

## Open Insurance – Theory of Change

What is the problem you are trying to solve?	Who is your key audience?	What is your entry point to reaching your audience?	What steps are needed to bring about change?	What is the measurable effect of your work?	What are the wider benefits of your work?	What is the long term change you see as your goal?
<p>Insurers burden caused by legacy systems</p> <p>Significant time &amp; cost of integration with third parties</p> <p>Widening gap between changing consumer expectations and available solutions</p>	<p>Carriers, intermediaries and supporting service providers</p> <p>InsurTech Startups</p> <p>Management consultants, and subject matter experts</p> <p>API technology and software vendors</p>	<p>Leverage network connections</p> <p>Community members</p> <p>Attend &amp; Arrange conferences and forums</p>	<p>Partners join and frameworks established for OPIN committees</p> <p>Develop standards and solve any technical &amp; regulatory issues</p> <p>Open APIs are implemented</p>	<p><b>Measurable effect?</b></p> <p>New ideas, knowledge and insights are co-created</p>	<p><b>Wider benefits?</b></p> <p>New partnerships &amp; strengthened networks</p>	<p>OPIN is the leading international organization for delivery &amp; maintenance of open API standards and resources enabling the rapid development of platforms and ecosystems.</p>
				<p><b>Measurable effect?</b></p> <p>Interoperability is improved across the commercial spectrum</p>	<p><b>Wider benefits?</b></p> <p>Insurance solutions easily embedded in any process or device</p>	
				<p><b>Measurable effect?</b></p> <p>Open APIs are adopted internationally</p>	<p><b>Wider benefits?</b></p> <p>Better innovation capability, continuous learning &amp; scale</p>	
Key assumptions	Key assumptions	Key assumptions	Key assumptions	Key assumptions	Key assumptions	Stakeholders
<p>No action from regulators or policymakers</p> <p>+</p> <p>Open APIs seen as coordination problem</p>	<p>Open APIs are necessary for doing business</p> <p>+</p> <p>Incumbents recognize potential benefits</p>	<p>Support of people with centers of influence</p> <p>+</p> <p>Community mobilizes</p>	<p>We have enough revenue to cover costs</p> <p>+</p> <p>Partners are willing to cooperate</p>	<p>We can rigorously track and report learning and performance</p>	<p>We design for scale and broad use case scenarios</p>	<p>Incumbents, startups, API integration partners, regulators, policy makers, and consumers</p>

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