all of these little details for one **big** reason.

TO HELP ENTREPRENEURS THRIVE



Joseph Omran, Le Beau Market, SF Bay Area, CA

WELCOME
TO NEX.T.

