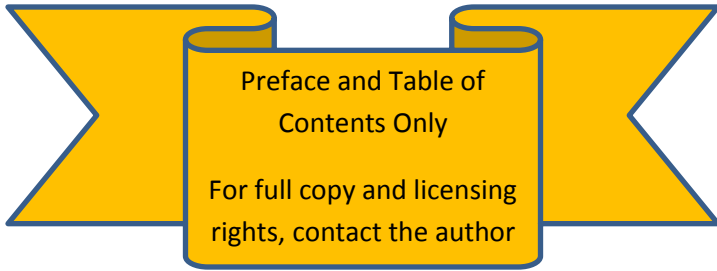


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**INSURANCE**

# **NEW PRODUCT DEVELOPMENT GUIDE**

**An End-to-End Approach**

*Created By*

*Innovation Insurance Group*

## Preface

*Every major change in the world began with a single creative thought.*

The **New Product Development Reference Guide (“Guide”)** was developed as a tool to be used by any company wishing to create a corporate structure for the development of new (from the slightly enhanced to the new to the market) products. It is written as if the reader is a profit center leader or a company executive who is interested in furthering the successful development and launch of new products in his/her company or division.

This Guide is not meant to be a set of fixed rules but rather provide a *roadmap* for customization by a particular company based on its own culture, history and policies. Innovation Insurance Group can provide assistance in this endeavor, if desired.

More documents helpful to the innovation process can be found at <http://www.innovationinsurnacegroup.com/innovation.html>

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President  
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**About the Author**

Mr. Sagalow is currently President of Innovation Insurance Group, a consulting firm specializing in the creation of new and enhanced products for the insurance industry. Mr. Sagalow has been in senior positions in the insurance industry for over 30 years. He is the most widely known individual in insurance commercial product development industry today. Among his various positions are President of Product Development Worldwide (General Insurance) for American International Group where he spent 25 years of his career, Chief Innovation Officer for Zurich North America and Tower Group of Companies. Outside of new product development, Mr. Sagalow has held the positions of Chief Underwriting Officer and General Counsel for AIG Executive Liability (formerly known as National Union) and Chief Operating Officer of AIG eBusiness Risk Solutions.

Mr. Sagalow has been credited with adding literally billions of dollars to the industry's top line in new and enhanced products. Among the products that Mr. Sagalow is credited with introducing into the insurance marketplace are Network Security and Privacy Insurance (also known as Cyber Insurance), Reputation Insurance and the modern form of Directors and Officers Insurance. Mr. Sagalow is a frequent speaker and author of specialized insurance products and new product development.

More information of Mr. Sagalow and his company can be found at the company web site:

[www.innovationinsurancegroup.com](http://www.innovationinsurancegroup.com)

## **Table of Contents**

### **CHAPTER 1: SUMMARY OF CHAPTERS**

### **CHAPTER 2: PRINCIPLES OF INNOVATION**

- 2.1 Why Innovate? The only Credible Response to Commoditization, Margin Pressure, and Growth
- 2.2 When? Before Necessitated by Crisis or Decline
- 2.3 Who? The Leader Led Visibly and Explicitly
- 2.4 How? Start with Innovation Strategic Agenda, “Smart Failure”
- 2.5 How? The Aligned Resources, Processes, and Values
- 2.6 The Result: Measurements
- 2.7 Conclusion

### **CHAPTER 3: WORKING WITH A CENTRALIZED PRODUCT DEVELOPMENT DIVISION**

- 3.1 Overview
- 3.2 Mission Statement
- 3.3 Services and Expertise
- 3.4 Tracking and Managing Innovation
- 3.5 New Product Website (intranet and internet)

### **CHAPTER 4: ROADMAP TO CREATIVITY**

- 4.1 Creating a Culture of Creativity
- 4.2 New Product Directors
- 4.3 Product Innovation Council

- 4.4 New Product Champion
- 4.5 Product Development Process
- 4.6 New Product Award Program
- 4.7 Specific New Product Goals

## **CHAPTER 5: GENERATING IDEAS**

- 5.1 Types of New Products
- 5.2 Trend Identification
- 5.3 Identifying New Product Ideas
- 5.4 Forums

## **CHAPTER 6: EVALUATING IDEAS**

- 6.1 Quick Idea Assessment
- 6.2 Further Review
- 6.3 Demand Assessment / Idea Validation
- 6.4 Underwriting Assessment
- 6.5 Distribution Assessment
- 6.6 Five-Year Top-Line Production
- 6.7 Preliminary Analysis Conclusion Memorandum
- 6.8 Approval

## **CHAPTER 7: DESIGNING THE PRODUCT IDEA**

- 7.1 Forming a Development Team
- 7.2 Developing a Project Plan

- 7.3 New Product Development Budget Plan
- 7.4 Drafting a Policy Form Summary
- 7.5 Five-Year Proforma Financials
- 7.6 Operations and Systems Planning
- 7.7 Regulatory Assessment Approval and State Filings (Where Applicable)
- 7.8 Reinsurance Assessment
- 7.9 Third-Party Submissions
- 7.10 New Product Proposal
- 7.11 Approval

## **CHAPTER 8: DEVELOPING THE FINAL PRODUCT**

- 8.1 Policy Form
- 8.2 Rating Tool
- 8.3 Application
- 8.4 Underwriting Guidelines
- 8.5 Updating Five-Year Proforma Financials
- 8.6 Quote and Binder Letters
- 8.7 Marketing and Training
- 8.8 Operations and Systems

## **CHAPTER 9: IDEA AND PRODUCT VALIDATION**

- 9.1 Broker / Insured New Product Survey
- 9.2 Broker / Insured Focus Groups

9.3 One-on-One Interviews

**CHAPTER 10: OPERATIONS /SYSTEMS PLANNING**

10.1 Underwriting Platform

10.2 Operations Overview

10.3 Systems Training

**CHAPTER 11: MARKETING YOUR PRODUCT**

11.1 Branding Your Product

11.2 Intellectual Property Protection

11.3 Marketing Campaign

11.4 Distribution Plan

11.5 Training

**CHAPTER 12: COMPLIANCE AND APPROVAL**

12.1 Introduction to Compliance

12.2 New Product Development Process Checklist

12.3 Approval Checklist

12.3.1 Divisional President/Profit Center Head

12.3.2 Profit Center Counsel

12.3.3 Actuary

12.3.4 Underwriting Officer or Equivalent

12.3.5 Financial Officer

12.3.6 Compliance Officer

- 12.3.7 Claims Executive
- 12.3.8 Corporate Communications/Marketing Executive
- 12.3.9 Operations and Systems Executive
- 12.3.10 Complex Transaction Review Committee
- 12.3.11 Reinsurance (Catastrophic Loss Assessment)

## **CHAPTER 13: LAUNCHING YOUR PRODUCT**

- 13.1 Regulatory Filing
- 13.2 Launch Event
- 13.3 Underwriting Training
- 13.4 Internal Sales Training (Region/Country)
- 13.5 The Road Show
- 13.6 Risk Manager Seminars

## **CHAPTER 14: MONITORING YOUR PRODUCT'S SUCCESS**

- 14.1 Tracking Premium/Revenue
- 14.2 Operations Issues
- 14.3 Product Performance Review



## **EXHIBITS**

|                  |  |
|------------------|--|
| <b>Exhibit A</b> | Product Development Task List                |
| <b>Exhibit B</b> | Quick Idea Assessment                        |
| <b>Exhibit C</b> | Five-Year Top-Line Production Evaluation     |
| <b>Exhibit D</b> | Preliminary Analysis Conclusion Memorandum   |
| <b>Exhibit E</b> | Product Development Team Member List         |
| <b>Exhibit F</b> | New Product Project Plan                     |
| <b>Exhibit G</b> | Policy Form Summary                          |
| <b>Exhibit H</b> | Initial Idea Submission Policy and Agreement |
| <b>Exhibit I</b> | Non-Disclosure Agreement                     |
| <b>Exhibit J</b> | New Product Proposal Memorandum              |
| <b>Exhibit K</b> | Five-Year Proforma Financial Spreadsheet     |
| <b>Exhibit L</b> | Strategic Marketing and Distribution Plan    |
| <b>Exhibit M</b> | Tactical Marketing Plan                      |
| <b>Exhibit N</b> | New Product Development Process Checklist    |
| <b>Exhibit O</b> | Approval Checklist                           |