

# Cyber Insurance 2.0

Delivering Relevant Coverage at Speed

# Driving cyber insurance adoption in SMEs

Insurability Gaps



Relevant Coverages

Complexity



Clear Understanding

Cumbersome



5 min. Quote-to-Issue

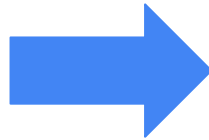
## The Cowbell Solution

# Why Standalone Cyber?

Better Protection for your insureds

## BOP Policies

- ? 1st and 3rd party coverage (varies)
- X Cyber crime
- X Ransomware
- X Business Interruption from cyber
- X Wide range of limit/deductible options



## Cowbell Standalone Policies

- ✓ 1st and 3rd party coverage
- ✓ Cyber crime
- ✓ Ransomware
- ✓ Business Interruption
- ✓ Wide range of limit/deductible options

# Why Cowbell?

*Unique approach to cyber coverage!*



Instant Prime 100 Underwriting Decisions - 100% Online



Direct Access to Cyber Experts and Programs



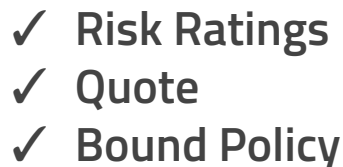
Closed-loop Risk Management: Assess, Insure, Improve




AI-powered and Connector Technology

1. Organization Name

2. State





## Cowbell Cyber Insurance Quote - Prime 100

NAMED INSURED	Polariscope Inc.	AGENCY NAME	Shag's Agency
REVENUE	\$20,000,000.00	QUOTE NUMBER	QC3-100-DENFFP
# OF EMPLOYEES	50	EXPIRES ON	2021-11-08 (12:01 AM)
YEARS ESTABLISHED	2016		INCENT LOST TIME
INSURED STATE	NJ		

Thank you for seeking Cowbell Cyber for your cyber coverage. Below is the detail of your quoted cyber policy based on the information and answers to the questions that you provided for this quote. This is an illustration of the estimated cyber liability insurance coverage and is not an underwriting contract. After quote activation date, underwriting generally reserves the right to review the offered quotes. All quotes are subject to standard Cowbell Cyber application and underwriting of the policy.

PROPOSED POLICY DETAILS			
AGGREGATE LIMIT	\$5,000,000	POLICY PERIOD	10/01/2021 to 10/01/2022
DEDUCTIBLE	\$5,000	ESTIMATED ANNUAL PREMIUM	\$4,960.00
WAITING PERIOD	12 hrs	BROKER FEES	\$300.00
RETROACTIVE PERIOD	Full Prior Acts	TOTAL AMOUNT	\$5,260.00

COVERAGES			
Coverage	to	from	Per
Security Breach Expense			\$500,000
Security Breach Liability			\$500,000
Reputation or Electronic Data			\$500,000
Extension Theories			\$500,000
Public Relations Expense			\$500,000
Business Income & Extra Expense			\$500,000
Sum Ins			\$500,000
Computer & Funds Transfer Fraud			\$500,000
Ransom Payment			\$500,000
Lost R/W			\$500,000
Stock Embezzlement			\$500,000
Lost			\$500,000
Director			\$500,000
Hardware Replacement Costs			\$500,000
Telecommunications Fraud			\$500,000
Post Breach Remediation Coverage			\$500,000

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 Policies underwritten by Cowbell Insurance Agency are written by National Surety Insurance Company, 142 S. 200th St., Suite 100, Kent, WA 98147.

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**COWI CYBER**

# Cyber Factors™

We introduced the first Cyber Factor rating which gives you visibility into your security posture, how you compare to peers, and what you need to do to improve your cybersecurity posture. We have now expanded our offering to include all types of cyber risks, not just IT risks. This infographic illustrates the coverage offered by your specific business score. Scores range from 0 to 100. Looking at the highest and comparing the results against the overall level of risk.

## AGGREGATE CYBER FACTORS

- 1 COMPANY AGGREGATE**  
**Cyber Risk Factor Total**  
 An average of all the various Cowi Cyber Risk Factors for this company.  
 The score ranges from 0-100. 100 means the highest. A company with a score of 85 demonstrates low risk. Not one with a score of 45. This ACTX is a predictive tool based on a company's aggregated data, it is not used for underwriting.
- 2 INDUSTRY AGGREGATE (IT/OT)**  
**Information, Software Publishers**  
 Measures an industry sector's overall cyber risk factor. This is calculated from the total of registered companies in the Industry Database for the specific activity. The score ranges from 0-100. 100 being the least vulnerable. A score of 85 demonstrates low risk. Not one with a score of 45.
- 3 NETWORK SECURITY**  
 Measures the strength of an organization's network infrastructure and ability to protect their corporate assets such as email or encryption, secure protocols, patching frequency, rate of and threat mitigation tools. This factor also takes into consideration malware, misconfigurations and other weaknesses.
- 4 FUNDS TRANSFER**  
 The factor tracks bank transfers related to handling of retail and phishing. This factor relates to retention activities such as bank transfer fraud.
- 5 CLOUD SECURITY**  
 Measures the strength of an organization's cloud services, based on its security posture and targeted on consumer product clouds and cloud managed services in AWS, Azure, GCP, SaaS. The factor incorporates capabilities for security best practices such as the use of multi-factor authentication.
- 6 CYBER EXTORTION**  
 Measure of an organization's potential exposure to extortion-related attacks such as ransomware. The factor draws data measures with related security and incident response processes of the company, network patching history, user education and more.
- 7 EXPLOIT SECURITY**  
 Measure of exploits preparedness (penetration, remote devices, IoT equipment), endpoint protections, etc. The factor incorporates the number of incidents we've seen in the security hygiene space that are related to patching delays, lack of security updates or vulnerabilities or other weaknesses.
- 8 COMPLIANCE**  
 Measure of compliance readiness of compliance to security standards such as CIS (Center for Internet Security) benchmarks, NIST (Cyber Security Framework), ISO-27001 (Information Security Controls), HIPAA, PCI EU GDPR and CCAR (Citizens).
- 9 DARK INTELLIGENCE**  
 Measure of an organization's exposure to the darknet listing risk around the type and volume of documents and files made for criminal activity (ransom, stolen accounts, PII).

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 Policies administered by Cowi Insurance Agency, Inc written by National Surety Corporation Insurance Company NAIC # 20265 in Mo. Issued "As Is"

[illegible]

## You Discover a Cyber Incident - What Now?

- ① **Develop a summary or timeline of events** leading to the discovery of the cyber event.
- ② **Track all costs**, if any, that you have incurred to date associated with the cyber event.
- ③ **Estimate the number of devices** and/or endpoints on your network.
- ④ **Report to Cowbell: (833) 633 – 8666**

- The above will give you access to experienced incident response teams - including breach counsel, ransom negotiators, and data recovery specialists. This will accelerate the return to normal operations.
- Provide Cowbell contact information for necessary decision makers and interested parties - business owners, executive officers, internal IT professionals, security officers, and/or any third party IT or security providers.
- Specifically, you should provide:
  - The date and time the potential cyber event was discovered,
  - A basic summary/timeline of the facts associated with the event,
  - Any remediation efforts undertaken,
  - Any vendors and/or attorneys retained, and
  - Any financial loss experienced to date.

## You Discover a Cyber Incident - What Now?



### If you have experienced a wire fraud event:

- Collect all communications that you suspect may have led to the event.
- Gather banking information or transaction confirmations documenting the transfer.
- Provide contracts related to the potential wire fraud event.



### If you have experienced a email breach event:

- Develop an outline of customers' information and data that might have been sent, stored, attached, etc. to your email system, including invoices, contracts, and/or personal information of employees, customers, or partners.



### If you have experienced a ransomware event:

- **Do not engage the bad actor.** Cowbell's team will assist with any ransom negotiations.
- **Do not attempt to restore from backups.** Cowbell will provide experts to ensure that your system is safe and secure prior to any restoration.
- Determine if you have any legacy and/or specialty equipment or software that may have been affected by the event.
- Develop an outline of sensitive data or information that your system may contain that may have been affected by the event.



**STAY IN CLOSE CONTACT WITH COWBELL AND THE CLAIMS-HANDLING TEAM THROUGHOUT THE PROCESS**  
**(IMMEDIATELY RESPOND TO EMAILS AND CALL THEM BACK!)**

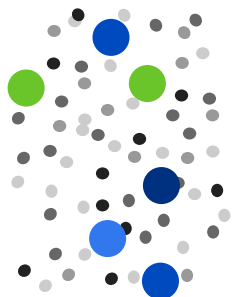


# Cyber Insurance Made Easy™

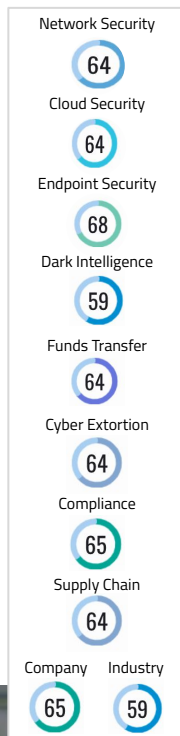
Cowbell Cyber delivers standalone, individualized and state-admitted cyber insurance to small and mid-sized enterprises. Cowbell's cyber policies include risk insights and assessment, breach coaches, cybersecurity awareness training, and more.

# Cowbell Factors

**1,000**  
RISK SIGNALS  
AND DATA POINTS



Risk assessment



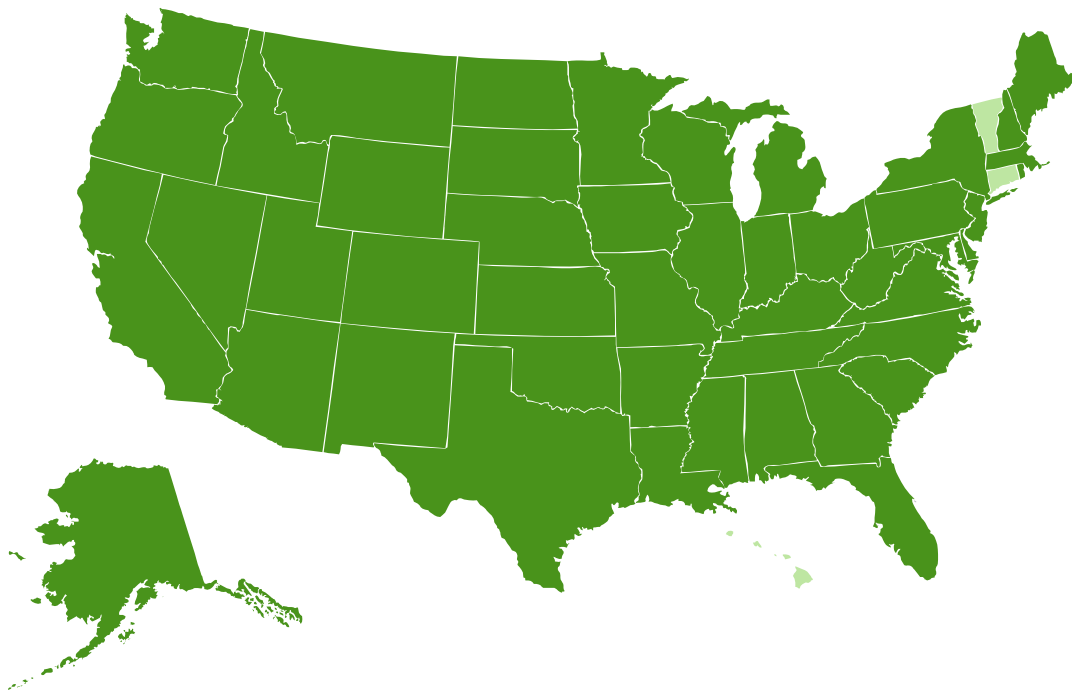
Value, speed,  
automation



- ✓ Client gets peer benchmarking against risk pool of **22 million** accounts
- ✓ Real-time, continuous risk assessment
- ✓ Data-driven, immediate UW decisions
- ✓ Individual Insights to remediate risk exposures
- ✓ Even deeper insights when activating connectors

# Available Nationwide

- **Wide Appetite:**
  - Most Industries
  - Revenues up to \$250M
- **AM Best "A" rated papers**
- **Admitted & Surplus Options**
- **Few Ineligible Classes**



Prime 100 (47 States + DC)

Prime 250 (All 50 States)

## Funded by security, AI, and insurance VCs



## Backed by prominent reinsurers



VALIDUS RE



## Recognized for insurance innovation



5-Star Diversity,  
Equity and Inclusion



JMP Securities InsurTech 50



Business Insurance  
Breakout Award

## Featured as cyber insurance disruptor

WSJ



Forbes



Best Cyber Insurance 2022

# Cybersecurity, insurance and data experts



**Jack Kudale**  
Founder & CEO  
*CA, Snaplogic, Lacework*



**Rajeev Gupta**  
Co-founder & CPO  
*Zimperium, CA, Sun*



**Trent Cooksley**  
Co-founder & COO  
*Markel, First Comp*



**Prab Reddy**  
Co-founder & SVP, Engineering  
*E8 Security, Elastica, HP*

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**Caroline Thompson**  
Head of Underwriting  
*Zurich, Beazley, Argo*

**Isabelle Dumont**  
SVP, Marketing  
*Palo Alto Networks, Lacework*

**Neeraj Juneja**  
VP, Finance  
*Travelers, Allstate*

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**Dan Law**  
VP, National Accounts  
*Liberty*

**Brandon Murphy**  
VP of Sales  
*Markel*

## Our Values

- Innovation
- Resiliency
- Urgency

# Prime 100: Perfect for Small Businesses



SECURITY BREACH  
EXPENSE



EXTORTION  
THREATS



REPLACEMENT OR  
RESTORATION OF DATA



LOSS OF  
BUSINESS INCOME



PUBLIC RELATIONS  
EXPENSES



SECURITY BREACH  
LIABILITY



COMPUTER AND FUNDS  
TRANSFER FRAUD



SOCIAL  
ENGINEERING

**Prime 100 provides better protection than a data breach endorsement**

# Industry's leading experts

## Prime 100 Claims Panel

### Third Party Administrator

LONDON  
FISCHER

### Public Relations



Edelman

LEVICK  
COMMUNICATING TRUST™

### Legal Council



MULLEN  
COUGHLIN

BakerHostetler

GORDON & REES  
SCULLY MANSUKHANI

H|B|S

HALL BOOTH SMITH, P.C.  
ATTORNEYS AT LAW

### Notification Services

experian.

AI Clear ID

TransUnion<sup>tu</sup>

### Incident Response

context

Kroll Ontrack.

KIVU

NetDiligence<sup>®</sup>

NAVIGANT

CROWDSTRIKE

solis  
security

ALVAREZ & MARSAL

# Best Insurance Forms for Cyber

## FIRST PARTY LOSS

Cyber Crime Loss

Business Interruption Loss

Contingent Business Interruption Loss

System Failure Business Interruption Loss

System Failure Contingent Business Interruption Loss

Bricking Costs

Cryptojacking

Criminal Reward Costs

Utility Fraud Attack

## FIRST PARTY EXPENSE

Cowbell Breach Fund

Extortion Costs

Data Restoration

Business Impersonation Costs

Reputational Harm Expense

## INDUSTRY-SPECIFIC ENDORSEMENTS

Construction: Missed Bid Endorsement

Manufacturing: Contractual Damages Endorsement

## LIABILITY EXPENSE

Liability Costs

PCI Costs

Regulatory Costs

CCPA Costs

GDPR Costs

Media Liability

Contingent Bodily Injury/Property Damage

# Thank you!

*Get appointed:* <https://cowbell.insure/agency-registration-smartchoice/>

*Contact Cowbell:* [Andy@cowbellcyber.ai](mailto:Andy@cowbellcyber.ai)