

## CHAMPIONS OF BUSINESS

### Matthew Moses and Andrew Laquis Shyft Investments Limited



Shyft Investments Limited is a technology company that owns and manages an insurance comparison and placement website (Shyft.tt). The website allows customers to instantly compare and obtain quotes for motor insurance from multiple insurers as well as purchase their policy online. Matthew Moses and Andrew Laquis could not understand why buying insurance was such a tedious process. So, Matthew and Andrew set out to change the narrative by focusing on the customer. By answering a few easy questions, customers using Shyft.tt can get quotes from several top insurers within minutes. Customers can also view comparative features, explanations and customer reviews to make better decisions about buying motor insurance.

Using custom built algorithms and unique underwriting data from insurance partners, Matthew and Andrew have changed the customer experience around purchasing insurance. The two have also created an online claims process where a customer can take a picture of an accident from their phones and submit to their claims online. Matthew and Andrew are determined to improve every step of the insurance process, from quote - to policy - to claim. With the principles of design, transparency and customer service, the two also believe they are helping customers make financially sound decisions and save on motor insurance.

Initially, getting insurers on-board to openly compete side-by-side was a struggle. At first, the insurance industry was not sold on the concept. However, Matthew and Andrew decided to make the investment without first getting commitment from insurers. The two were convinced that the market was ready for change.

After several website iterations, Shyft.tt was launched. Shyft's customer base is in the thousands. The company communicates with existing and potential customers by using the latest in digital technologies. In 2018, Matthew and Andrew created the first portable quotation kiosk at the Toyota showroom, allowing new car-owners to get quotes and purchase their insurance on the spot.

The medium-term plan for Shyft.tt is to expand beyond motor insurance into other personal insurance lines. The duo also plan on expanding their platform to include other financial products. Matthew and Andrew are also pursuing regional expansion through partnerships, particularly in Jamaica and Barbados.

Matthew and Andrew are committed to putting customers back in the driver's seat and ensuring that they are 'click, click, covered.'

*The Trinidad and Tobago Chamber of Industry and Commerce (host of the Champions of Business Awards) and EY (Sponsor of the EY Entrepreneur of the Year™ – Start-up Entrepreneur) congratulates Matthew Moses and Andrew Laquis, Co-Founders, Shyft Investments Limited on being selected as joint finalists in the category of Start-up Entrepreneur on November 15, 2019.*



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