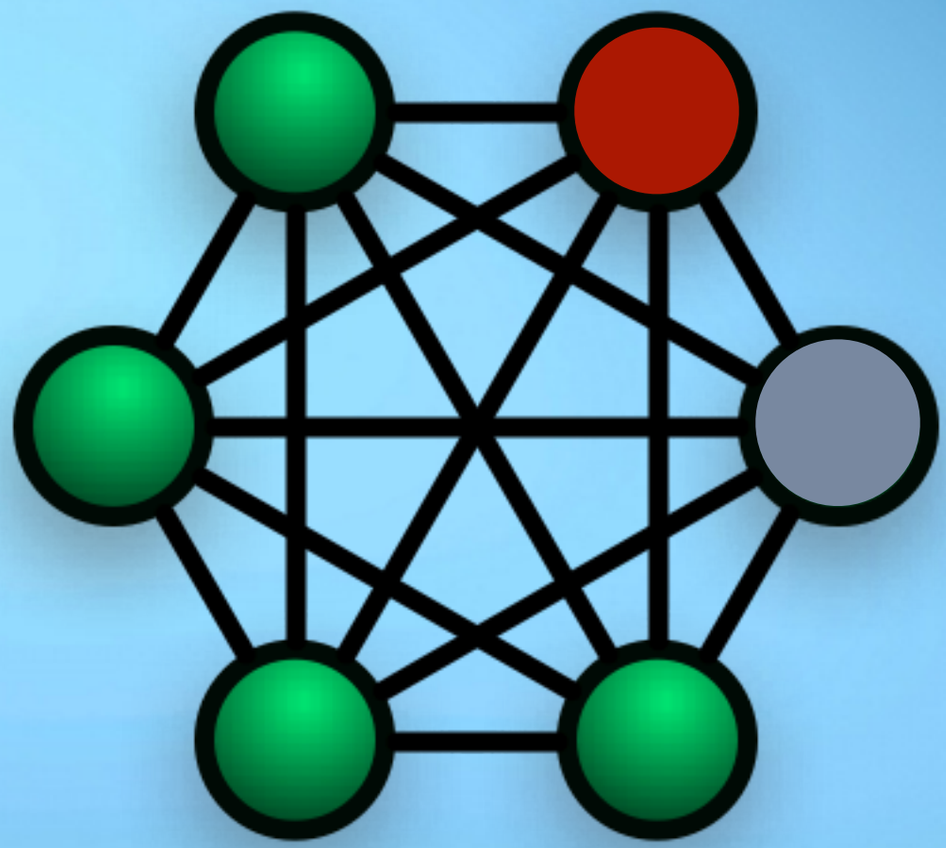
@JC2GO

Future of Insurance in a Reputation-based Economy

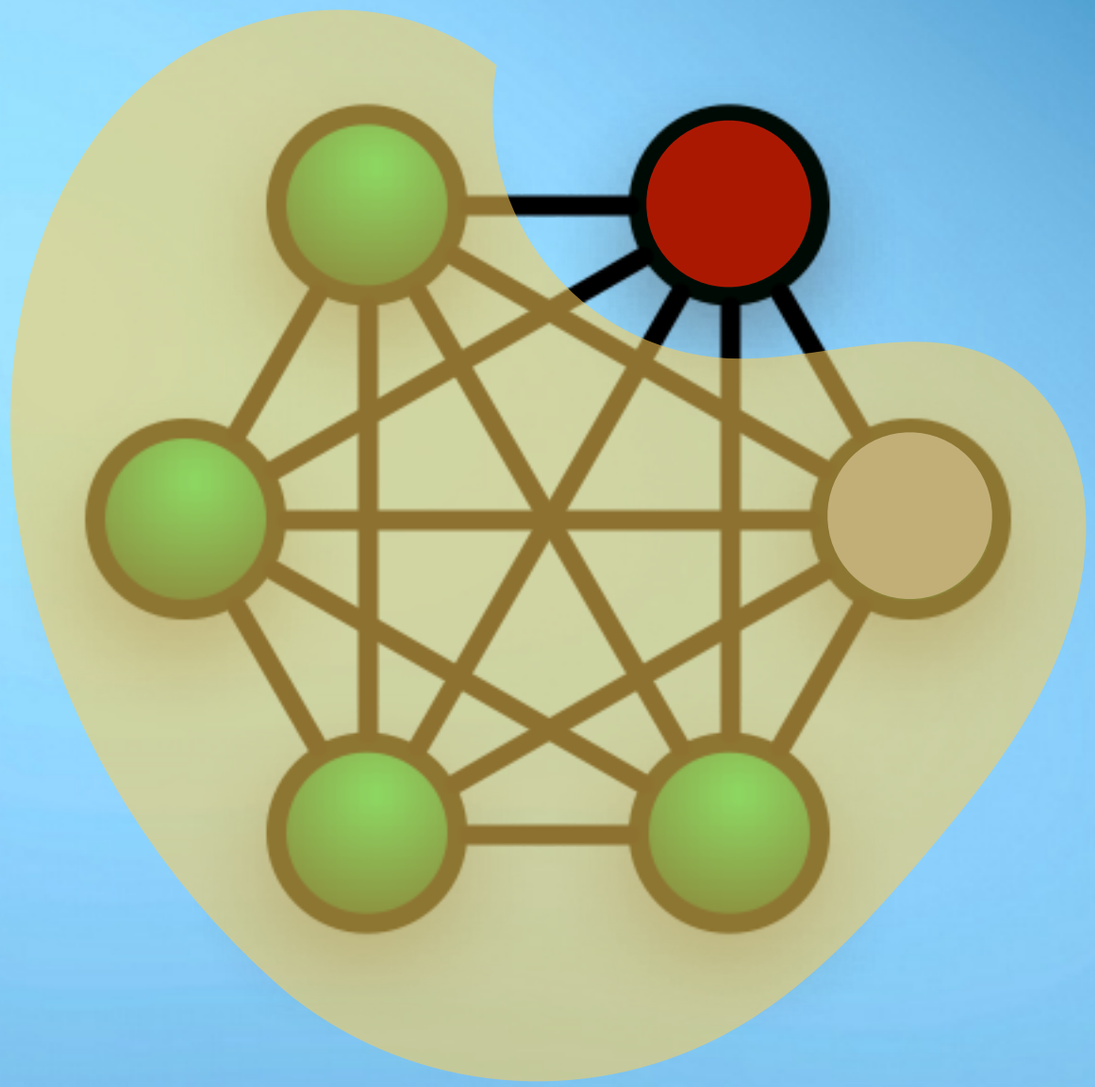
Juan Cartagena

What is Reputation?

What is Reputation?



What is Reputation?

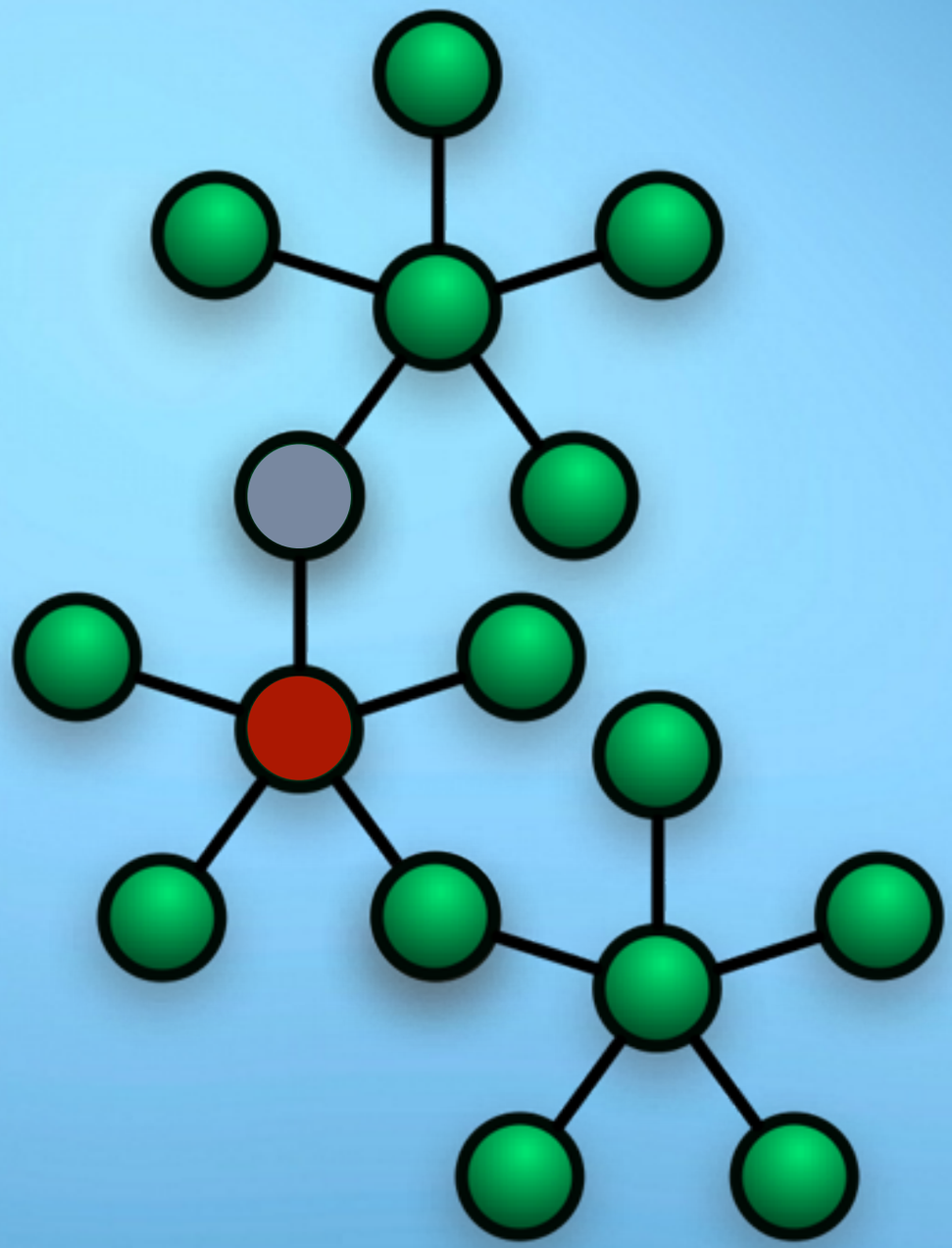


Open Network

@JC2GO

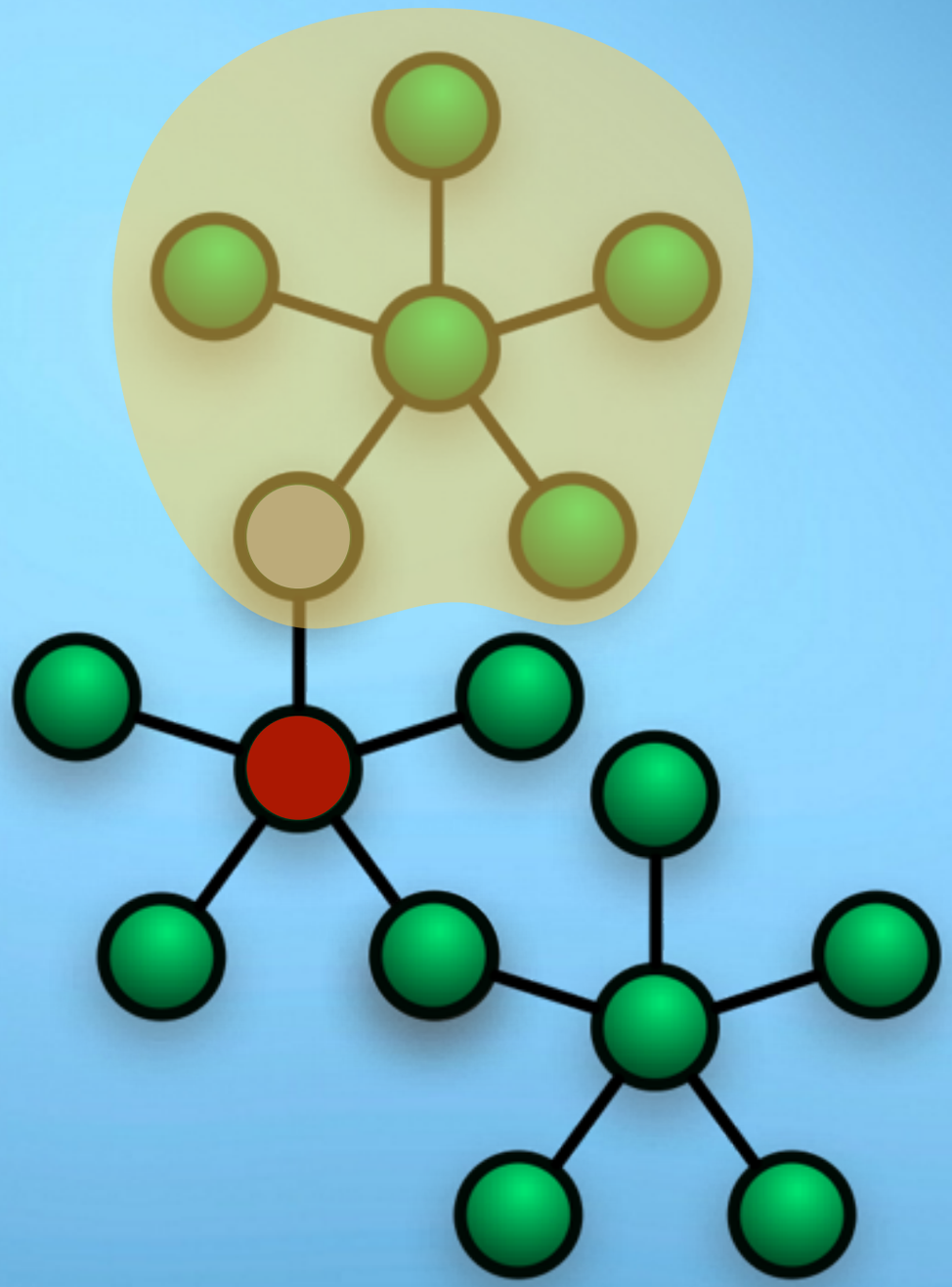
Open Network

@JC2GO



Open Network

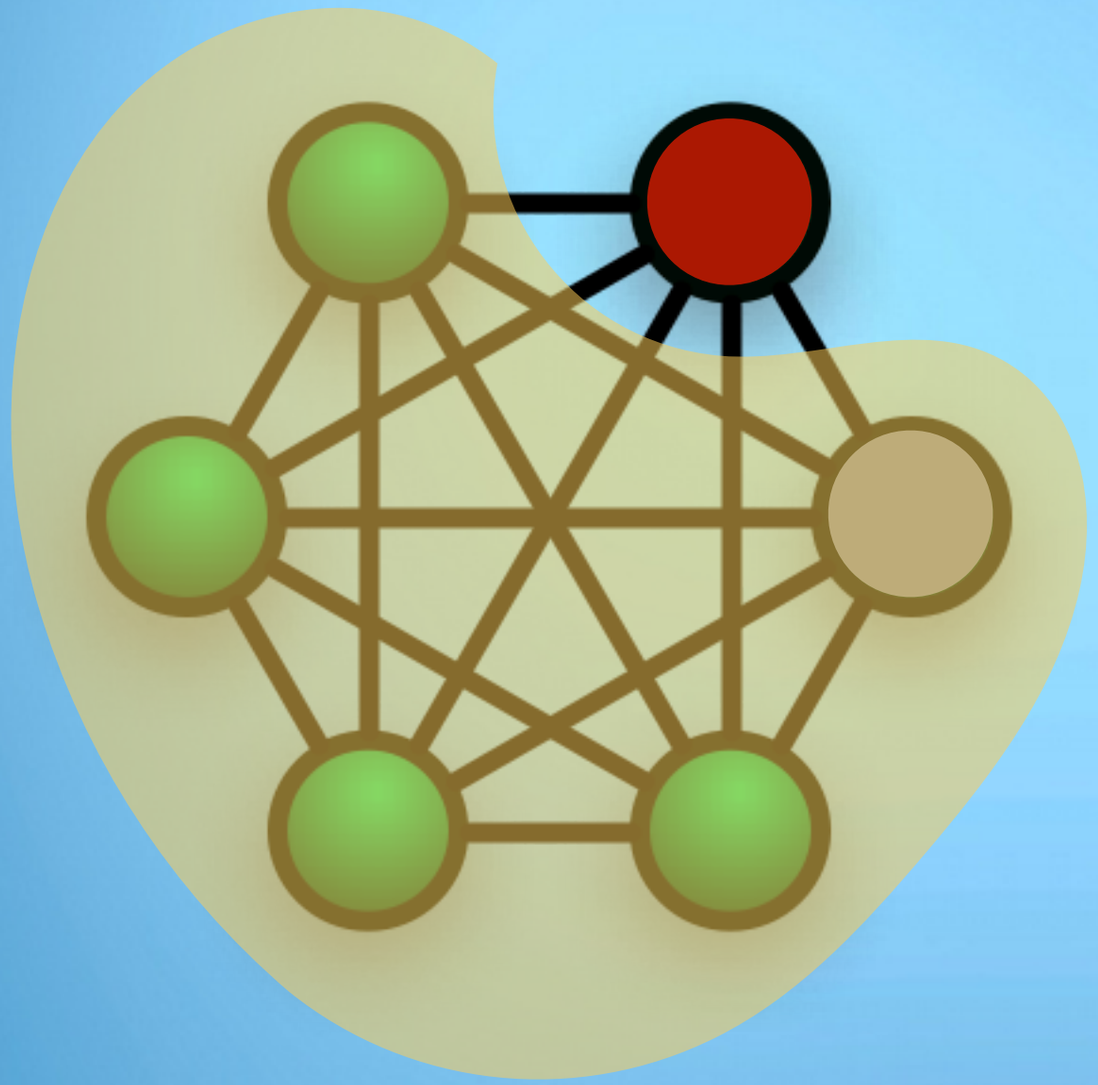
@JC2GO



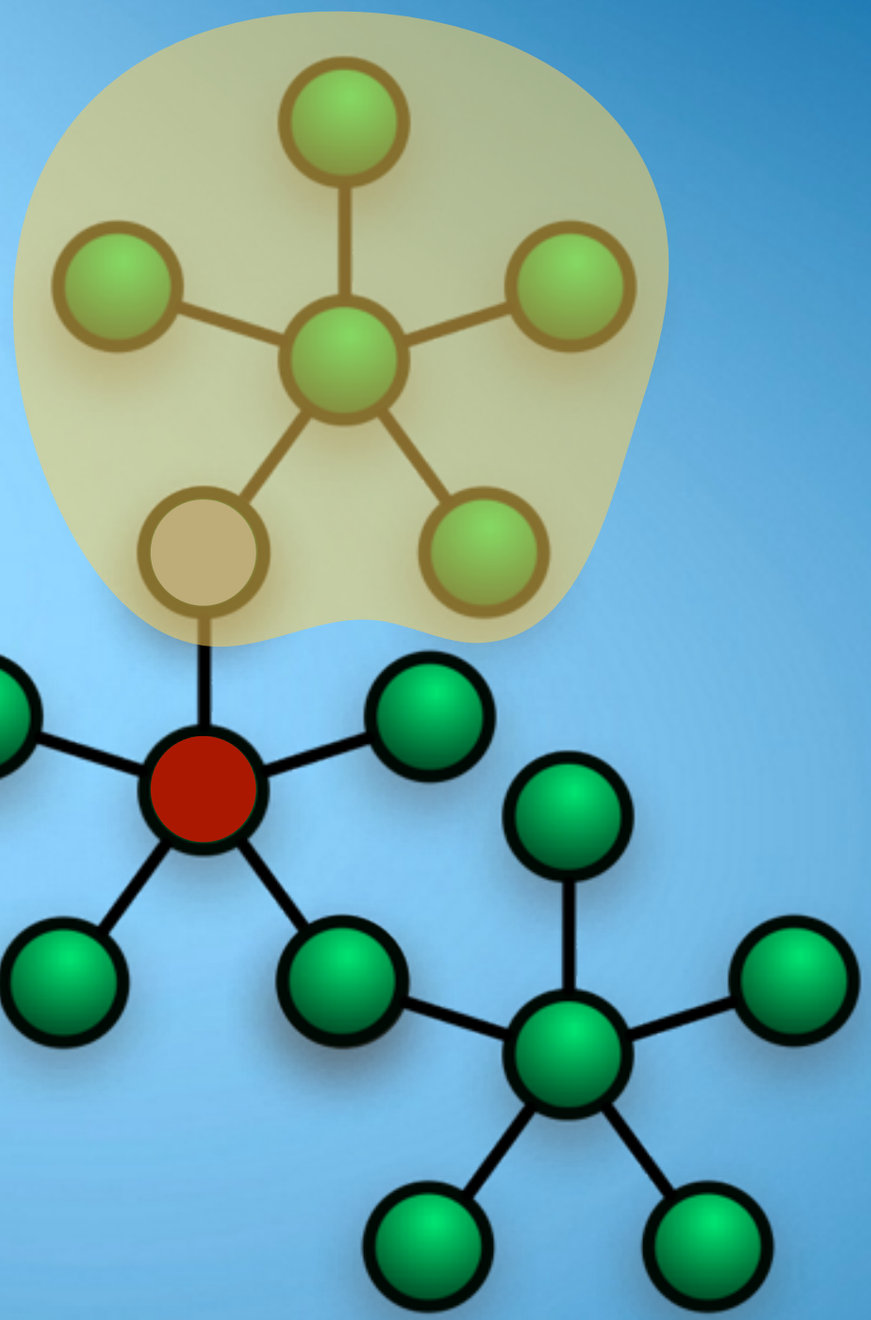
@JC2GO

First Concept: Close networks vs Open networks

Close Network



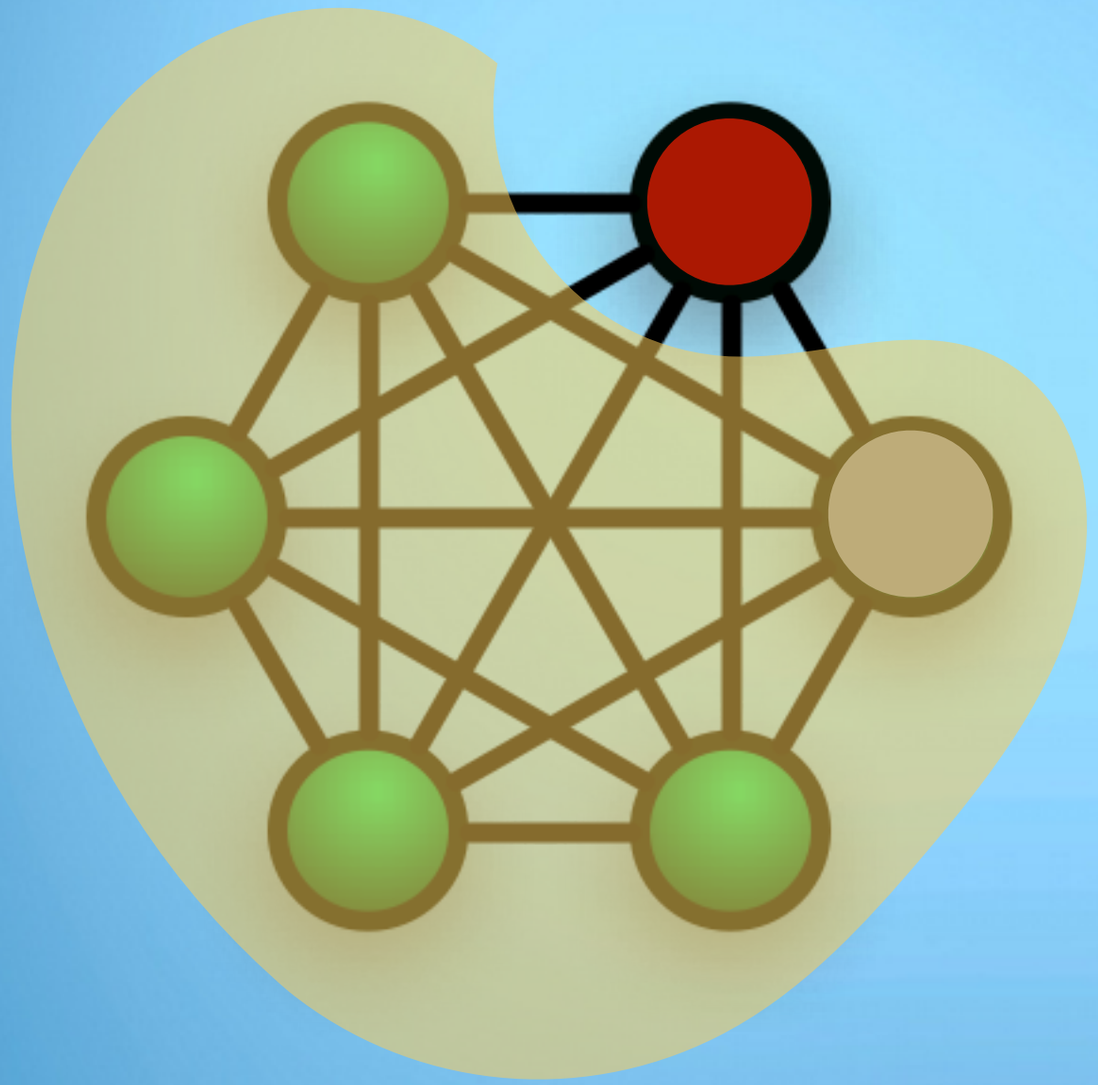
Open Network



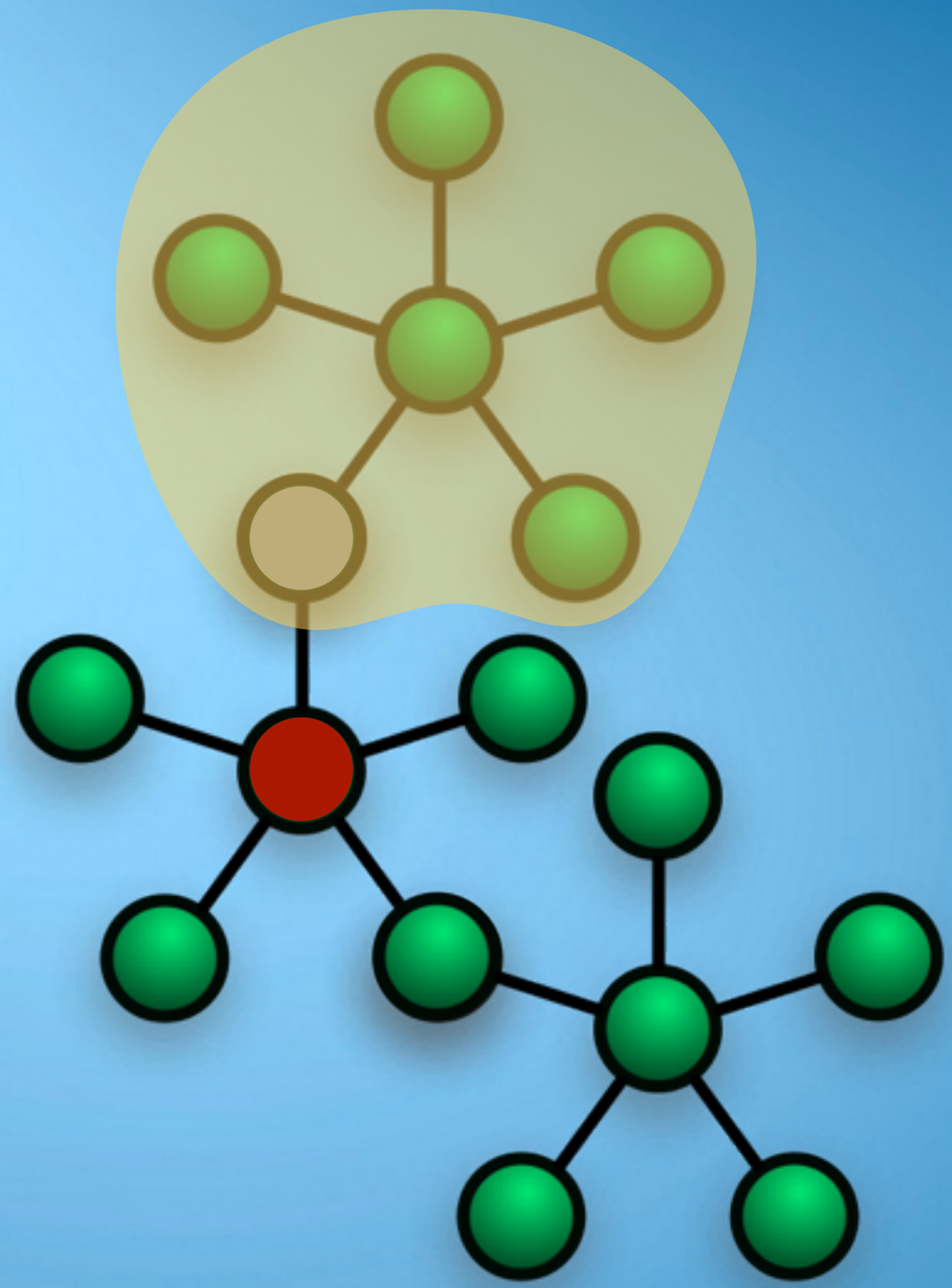
@JC2GO

First Concept: Close networks vs Open networks

Close Network



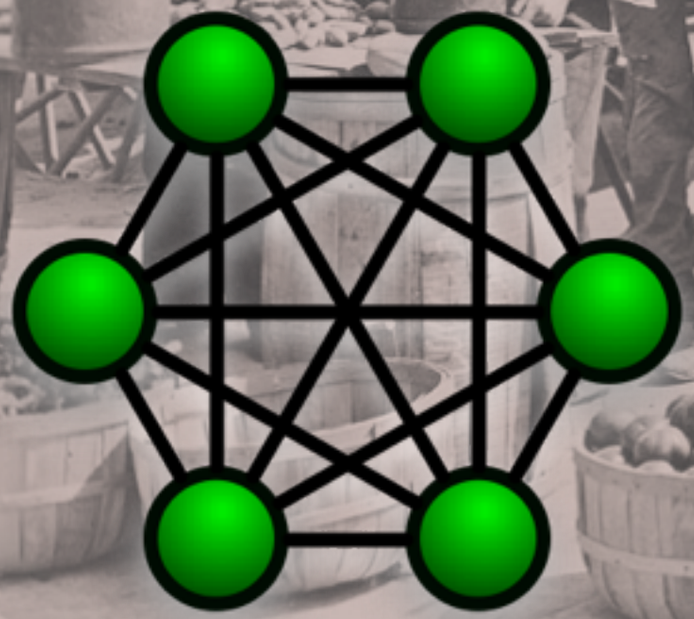
Open Network



Reputation: Efficient mechanism of social control

@JC2GO

Reputation in the past



Open Networks:
Reputable Third Parties

@JC2GO

@JC2GO

Open Networks: Reputable Third Parties

McKinsey&Company

Open Networks:
Reputable Third Parties

@JC2GO

McKinsey&Company

Open Networks:
Reputable Third Parties

@JC2GO

McKinsey&Company

Open Networks:
Reputable Third Parties

@JC2GO

McKinsey&Company

VISA

Endorsement

@JC2GO

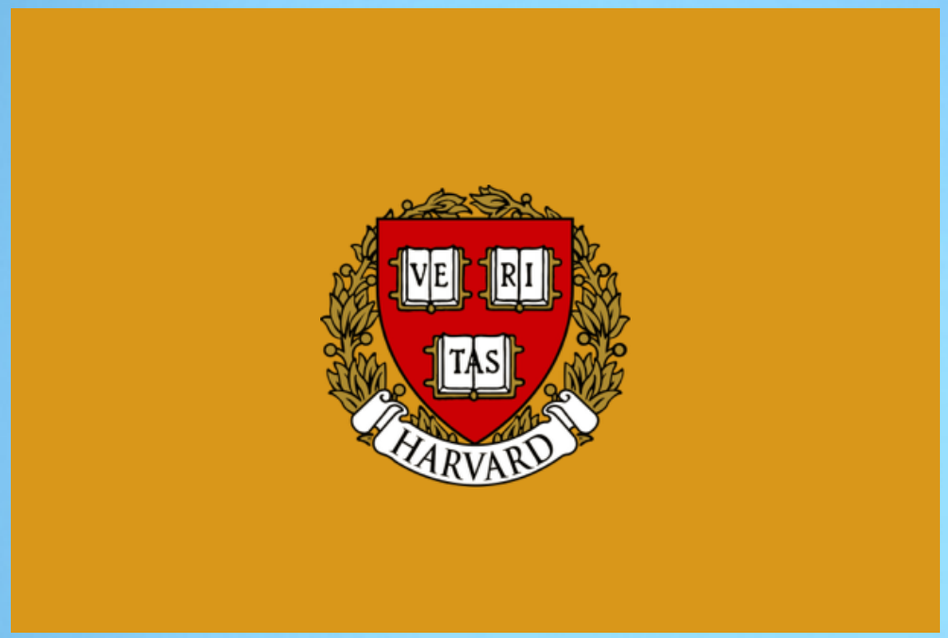
Track Record

Endorsement

@JC2GO

Endorsement

@JC2GO



Unknown

Track Record

Endorsement

@JC2GO

VISA

Unknown

Track Record

Endorsement

@JC2GO

VISA

Unknown

Track Record

Endorsement

@JC2GO

VISA

Unknown

Relationships

Track Record

Endorsement

@JC2GO

VISA

Safety

Unknown

Relationships

Track Record

The Network of Trust

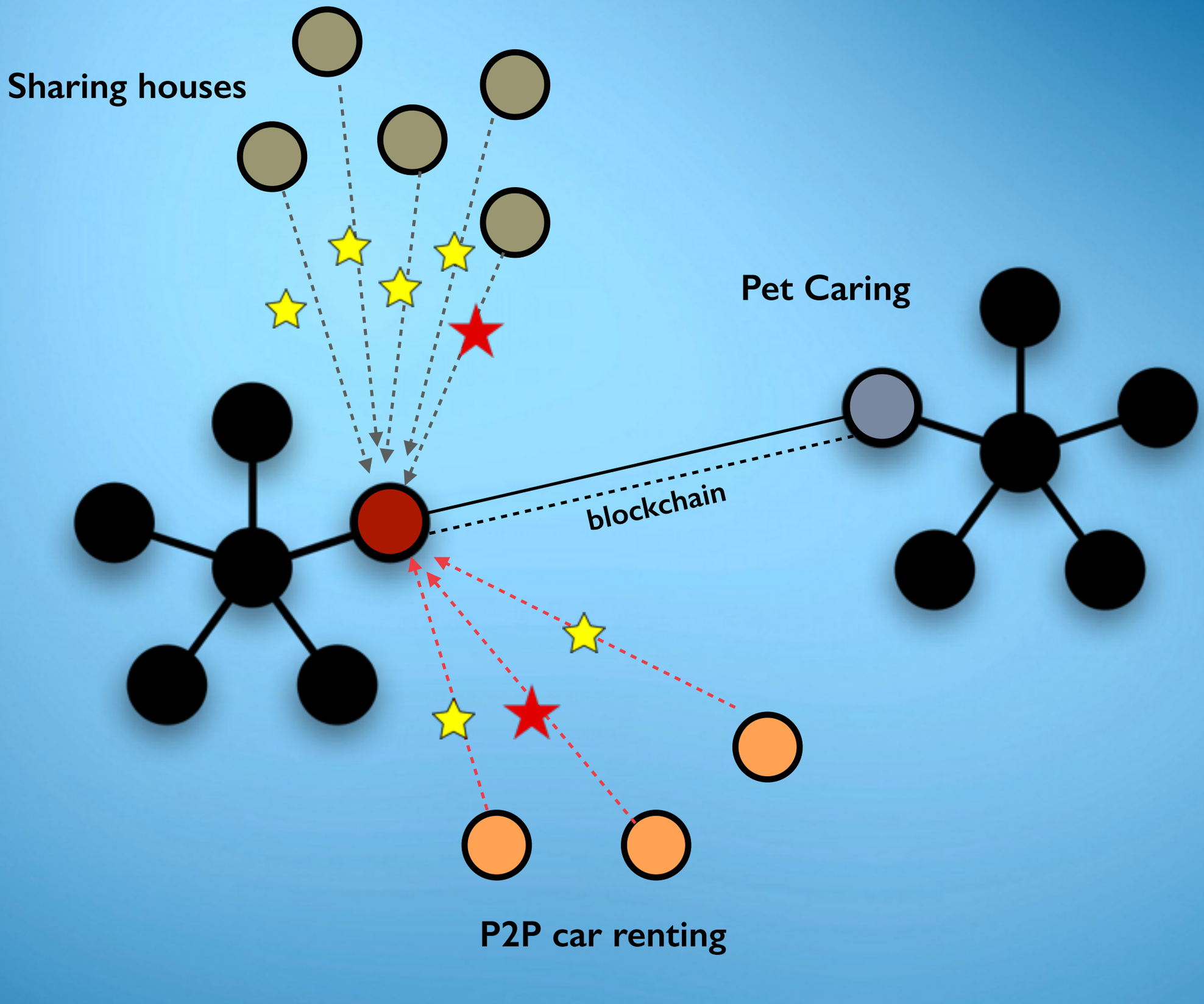
The Network of Trust

The Network of Trust

- Socio-economic Level and behaviors
- Explicit endorsement

The present and future of digital reputation

@JC2GO



The present and future of digital reputation

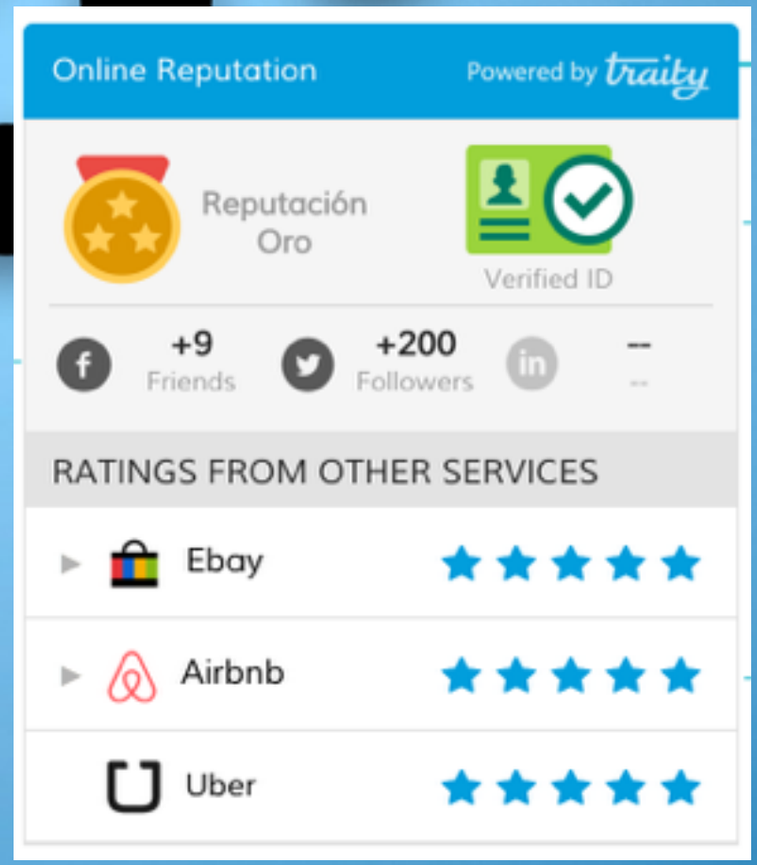
@JC2GO

Sharing houses

Pet Caring

blockchain

P2P car renting



Ann **$11**

★★★★★ (42)

“I have 2 empty seats from NY to Washington”

Beth **$9**

★★★☆☆ (3)

“I have 2 empty seats from NY to Washington”

Ann **$11**

★★★★★ (42)

“I have 2 empty seats from NY to Washington”

Beth **$9**

★★★☆☆ (3)

“I have 2 empty seats from NY to Washington”

Carol **$16**

★★★★★ (42)

“I have 2 empty seats from NY to Washington”

traity

@JC2GO

Reputation = Risk Premium

Handshake

handshake.traity.com

RENT OR SELL ANYTHING, WE'LL PROTECT YOU

Handshake protects you from every kind of online fraud. You will also be able to benefit yourself from your online background to get the warranty for free. It's not fair to pay for the fraud that others committed.

Protect your first transaction

RENTAL

SALE

Know more

Anti-fraud warranty

Powered by Traity

Making the internet a safer place

The Internet

Making the internet a safer place

Reputation

The Internet

Making the internet a safer place

Handshake and InsuranceAPI

Reputation

The Internet

Network of Trust:

Peer Pressure, reduce Agency:

Economics, not just pooling.

Network of Trust:

Peer Pressure, reduce Agency:

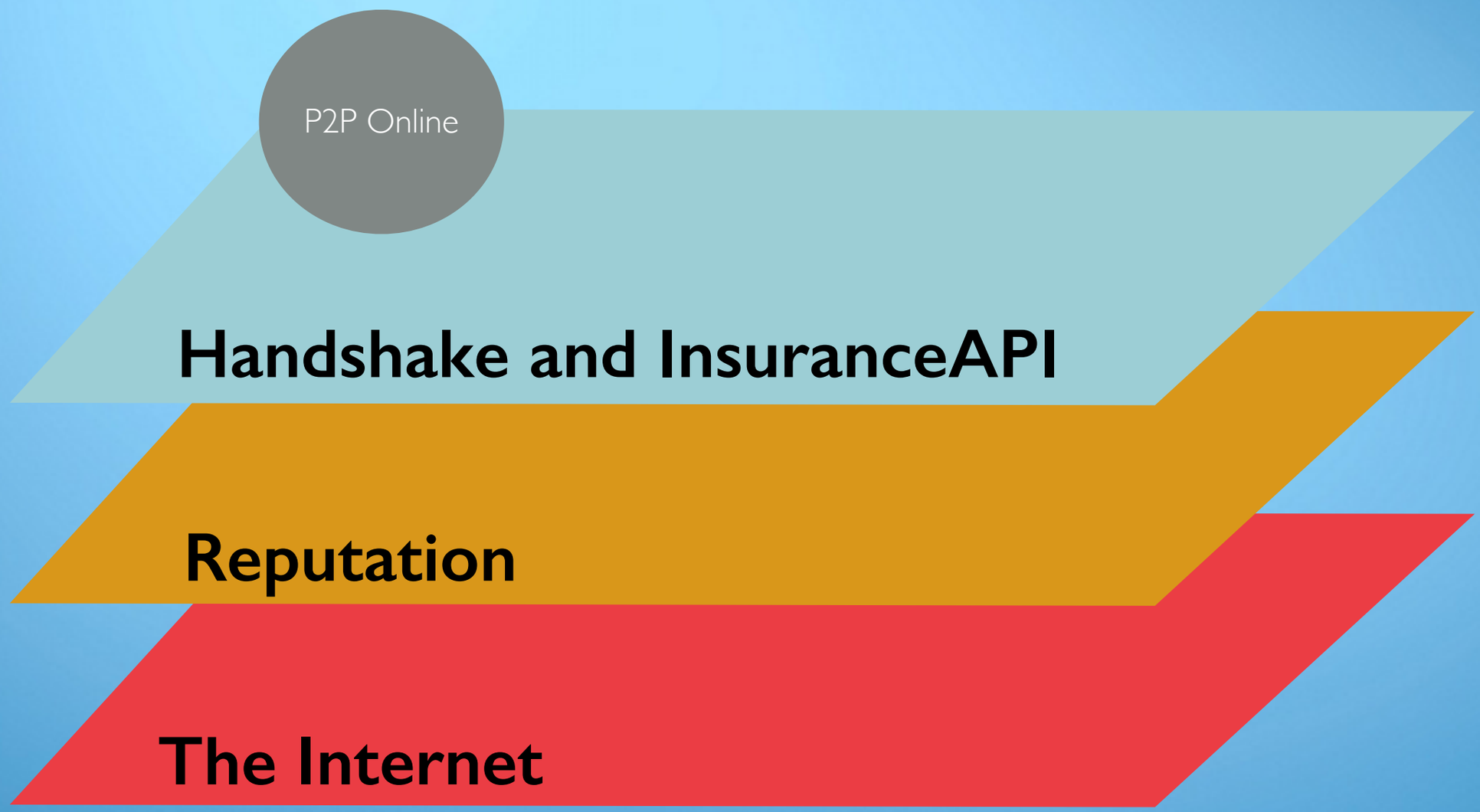
Economics, not just pooling.

Network of Trust:

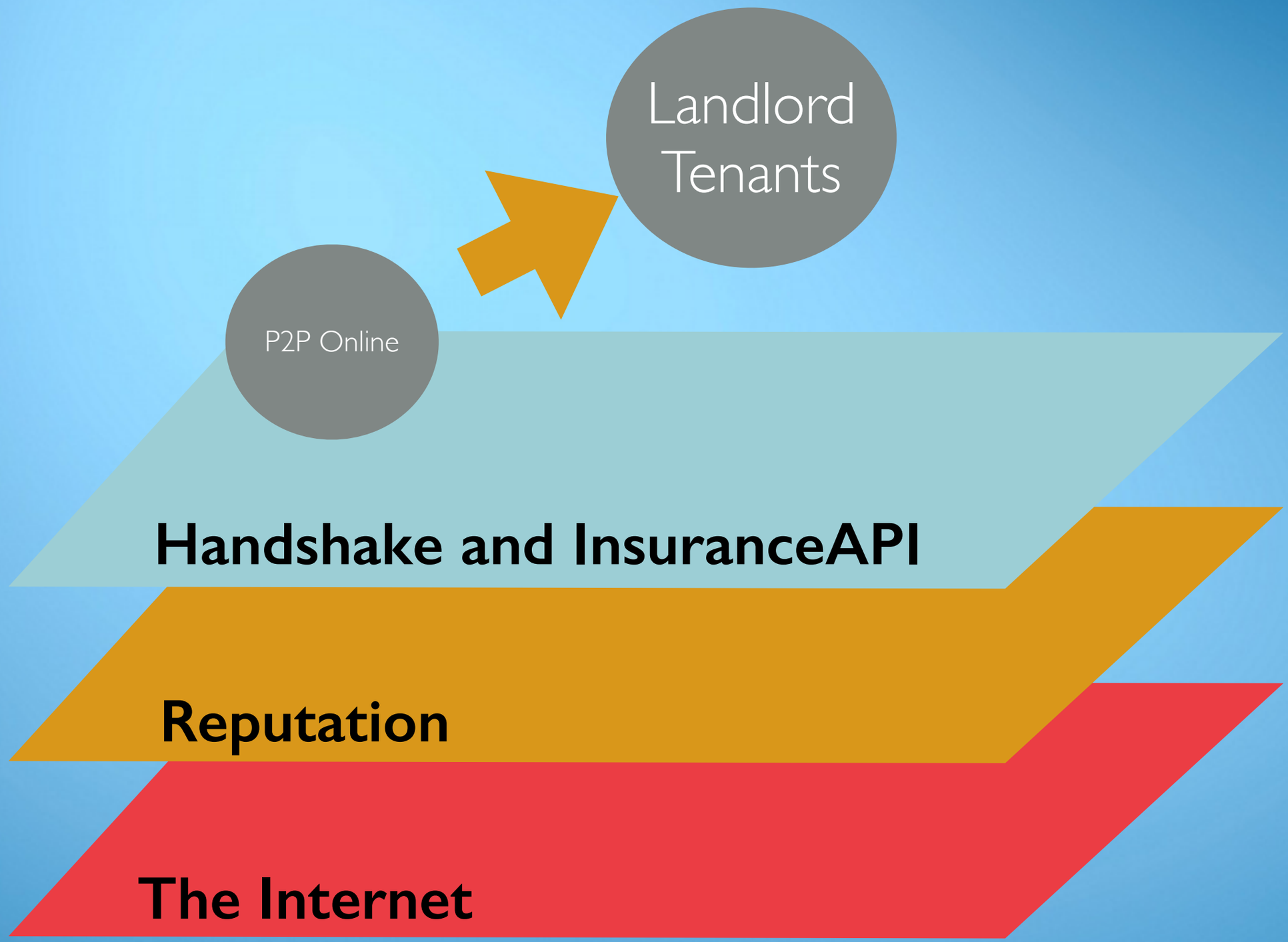
Peer Pressure, reduce Agency:

Economics, not just pooling.

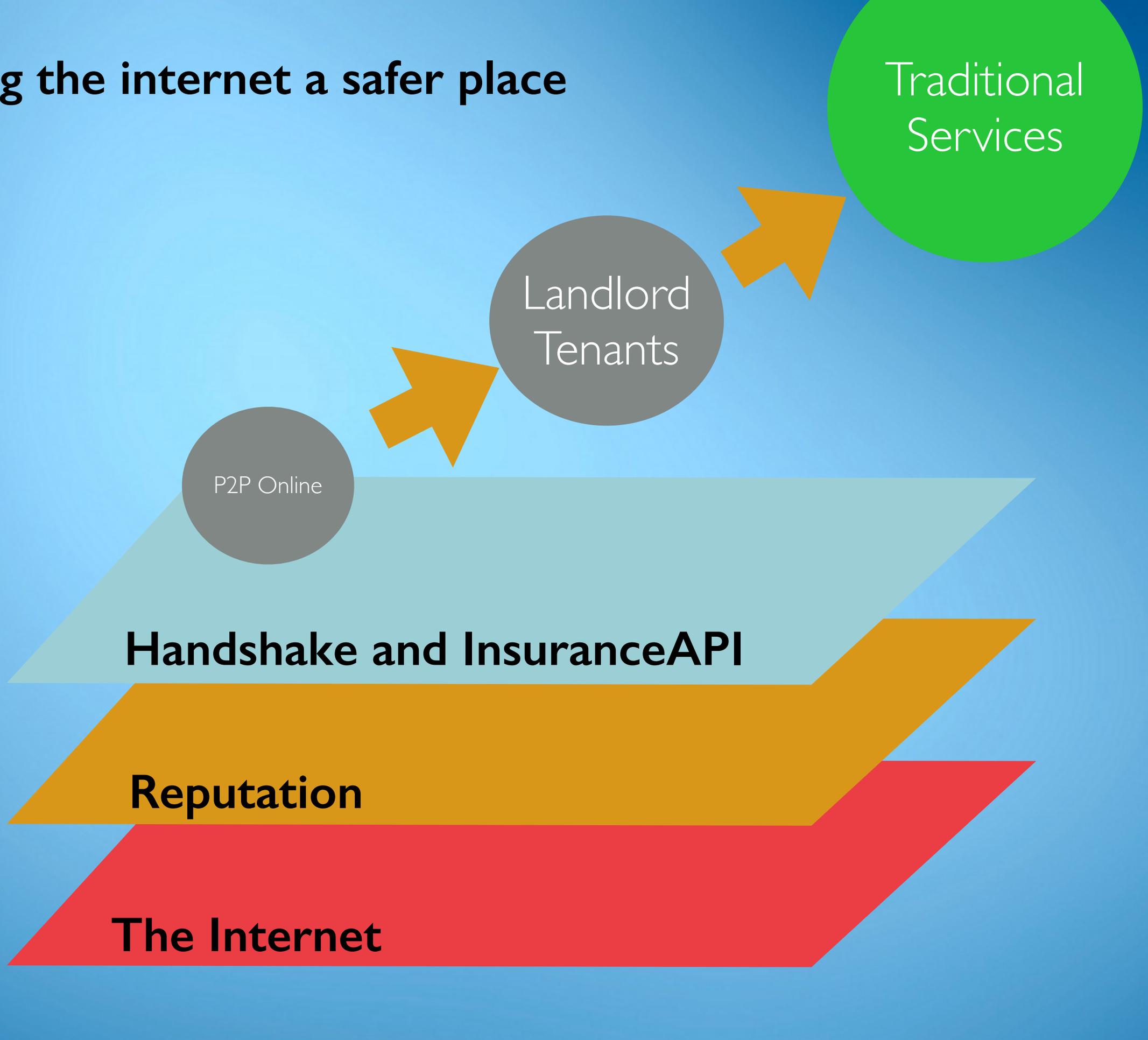
Making the internet a safer place



Making the internet a safer place



Making the internet a safer place



Challenges for Reputation:

Challenges for Reputation:

Criminals who trust each other

People **left out** - Offline to Online reputation

The value of **Negative** reputation is **High**.

Fair **Algorithms** determine reputation. Inhumane?

Rating the **Rater**

Extrapolation

Thanks! :)

jc@traity.com

@JC2GO