

## WHO WE ARE



Since our beginnings in 2017, **Cookhouse Labs** has created a community of insurance, reinsurance, brokers, startups, vendors and academia from around the globe to join us in co-creating innovative solutions to tackle current and future challenges of the insurance industry.

Inspired by a test kitchen, Cookhouse Labs is a collaborative space for innovative chefs, Tastemakers and taste-testers to create recipes, infuse flavours, and experiment beyond boundaries. Our community of insurance innovators and insurtech experts is the key ingredient in the ideation process, empowering and integrating a global collection of ideas with Design Thinking to serve innovation in the insurance industry, based on a paid membership.

**Cookhouse Labs** invites you to feed your curiosity by designing and prototyping new meaningful insurance innovations through co-creation and open communication with peers and partners in the industry to make insurance better.

### OUR MISSION

To share and collaborate. To design and create. To accelerate innovation and prototyping of digital experiences. To create a holistic digital insurance ecosystem and customer experience.

### OUR VALUES



#### 01 Create

Cookhouse Labs is a place for people to create original ideas, combine concepts and try out new prototypes and designs. It's a space to incubate ideas and bring forth new solutions to the world.



#### 02 Innovate

An insurance innovation lab is the perfect enabler for new products and services. It allows members to experiment and develop a new digital experience based on the most viable products in a short time, while co-creating collaboratively with groups to assess the value of new offerings and ideas.



#### 03 Accelerate

At some point, the solutions and products offered will go beyond insurance, but there has to be a starting point. To make insurance better, Cookhouse Labs brings together some of the best thinkers in insurance, and empowers them to bring forth the future of insurance, today.

### GET IN TOUCH!

For media, membership or collaboration enquires, contact us at [hello@cookhouselabs.com](mailto:hello@cookhouselabs.com) or visit our website at [www.cookhouselabs.com](http://www.cookhouselabs.com).

## MEET THE TEAM



**Sven Roehl**  
CO-FOUNDER

As the 'Head Chef' of Cookhouse Labs, Sven inspires our global community to explore new opportunities and drive innovation to make insurance better.

Prior to co-founding Cookhouse Labs in 2017, Sven spent 15 years in digital innovation in Financial Services and has spearheaded numerous digital innovations in the areas of IoT, customer engagement, and analytics. Sven's passion for innovation and his role as the 'Head Chef' at Cookhouse Labs gives him the opportunity to create a global community and empower insurance innovators to solve industry problems collaboratively. Sven is also EVP and Head of Innovation of the German IT consulting firm msg global solutions with offices in over 20 countries.

Outside our test kitchen, Sven rides his mountain bike whenever he can and spends some of his time flying high, literally! Where he can solely fly (and land) an aircraft on his own.



**Ibeth Ramos**  
PROGRAM DIRECTOR

For over 10 years, Ibeth has been an executive and team coach, and an innovation and creative mindset coach for 5 years. She has supported Cookhouse Labs' global innovation community by introducing them to methodologies and tools they can use to create minimum viable prototypes (MVPs) that bring value, and customer-centric solutions to their customers. Ibeth's work with Cookhouse Labs allows her to live her passion for creativity through co-creation and supporting insurance innovators to unlock their creative side using a human-centered approach to make insurance better.

When Ibeth is not 'cooking up' new taste offerings in our test kitchen with our innovation community, she volunteers at local domestic violence shelters and contributes as a guest speaker at charity galas to help raise funds. Ibeth has also been personally coached on storytelling by co-author of The Secret, Lisa Nichols.



**Adys Franco**  
SENIOR CONSULTANT UX/UI DESIGN

Adys role at Cookhouse Labs gives her the opportunity to live her passion for design and infographics, as well as interacting with a community of innovators with the shared goal of using Design Thinking and a human-centered approach to make insurance better. With over 15 years of experience in creating digital products, Adys' aims to inspire and works closely with our global community to explore and learn new digital tools, rethink product development, and scale to new design capabilities.

Outside of Cookhouse Labs, Adys is a history and psychology buff and enjoys reading in her spare time, with a current preference for visual encyclopedias!



**Marjorie Angeles**  
PROJECT MANAGER & IT SUPPORT

For over 4 years, Marjorie has been involved in various aspects of project management with Cookhouse Labs, from ideathons, sprints, and other global community initiatives. Prior to her role in Cookhouse Labs, Marjorie has over 10 years SAP expertise under her belt, from implementation to solutions management. Aside from ensuring efficient coordination and implementation of our global community initiatives, Marjorie's passion is making people smile, which has made her Cookhouse Labs' very own ray of sunshine, brightening the day of those around her.

Marjorie is an avid baker and video game enthusiast. She also loves to travel and has already visited five out of seven continents, where she hopes to visit all one day, including the Antarctic!



**Insiya Meherally**  
COMMUNITY MANAGER

A digital marketer, storyteller, and business communicator, Insiya's work with Cookhouse Labs gives her the opportunity to dive deeper into the processes behind human-centered innovation, listen to stories from innovators who are on their way to achieving incredible things, and share their inspiring stories with our global community.

As Cookhouse Lab's Community Manager, Insiya plays an integral role in organizing our innovation sprints and ideathons, as well as growing a global community of like-minded innovators who share the same passion to make insurance better.

Outside of Cookhouse Labs, Insiya is a Level 2 Certified Fitness Trainer and has even completed her very first book deal!

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# OUR INNOVATION SPACE



## Cookhouse Labs TORONTO

30-34 Duncan Street  
Toronto, Ontario M5V 2C3  
CANADA

## Cookhouse Labs UTRECHT

Nieuwegracht 23  
3512 LC Utrecht  
NETHERLANDS

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### INNOVATION SERVED

**20+**

INNOVATION  
PROJECTS

**1000+**

INNOVATORS

**100+**

ORGANIZATIONS

**60+**

INSURERS &  
BROKERS

**20+**

COUNTRIES

**5**

STARTUPS  
FOUNDED

**4**

POP-UP LABS

**20+**

INNOVATION  
MASTERCLASSES

**15+**

PROTOTYPES  
DEVELOPED

**25+**

MVPs

**9**

STUDENT  
PROJECTS



## OUR INNOVATION PROGRAMS AND EVENTS



### CO-CREATION SPRINTS

Our lengthier innovation projects are called co-creation sprints where our member participants collaborate to solve a specific insurance industry problem over a three to a ninety-days period. It aims to fast-track a solution to a specific industry problem while developing expertise in innovation. At the end of each sprint, an outcome with a shared IP is created: A Minimum Viable Product (MVP) that each member can share with their company.



### IDEATHONS

Our global Design Thinking hackathon brings together the world's best talents in the insurance industry for exciting rounds of insurance innovation, ideation, and competition. Ideathons are held over a 24 hours or two days period which involve our member participants forming teams with a wide variety of insurance enthusiasts, including regulators, business and technology professionals, and university students to solve an insurance-related problem presented by the lab, which is then judged by a panel of experts at the end.



### MASTERCLASSES

Our masterclasses are innovation trainings exclusively tailored to address challenges of the insurance industry, and to learn about the various methodologies relevant to the business needs of our members.



### STUDENT PROJECTS

Through our close partnerships with local and global universities, we invite our members to work exclusively with a team of students to ideate and develop solutions to tackle a real-life business challenge. Each project will be held over the course of multiple weeks or up to one semester, where each student team (up to four students per team) will work exclusively with a member organization in guided Design Thinking sprints, facilitated by Cookhouse Labs innovation experts.



### STARTUP PITCH SPECIALS

Startup Pitch Specials is an event series where we present an opportunity for insurance organizations to meet startups from all over the world and hear their solution offerings firsthand in under 8 minutes!

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### FOOD FOR THOUGHT

Our Food for Thought series connects the insurance industry with the latest InsurTech trends, hear valuable insights from industry trailblazers, and up-and-comers. It offers opportunities to learn from insurance experts in various fields and how they have addressed thorny problems, and what lessons they've learned along the way.



### TASTEMAKERS

Powered by Cookhouse Labs, Tastemakers is a free community-led innovation platform that brings together industry experts and enthusiasts to collaborate on big ideas and tackle global challenges in the insurance industry.

● SPRINTS

● TRAININGS

● EVENTS

● TOOL



# COOKHOUSE LABS MEMBERSHIP

## CO-CREATION SPRINTS

Collaborate with other members in facilitated Design Thinking sprints to develop human-centered solutions for existing and future industry challenges. At the end of each sprint, an outcome is created: A Minimum Viable Product (MVP) that each member can share with his/her company to further refine or introduce to the marketplace.

## INNOVATION MASTERCLASSES

Access to our masterclasses that offer cutting-edge techniques through Design Thinking, Design Tools, Lean Startup, Google Sprint, and Train the Trainer sessions. Participants will also receive a certificate after each class.

## INSURTECH STARTUP PITCH EVENTS

Opportunity to network and partner with the global industry's up-and-comers and gain insights on the latest trends in InsurTech.

## ACCESS TALENT POOL OF UP-AND-COMMERS

An opportunity to meet people from other areas of the industry, academia and the community. Build strategic partnerships and recruit new talent from our community of experts and enthusiasts!

## STUDENT TEAM OF INNOVATORS

With our ties to academia and universities globally and locally, we put you in touch with the innovators of the future and give them a chance to assist you in solving problems that make insurance better.

## COLLABORATE WITH STARTUPS

Participate and connect in global events where your organization can meet and collaborate with exciting startups in the industry or with solutions that benefit the insurance industry.

## INNOVATION AND TECHNOLOGY SPECIALIST

Cookhouse Labs, together with our global community partners, bring research knowledge to our 'test kitchen', allowing you access to empirical knowledge about issues and possible solutions. You are also assigned an 'Innovation Concierge' as your exclusive point of contact.

## INNOVATION LAB SPACE OR OUR 'TEST KITCHEN'

Your organization will have access to our global physical and virtual lab spaces that can be used for your internal events, customer meetings, or for your teams to break out and get inspired.

## INNOVATION TOOLS

Access to innovation project management tool 'Joolia' and insurance crowdsourcing tool 'Tastemakers'.

## INNOVATION REPORTS

Get insights on our innovation sprints through our innovation reports where you get to learn how we build, test and iterate prototypes to business solutions.

## 25% DISCOUNT ON CUSTOMIZED PROGRAMS

Work with our Certified Innovation Experts on customized projects tailored to your organization's needs.

## GUEST PASSES

Get up to 4 guest passes in our co-creation sprints or masterclasses, allowing you to invite your customers to collaborate with you.

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