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INTERVIEW #4 >>>>>>>
MARCH 2023



CLEARSPPEED™ CEO & CO-FOUNDER

ALEX MARTIN

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• I S S U E •

GREETINGS



COMRADES

I love a good story. I am the last one sat around the campfire. I was the child with his head stuck in a book. So, I know one when I see one. Let me tell you, Clearspeed is a cracker.

Outside industry inspiration: check. Force for good: check. Collaboration across broad-ranging talent pools: check. A bright, and yet unwritten future that is full of possibilities: CHECK.

One major application of Clearspeed's voice technology is the decision-making intelligence that empowers customers to navigate an experience seamlessly and quickly. Of course, the technology can detect fraudulent scenarios, but really, what is happening here is that the good guys are getting cleared fast. I love that.

On a personal note, it was a pleasure to interview Alex. After meeting at the Insurtech Insights event in London, I was struck by his humble and open-minded nature. In an industry that desperately needs collaboration, such personalities amongst leadership can only ease that process. Read on to access this outstanding company's journey...

Graham Proud

Founder, The Lighthouse Collective

interview #4

Alexander Martin, CEO & Co-Founder, Clearspeed

GP (Graham Proud): Can you describe your life before you entered the insurtech world, Alex, if one can imagine such a thing!

AM (Alexander Martin): My background is in the military and so after leaving active duty, I knew I wanted to utilize my knowledge base in security. I then began a voyage of discovery and product development with my former colleagues in the armed forces, with individuals from Stanford University; as well as selected experts in voice technology and engineering. I was fixated on soaking up knowledge of the industry and understanding customer needs.

GP: What opportunity did you identify that led you to start Clearspeed?

AM: In the military context, there is an ever-present challenge in terms of security and identification. As you can imagine, global operations, countless individuals; it is no easy task. Often there is a tradeoff between time and security, and you are forced to sacrifice one if a situation demands it. Clearspeed aims to eradicate this sacrifice and has created a decision-making intelligence tool that quickly identifies risk through voice technology. The process is flipping conventional practice on its head in the sense that it clears the 'good guys' as a priority. It identifies fraud of course, but the purpose is to create trust, fast.

GP: Why the insurance industry? And who are you excited to work with?

AM: We focused on industries where security risk is a problem. Fraud is a form of risk and a huge problem that demands innovative solutions. I also view the insurance industry as on the rise, as a sector that is embracing innovation, and looking to tackle problems with technology.

In terms of who we'd love to work with, we're P&C claims centric as a top line. That includes empowering the CX across the entire process from FNOL right through. Interestingly, we are also beginning to work with underwriting teams too; as part of verification and conditions at renewal. The point is we are constantly looking at how technology can impact insurance-related decisions, and so we're an open book in that respect. We believe that the industry demands and requires collaboration, and we're here to listen, input with value-add technologies, and empower our partners across the value chain.

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Alexander Martin, CEO & Co-Founder, Clearspeed

GP: Do you envisage your company continuing to innovate and develop new ideas for products and services?

AM: We're never settled and are always demanding innovation. Product development is key, and we're looking at voice technology across a variety of applications. I believe the limitations are miniscule when you consider how voice can empower individuals in their day-to-day lives. We therefore look to validate what ideas could work, and consequently embark on a roadmap of discovery if an opportunity exists. It makes for an exciting work environment.

GP: How did you go about building a team at Clearspeed?

AM: The first community of founders was formed out of the military. Through our connections in Stanford, we experienced a force of input and support from various experts and fortunately gained access to capital from the Silicon Valley. From there momentum took hold; word of mouth, new waves of hires- each time bringing in the required expertise to enrich the product and the offering. As a result, we have built an extremely positive work culture; full of imagination in our builders, and a support system across teams to achieve the common goal.

GP: What advice would you give yourself, if you could wind back the clock and start your insurtech journey over?

AM: You can never have enough customer insight and understanding, and I'm including clients (the carrier community) and the end user customers in this. The key is to listen and listen some more. I would also tell myself never underestimate how quickly time moves against your own plan.

GP: What do you want to change about the industry?

AM: Simply, I would say to the leaders, be brave and embrace change so that we can move forwards together.

GP: Any closing thoughts you'd like to leave our audience with?

AM: I would point out the CSR that is in our DNA at Clearspeed. One of our largest investors is committed to returning 100% of their profits into environmental projects and to tackling poverty alleviation. This is important because we have these voices in our boardroom and it resonates through other decisions we make.

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You can hear more from the Clearspeed team at upcoming LIIFT events in 2023.

For more information on Clearspeed, visit their company website:

<https://www.clearspeed.com/>

Or contact their CMO, Sarah Terrelonge
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For more information on The Lighthouse Collective:
<https://thelighthouse-collective.com>

Or email their Founder Graham Proud at
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