1) How to sell the product in India.

2) How to design the product (for different ages, gender, and geographical location)

3) The Distribution Channels to be used

4) Future prospects of the product.

5) Why would the idea work in our country

PRODUCT 1

My product will called reverse annuity. This product will target students who are going to college or for higher studies.

In this product the person will get lump sum investment. Which he or she will use the investment for gaining skill to earn. Then after they acquired the skill and started working they star repaying the insurance company.

How to sell the product in India

This product would sell easily through insurance company

The main barrier for this product is risk calculation. The target audience which are college students who does not credit score so it would be difficult to analysis their risk. So their parents or guardian have be their risk barrier or guarantee. This would be alternative to student loan.

This idea could because banks sometimes refuse to give loan to the student. The insurance company can use this to sell other company’s products like life insurance, etc.

PRODUCT 2

The product is for insuring the artificial organ. This product should exist because heath will not coverage this as it has non-living element like metals, etc. or the non-life product as it is connect to living thing. This product will cover any malfunction of organ, any other organ effected by the new organ.

This product will distribute on social media or website.

Future of product is sustain because this product will be use in the future

This idea would work in any country because in the future every organ surgery / transfer will use artificial organ.

This product could sold with medical or health insurance.