SettleMint Japan GK

PoC of the introduction of blockchain technology into insurance products

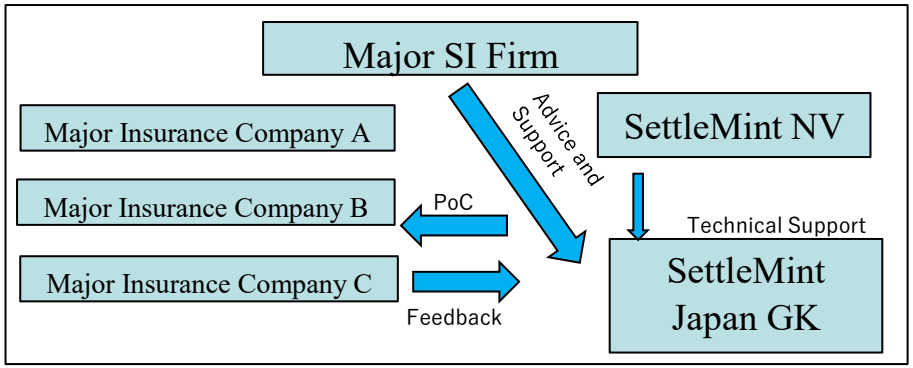
Purpose of the Project

Fleet insurance is a complex service involving multiple stakeholders, and technological innovation is changing the tide. In Japan, the fleet insurance market is stable, and the expansion of the logistics industry and the growth of e-commerce are expanding the market potential. The introduction of blockchain technology has the potential to streamline risk assessment and management processes in this sector and increase reliability. However, challenges such as system complexity, data fragmentation, and lack of transparency exist. These could be solved by the characteristics of blockchain. Technical, cultural, and legal challenges need to be overcome, such as resistance to new technologies and uncertainty in the regulatory and legal framework. The implementation of blockchain is expected to make insurance processes more transparent and improve customer satisfaction, but dialogue with industry associations and regulators is necessary to make this a reality. Blockchain technology can be a means to solve issues and create new business opportunities in the Japanese insurance market.

Details of demonstration

The use of blockchain technology has potential to improve the commercial viability of fleet insurance products offered by Japanese insurance companies. Fleet insurance is a complex service involving a large number of parties, and the aim is to use the characteristics of blockchain to improve the transparency, efficiency, and reliability of fleet insurance, thereby enhancing the value of the insurance product.

SettleMint NV, the parent company of SettleMint, provided technical support to SettleMint Japan LLC, the demonstration project operator. A major Japanese SI firm served as a partner, providing advice and support, and conducted the demonstration project activities for major Japanese insurance companies, Companies A, B, and C.



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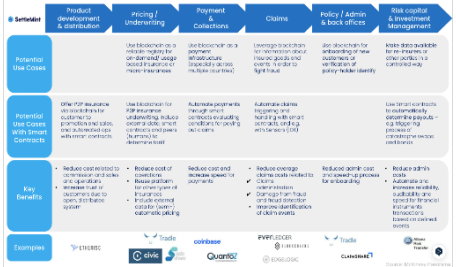
Project outcome

Market research and analysis was conducted to understand the applicability and impact of blockchain technology in the fleet insurance market. Domestic partners and SettleMint discussed the current state of the fleet insurance market, customer needs, and market challenges, with the goal of gaining insight into both the technology and the market. Observing that blockchain's transparency, data traceability, and enhanced security could create new value, SettleMint analyzed the technical aspects of blockchain and its application to the fleet insurance market, explaining its potential for providing transparency in data sharing and real-time risk assessment. This market research and analysis laid the foundation for the future direction of the project and played an important role in the development of the technology implementation strategy.



Challenges and Solutions

The project resulted in a diagram detailing the data exchange mechanism for using blockchain in fleet insurance, highlighting technical complexity, cultural alignment, and regulatory uncertainty as main challenges. Addressing these challenges involves training for staff, educating management, and engaging with regulators and legal experts. These steps are crucial for blockchain's integration into the insurance sector and fostering new business models. Furthermore, applying blockchain technology across other industries like finance, manufacturing, and logistics could spur innovation and diversify business models. As part of a monetization strategy, the company plans to offer training and study sessions to enhance blockchain comprehension and adoption through educational programs.

Future Plans

Building on its success in Japan, the company will also actively consider international expansion and explore business opportunities in global markets. These efforts are aimed at further promoting blockchain technology and expanding its impact on the industry to achieve sustainable business growth.