

WORKING
AT
Next.

The year was 1745 BC.

King Hammurabi of Babylon was busy carving lines into the side of a gigantic black rock.





What appears to be primitive language, are actually the world's first insurance compliance laws!

A pretty ingenious idea for a society who was still millenia away from stumbling upon the need for indoor plumbing.

See, the beauty of the original Babylonian system was that insurance was designed as a social good. It was a collective way for individuals, traders and business owners to protect each other.

But as the centuries passed,
consumer trust in the insurance
industry eroded as policies became
increasingly

complicated,

insurers became

more aggressive

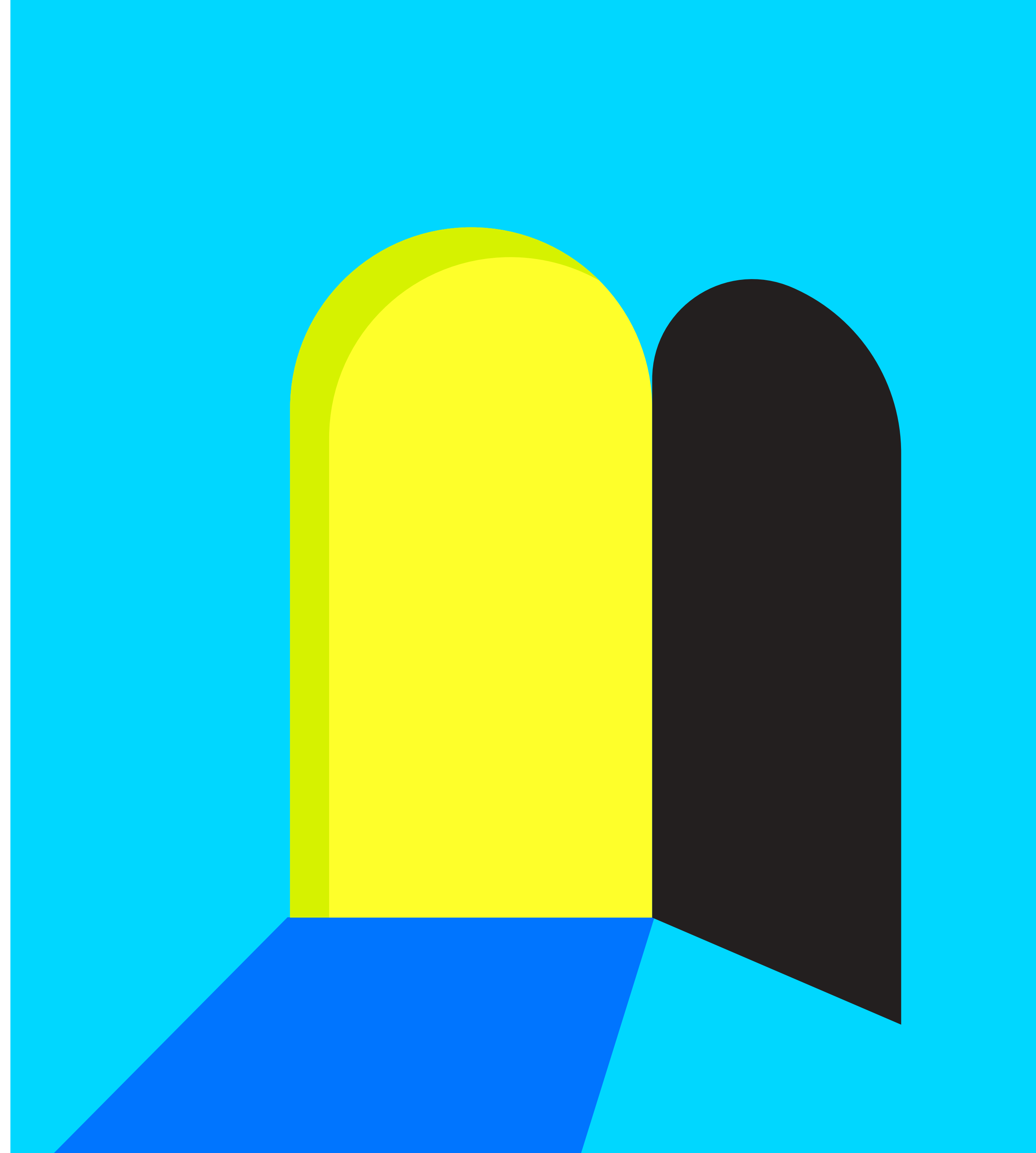
in avoiding paying claims,

and customer service all but

disappeared.

Enter NEXT Insurance.

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



We swapped one size-fits-all

for custom-
tailored policies.



Traded in phone calls and paper work



**for coverage in
just 10 minutes**

Started thinking just beyond

PROFITS\$

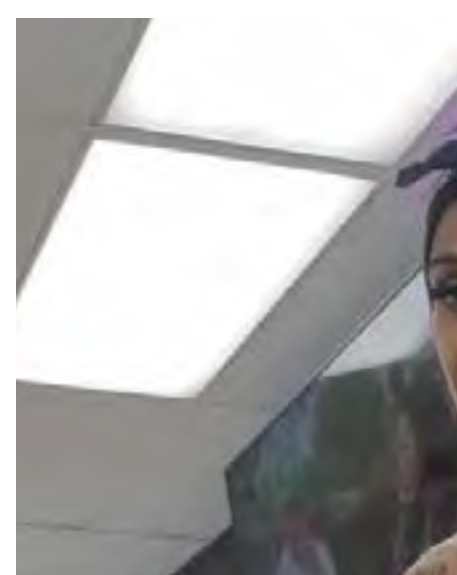
And more about

PEOPLE

Hold on. That's a big one.

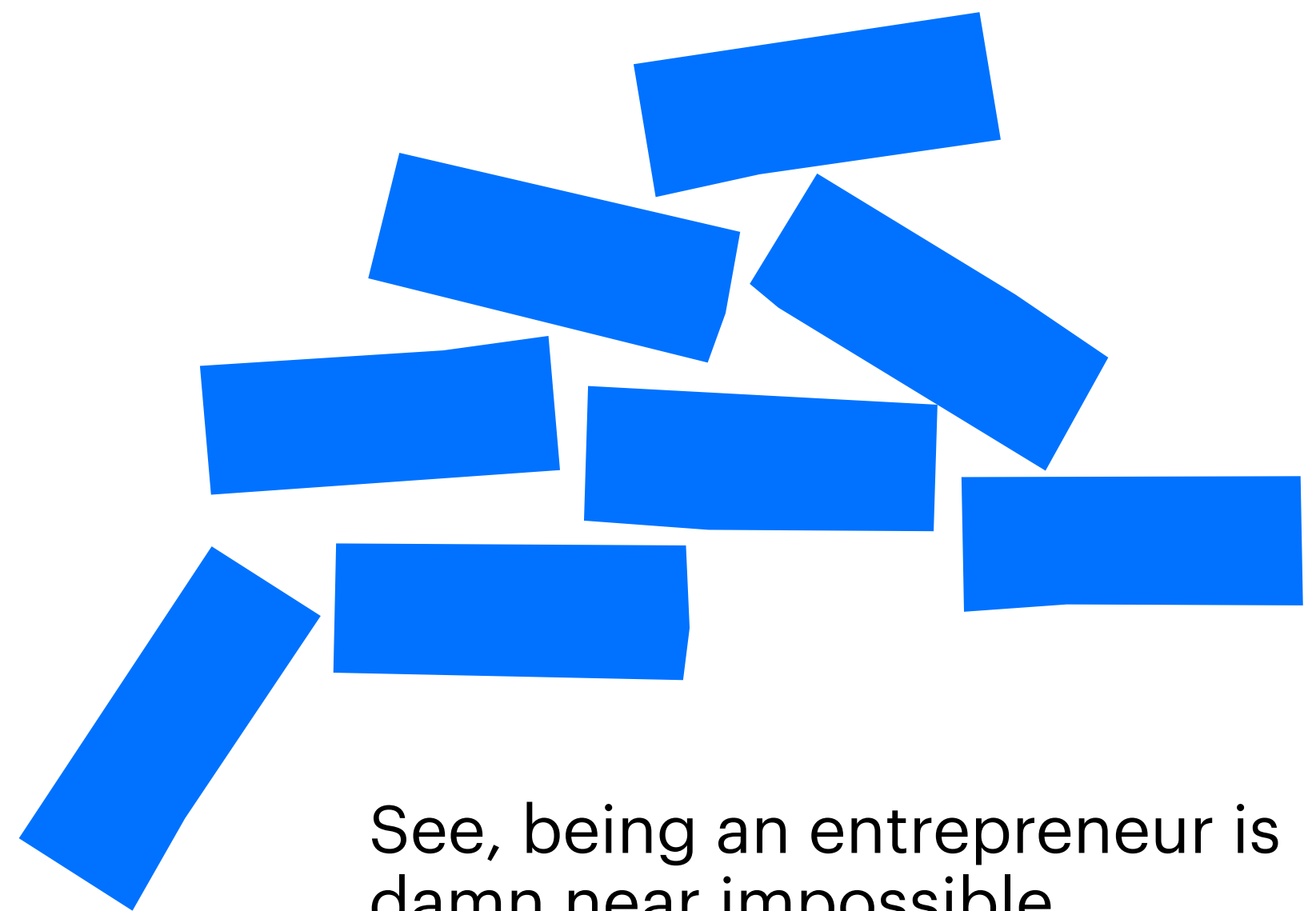
Really big.

PEOPLE.



At Next, our customers aren't just small businesses, **but the entrepreneurs** that run them.

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



See, being an entrepreneur is damn near impossible.

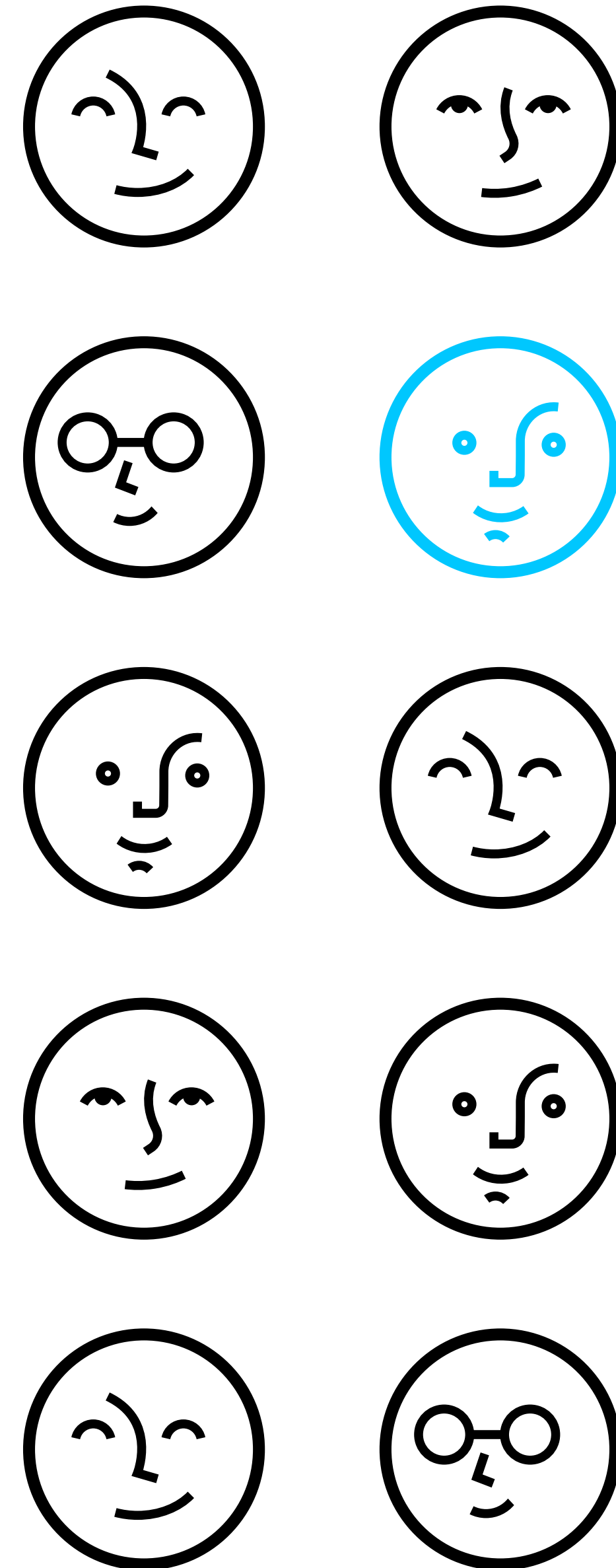
Half of all small businesses fail within
the first seven years.

Seventy percent
within ten.

And yet, there are currently **30,000,000** small business owners in America. With more and more setting up shop everyday.

Just think about that for a second. That's roughly 1/10th of our country's total population.

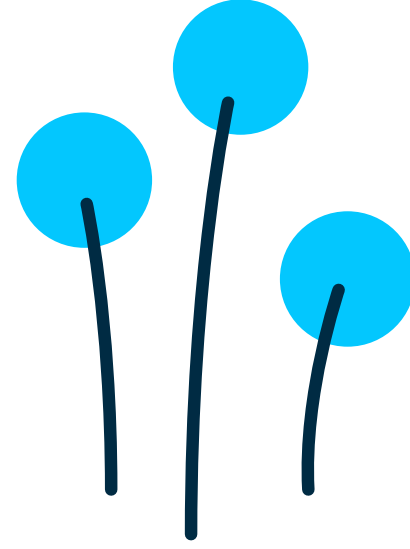
No seriously, stop for a second and really picture ten different faces from your life. At least one of them is a small business owner.





**Small businesses are
not gigantic, faceless
corporations.**

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



This is why our vision is to

help entrepreneurs thrive.

Ok. Now that we know where we're going, the question is: How do we get there?

Simple. We follow a set of guiding principles.

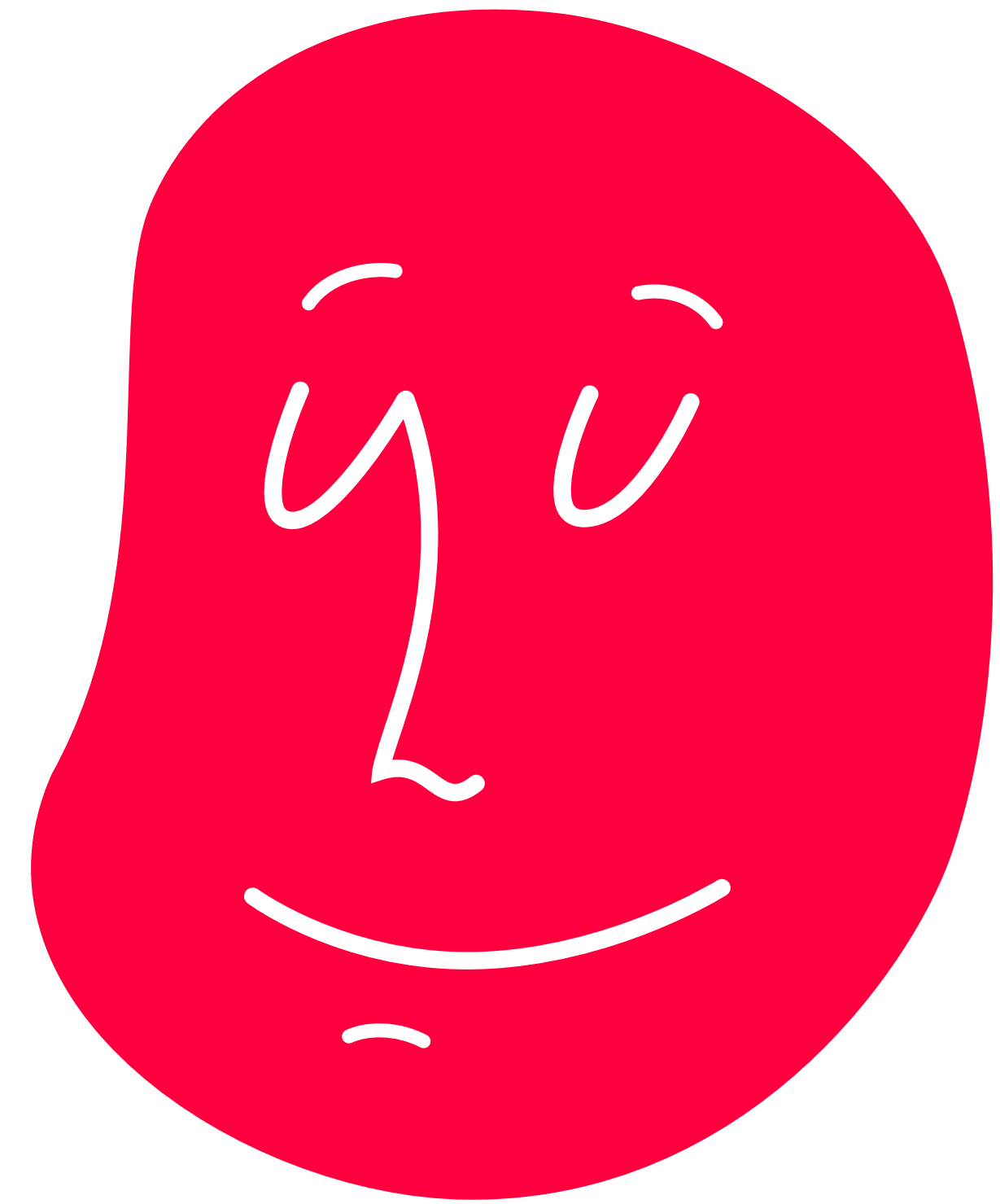
The Four Values of NEXT:

Phenomenal service
Be unstoppable
Dare to simplify
Play as a team

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.

Okay yeah—

**“We put the
customer first”**

is a policy you’ve heard before.

Maybe it was written on a sign in the back of your first service industry job as a kid.

We put the customer first!!

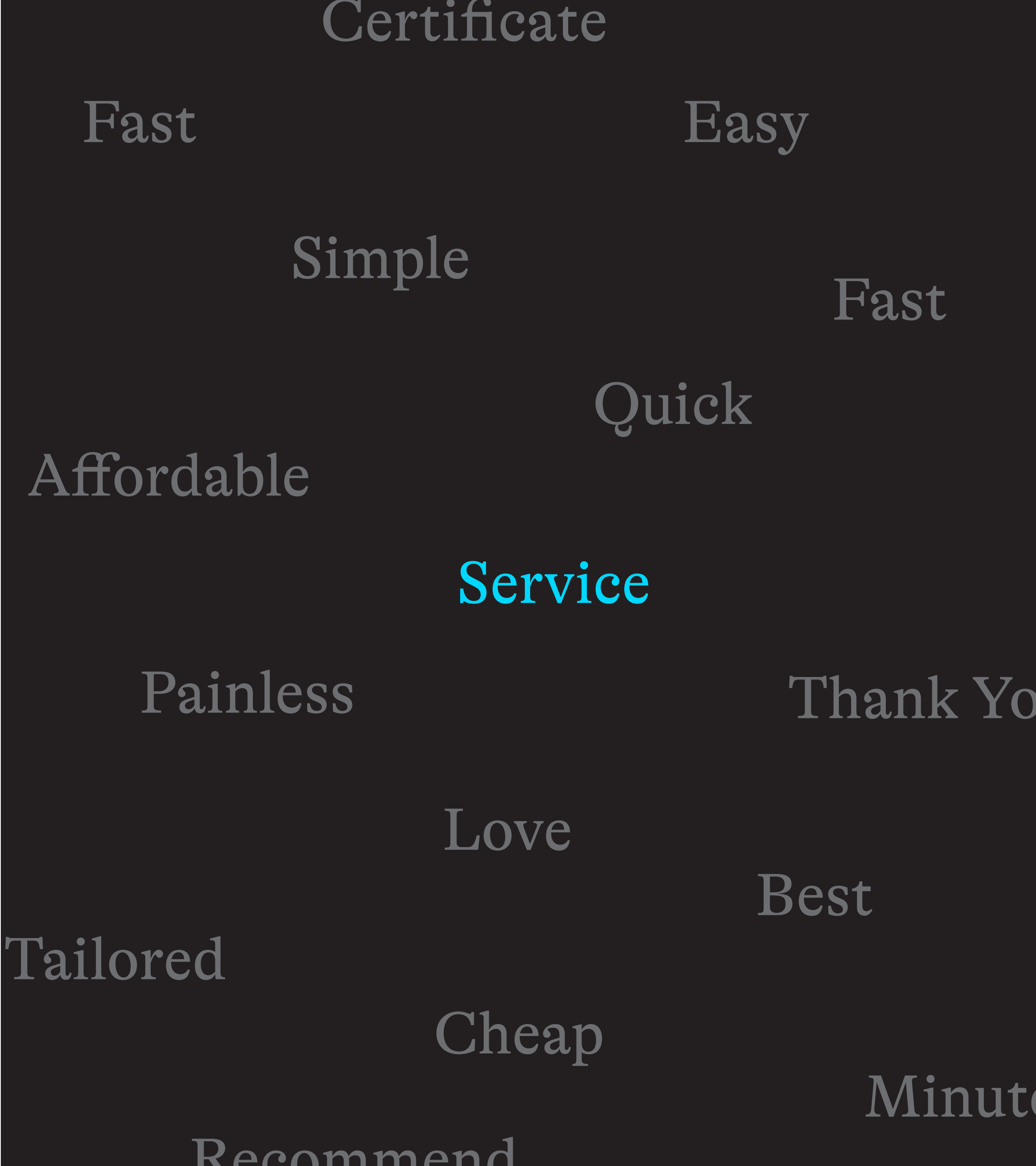
But at Next, this couldn't be further from idle chatter.



Another quick flashback:

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'. You have to go down to the nineteenth most common word to find one that isn't a compliment.



13. Fast

14. Quick

15. Affordable

16. Cheap

17. Simple

18. Painless

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

19. Insurance

20. Great

21. Love

22. Best

23. Thank You

24. Certificate

25. Tailored

26. Next

Solve for the customer,
the rest will follow.

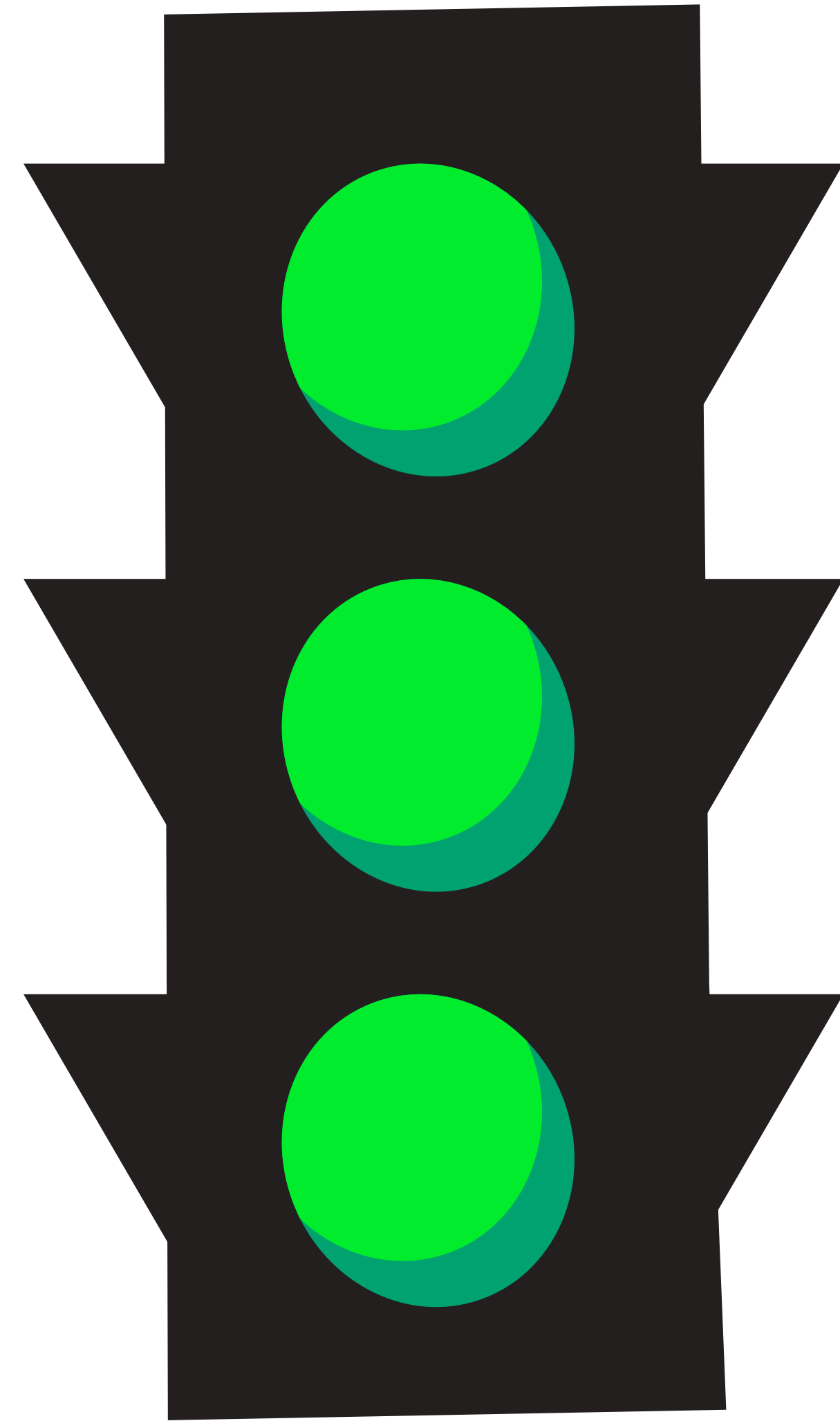
Here's a helpful how-to:

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

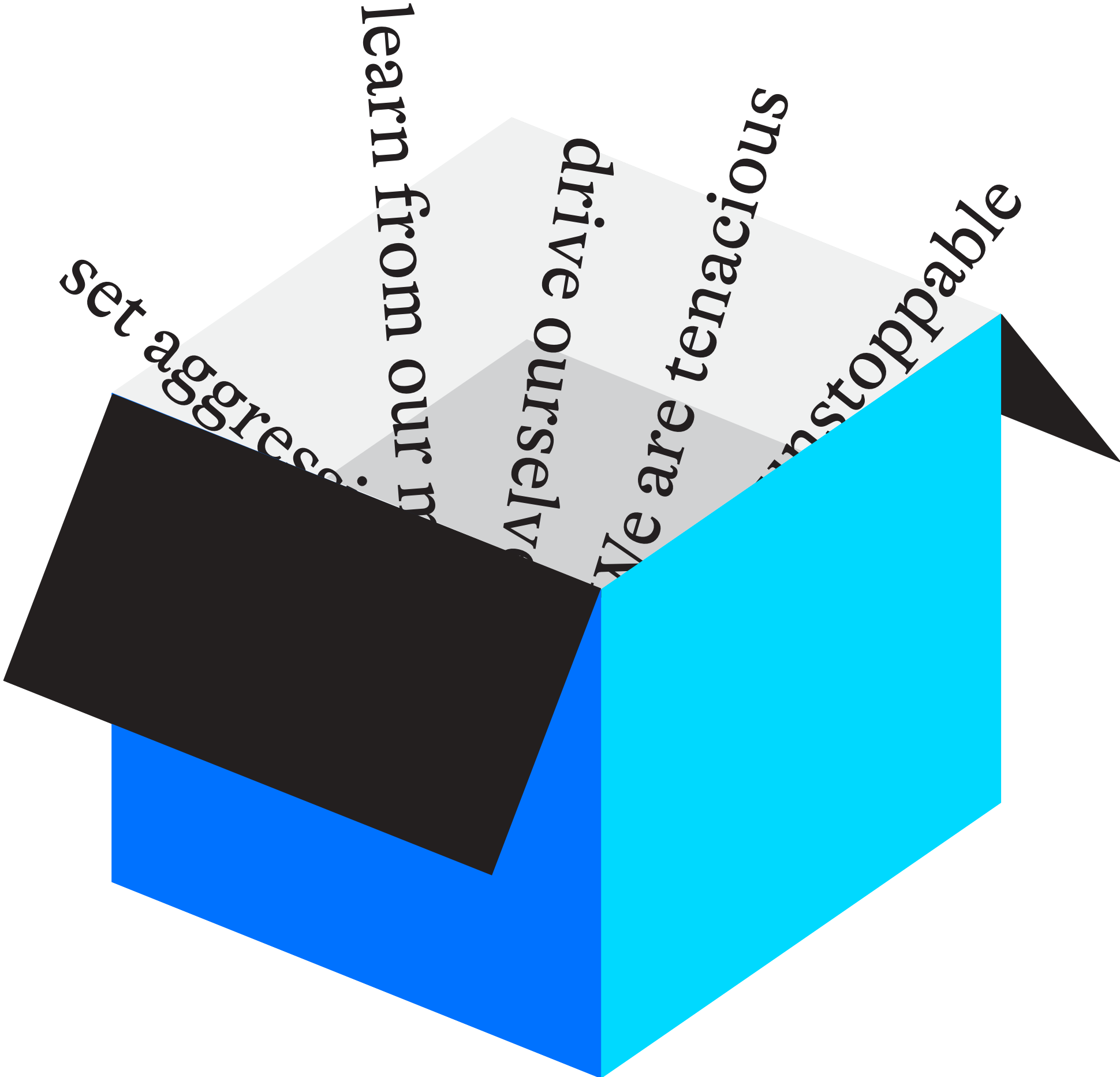
When customer value and company profitability are at odds, customer value wins. Always.

BE UNSTOPPABLE.

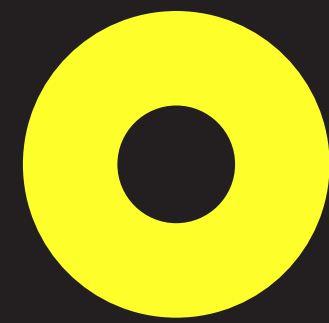
We get stuff done. We set aggressive goals and drive ourselves hard to achieve them. We learn from our mistakes and don't let obstacles prevent us from meeting our goals. We are tenacious and resilient.



Ok there's a lot to unpack in there. So let's unpack, shall we?

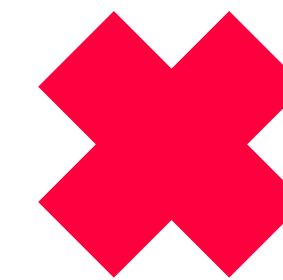


get stuff done
don't let obstacles prevent us



We do:

Make things happen.



We do not:

Make excuses.

(No results + Excuse \neq Results)

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

You are one, after all :)

As owners, we:

- ✓ Are responsible for delivering results.
- ✓ Are persistent until we have a breakthrough.
- ✓ Make decisions.

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

**As owners, we
do not:**

- ✗ Cross any red lines.
- ✗ Operate against compliance.
- ✗ 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.

DARE TO SIMPLIFY.

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



We start small

m e a s u r e

learn quickly

and refine our results

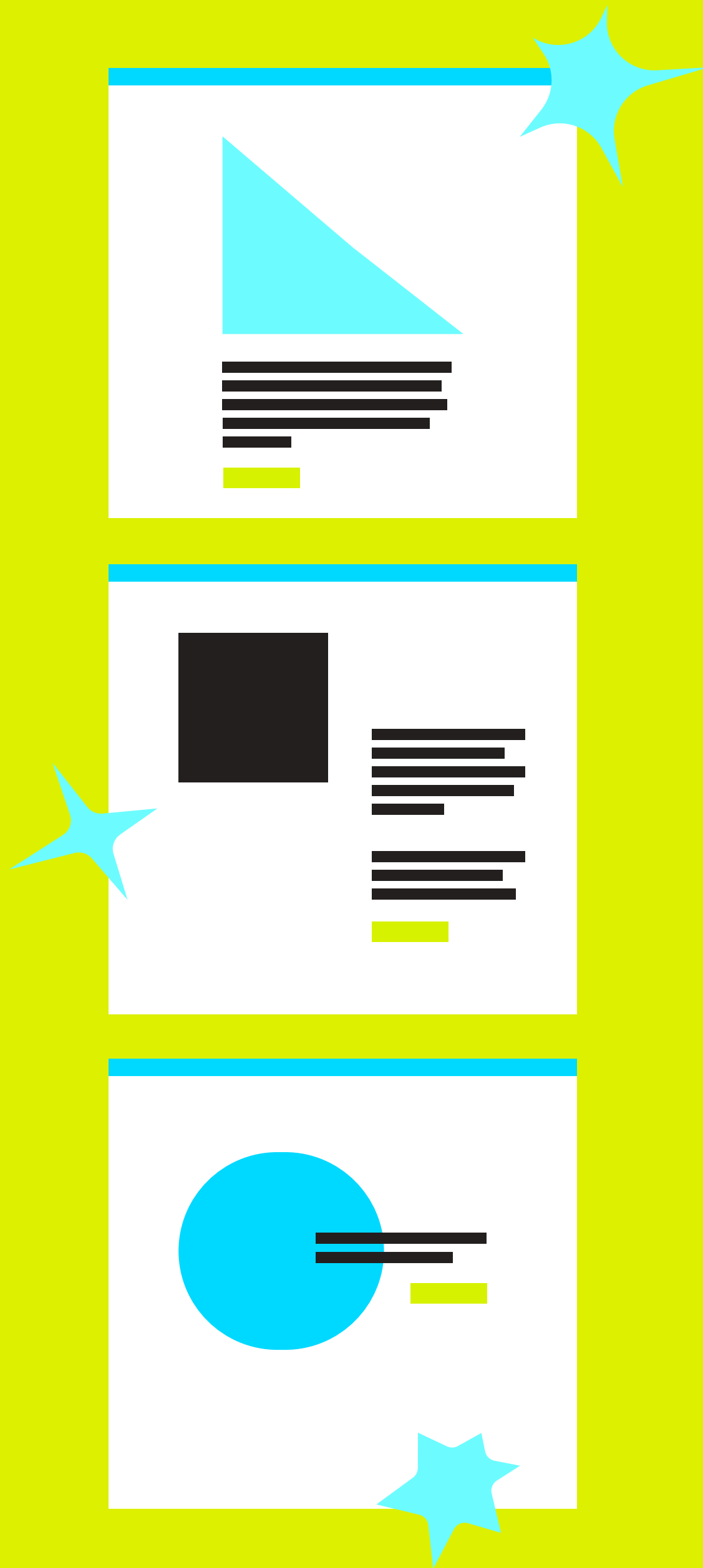
to achieve success.

A bit more history, if we may:



When Next Insurance was in its infancy, we were interested in exploring the insurance industry. But did we spend years designing an app? Did we go out looking for VC funding? Did we debate how customers would respond amongst ourselves?

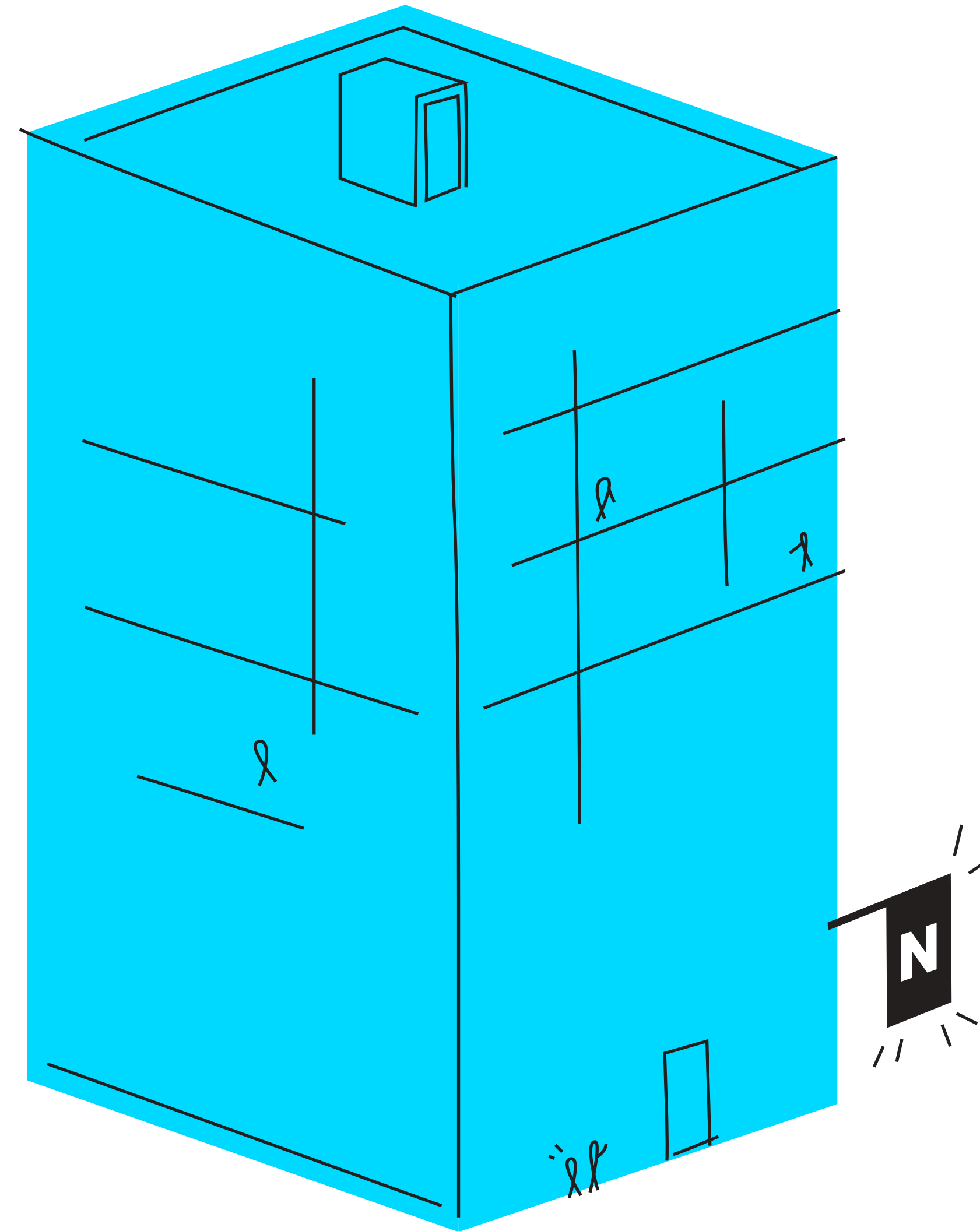
Nope.



We launched three super-basic html web pages that simply redirected google search traffic to — get this — our competitor’s websites. 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.



Could the product you're building be more seamless?



Could you accomplish a three step process in just one?

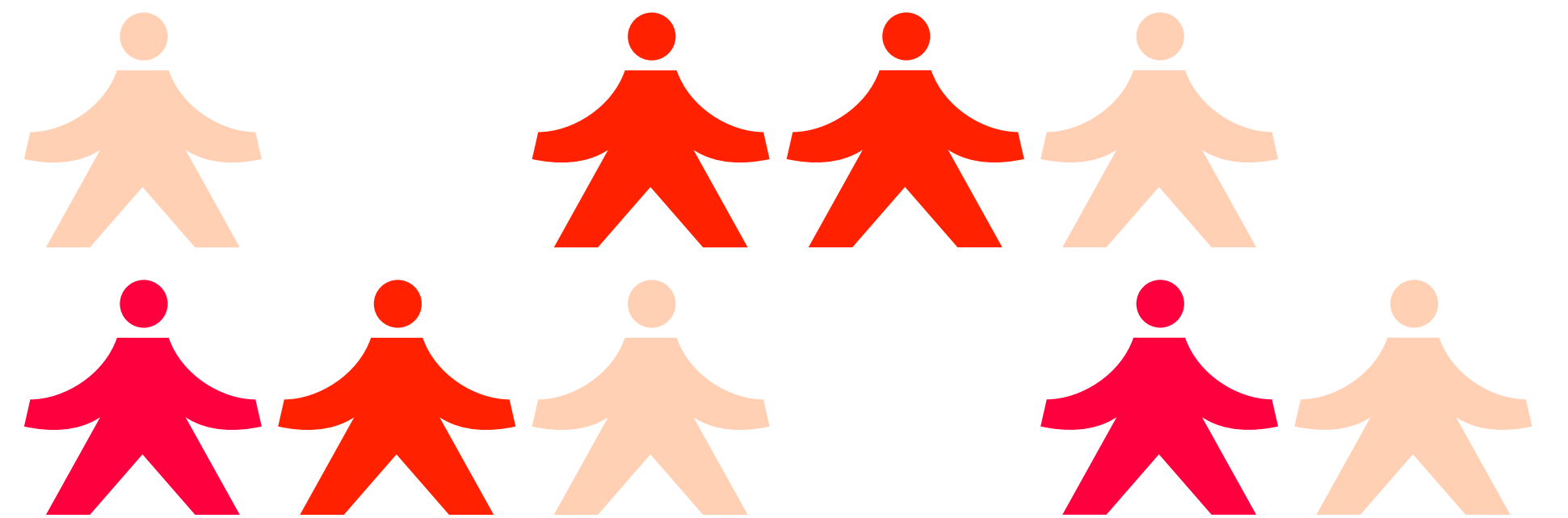


Can you run a project with just two people instead of involving tens?

The answer most often, is a
resounding YES.

PLAY AS A TEAM.

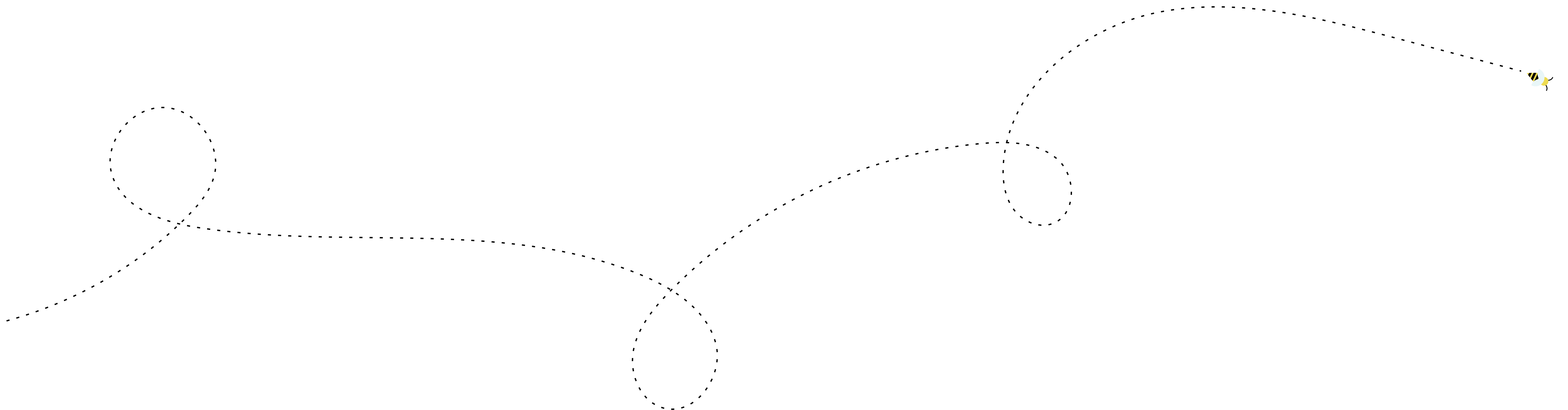
Our job is too big to be done by one person. We win by playing together. We're accountable to our peers and work hard to make them successful. We respect and trust each other. We seek what is best for the company.



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.



Make your peers successful.


We would rather help a
peer make their goal...



...than meet
our own.



Be direct.



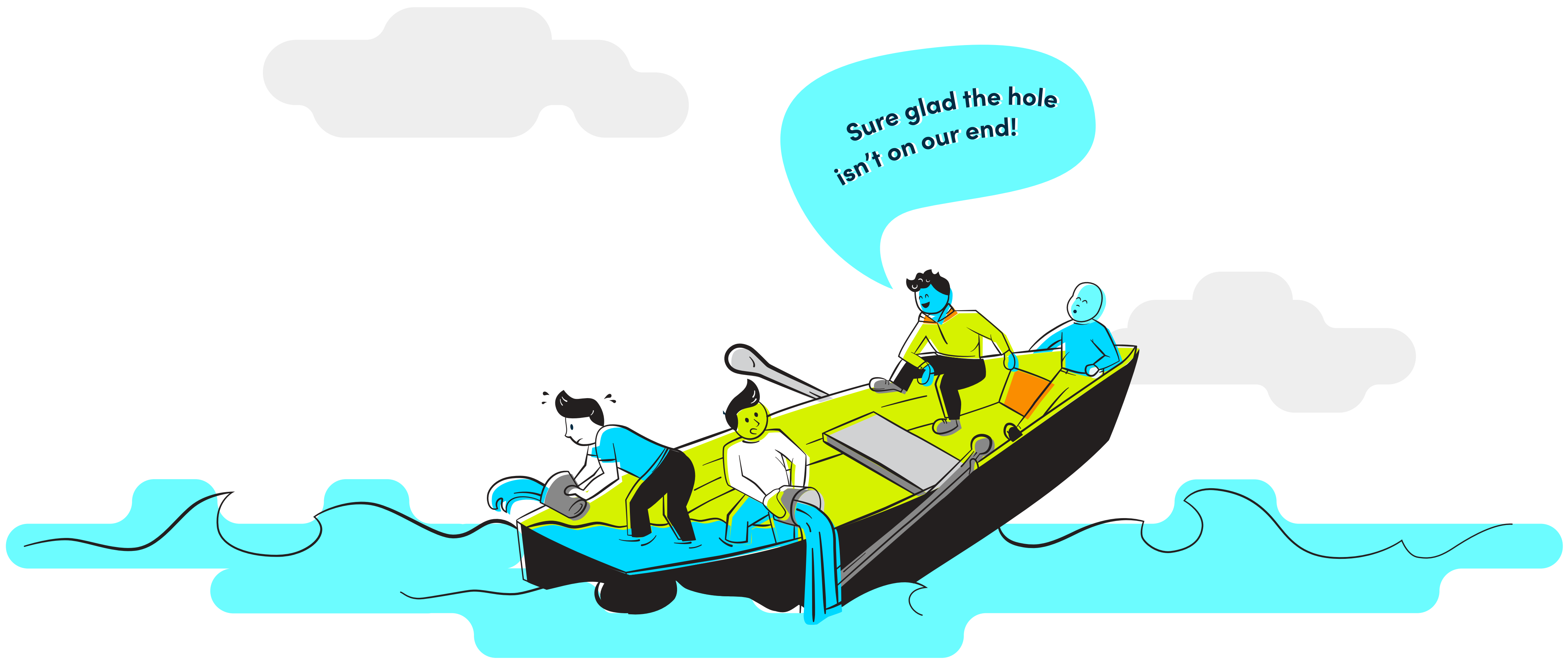
We say what we mean.



We address problems head on...



...and don't pretend they don't exist.



Sure glad the hole
isn't on our end!

Ok, hold on. We just threw
a lot at you. Let's recap.

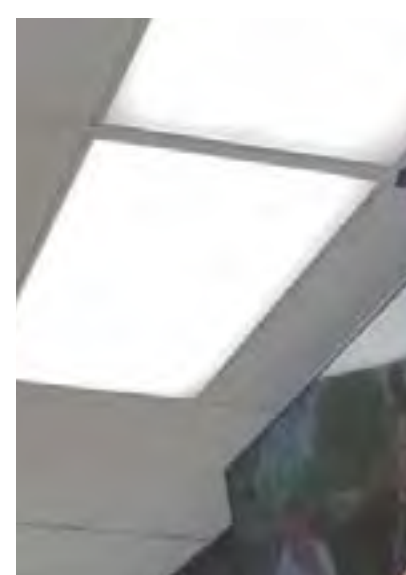
These are the four values of NEXT.

- 1. Phenomenal Service**
- 2. Be Unstoppable**
- 3. Dare to simplify**
- 4. Play as a team**



All of this is being done for one really big reason,

TO HELP ENTREPRENEURS THRIVE.



WELCOME

TO

Next.