

# Innovation In Action

Shaping the Future of Inclusive Insurance.

INSURANCE INNOVATION CHALLENGE TANZANIA 2025





**INSURANCE INNOVATION  
CHALLENGE TANZANIA 2025**

Presented by:



In Collaboration with:



The Insurance Innovation Challenge Tanzania 2025 is organized by UNDP in collaboration with the Tanzania Insurance Regulatory Authority (TIRA) and the Association of Tanzania Insurers (ATI). The winning solutions will receive technical assistance through a joint collaboration between UNDP and MUA Insurance

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# FOREWORD

It is my great pleasure to introduce this Deal Book on Insurance Innovation Solutions, a timely and crucial resource that highlights the transformative role of insurance and risk financing in fostering sustainable development and resilience, particularly among the most vulnerable communities. The Insurance and Risk Finance Facility (IRFF) stands as a global initiative committed to building financial resilience and protecting vulnerable populations, communities, and ecosystems from socio-economic, health, climate, and other shocks. Through innovative insurance products and risk financing mechanisms, the Facility supports long-term market transformation and inclusive solutions that leave no one behind.

In Tanzania, the UNDP, in partnership with the Government, the Tanzania Insurance Regulatory Authority (TIRA), and national industry actors, is advancing efforts to strengthen the country's capacity to manage financial risks effectively. Our collaborative work, grounded in rigorous research and evidence-based approaches, is helping to lay the foundation for an enabling environment that supports the development and scaling of inclusive insurance products

tailored to the needs of vulnerable groups. This initiative focuses on integrating insurance into broader development and climate frameworks, enhancing governance, fostering advocacy, and leveraging technology and data to design innovative risk financing solutions. By doing so, we aim to reduce barriers within the insurance sector, unlock economic growth, and ultimately reduce poverty and vulnerability in Tanzania.

As we face growing climate risks and complex development challenges, the IRFF's work demonstrates how insurance and risk financing can be powerful tools to safeguard lives, livelihoods, and ecosystems. This Deal Book captures the essence of this innovative approach and serves as a catalyst for collaboration among governments, the private sector, and development partners to build resilient and inclusive futures.

I invite all stakeholders to engage with this work, share knowledge, and continue to innovate solutions that protect the most at risk. We also welcome technical support to strengthen local capacities, enhance data systems, and ensure that solutions are relevant and sustainable.

Furthermore, financial support remains critical to scale up successful interventions, bridge resource gaps, and ensure long-term impact. By combining our efforts across these dimensions, we can create stronger partnerships and drive an impactful change.



**Shigeki Komatsubara**

Resident Representative  
United Nations Development Programme,  
Tanzania

# BACKGROUND INSURANCE RISK AND FINANCING FACILITY (IRFF) AND INNOVATION CHALLENGE BOOTCAMP PROCESS.

The Insurance and Risk Finance Facility (IRFF) is a global initiative dedicated to enhancing financial resilience and safeguarding sustainable development for vulnerable populations, communities, and ecosystems worldwide. The Facility supports the creation and scaling of inclusive insurance products and services tailored to vulnerable groups, while fostering the long-term transformation of insurance markets. In collaboration with industry partners, IRFF delivers policy advice, technical guidance, tools, methodologies, and networks that collectively strengthen the resilience of countries and communities.

At its core, the IRFF works to build robust financial resilience among families and nations, helping them withstand the increasing risks posed by climate change and other hazards. This is achieved through promoting inclusive insurance, advancing risk financing mechanisms, enhancing governance frameworks, driving advocacy, and generating research and evidence-based solutions. The United Nations Development Programme (UNDP) is currently implementing an initiative to

engage the Government of the United Republic of Tanzania on risk finance and insurance while working with the private sector to lay the ground for future insurance solutions for helping the tackling of climate change, growing the economy, and reducing vulnerability and poverty. UNDP will work to build the capacity of the Government to manage financial risks and, together with national industry partners, reduce barriers that prevent the growth of the country's insurance and risk finance sector. And the Initiative is designed to upscale risk finance and insurance in Tanzania by a research and evidence-driven approach to support changes in legislation and regulation of the insurance sector, allowing the development of new products, tools, and services while working with the private mutual and cooperative sectors. Alongside this, investments are made in the Ministry of Finance's capacity to manage financial risk better.

UNDP's Insurance and Risk Finance Facility (IRFF), the Tanzania Insurance Regulatory Authority (TIRA), and the Ministry of Finance and Planning jointly conducted a Diagnostic study on Inclusive Insurance and Risk Financing in Tanzania.

The Government will use report findings and recommendations to develop interventions for an improved enabling environment for Inclusive Insurance and Risk Financing.

The IRFF Tanzania work plan outlines activities under three core components—Integrating Insurance into Development, Inclusive Insurance, and Sovereign Risk Financing—as well as related work in Natural Capital, Insurance & Investment.

## About the Insurance Innovation Challenge 2025

Tanzania, like many developing nations, faces complex development challenges shaped by climate change, economic vulnerability, and public health risks. While insurance offers a strategic tool for financial protection and resilience-building, insurance penetration in Tanzania remains among the lowest in the region. Access to relevant, affordable, and inclusive insurance solutions remains limited, particularly for low-income communities, informal businesses, and underserved sectors such as agriculture, health, and SMEs.



To help address this challenge, the United Nations Development Programme (UNDP), through its Insurance and Risk Finance Facility (IRFF) and internal collaboration with UNDP Accelerator Labs, launched the Insurance Innovation Challenge (IIC) in partnership with the Tanzania Insurance Regulatory Authority (TIRA) and the Association of Tanzania Insurers (ATI). The challenge aimed to stimulate local innovation and crowdsource market-ready insurance solutions designed to close the protection gap and promote inclusive growth.

Following a competitive call for applications, 20 shortlisted innovators participated in a co-creation Bootcamp, receiving tailored support to refine their solutions. A second round of evaluation was conducted to identify a smaller

group of innovators to pitch their solutions during the Insurance Innovation Showcase event. This initiative is expected to increase insurance coverage by a significant 5%, build a robust pipeline of scalable and sustainable insurance solutions tailored to the unique needs of the Tanzanian market, and contribute to the Financial Sector Development Master Plan (FSDMP) goal of developing up to ten new demand-driven insurance products by 2030. Additionally, it aims to enhance the capacity of local insurance companies, intermediaries, and insurtechs to develop and scale innovative products and services.

These proposed solutions currently sit at various readiness levels: some are untested with potential ideas, others have been prototype-tested, and

a few have already seen pilot implementations. Most solutions are built on existing platforms with strong potential for insurance integration. However, all the selected solutions will require investment, technical support, and strategic guidance to scale—whether that means expanding teams, strengthening business cases, or formalizing strategic growth plans. This presents a unique opportunity for investors and development partners to get engaged early.

If you're interested in learning more, please reach out to Josephine Douglas Laswai, UNDP National Coordinator for IRFF, at [josephine.douglas.laswai@undp.org](mailto:josephine.douglas.laswai@undp.org) to relate to the innovators and guided on collaboration opportunities.



# HEALTH PROTECTION INSURANCE SOLUTIONS

# ASSURE

By: Smart Applications International Tanzania Limited

## Why It Matters

With insurance penetration in Tanzania at just 2%, and only 15% of the population covered by any form of health insurance, millions—particularly women, youth, and informal workers—are left financially vulnerable in times of medical crisis. Barriers like low purchasing power, limited access to banking, cultural biases, and a lack of trust in formal systems leave many without reliable health coverage.

Assure responds to these challenges by offering a digital wallet solution that allows informal workers to save for, manage, and pay for healthcare and insurance services—bridging the gap between financial access and health security.

## Business Model Snapshot

Assure operates on a B2C model supported by an agent distribution network.

- **Revenue Streams:** Include commissions from product uptake, insurance premium financing, and shared revenues with hospitals.
- **Scaling Model:** Built to grow through partnerships with governments, health providers, and public-private partnerships (PPPs).
- **Incentives:** Agents receive commissions for every new sign-up, driving outreach in informal communities.

## Impact Potential

Assure empowers users—especially women and low-income earners—to build both financial and health resilience. It reduces the risk of catastrophic out-of-pocket health spending and promotes proactive health planning. By leveraging biometrics and digital innovation, it creates a trusted and accessible health financing platform.

Assure’s design prioritizes inclusion, enabling informal sector users to gain control over their health expenses while contributing to a more equitable and resilient health system.

## Target Users



Women-led households and vendor associations



VICOBA groups and micro-entrepreneurs

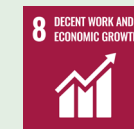


Informal workers and small-scale traders



Smallholder farmers and workers in agricultural value chains via SACCOs

## SDG Alignment



# AFYA BUSTA

By: AfyaDrive Company Limited

## Why It Matters

In Tanzania, the majority of informal workers—such as daladala drivers and conductors—lack access to health insurance due to the unaffordability of lump-sum premium payments. With unpredictable daily incomes, they often resort to out-of-pocket medical spending, which leads to financial strain and traps many in poverty. AfyaBusta tackles this issue by providing flexible, tailored health insurance solutions that fit the economic realities of informal workers.

Through a digital platform and strategic partnerships with insurers and microfinance institutions (MFIs), AfyaBusta bridges the gap between healthcare access and financial capacity, helping protect the livelihoods of low-income urban workers.

## Business Model Snapshot

AfyaBusta operates on a dual-revenue model, earning:

- **12.5% commission** from partner insurance companies for every policy sold
- **10% commission** from MFIs for each premium-financing loan disbursed

The innovation enables MFIs to pay health insurance premiums upfront for clients, while users repay gradually through flexible micro-installments. AfyaBusta plans to integrate its offering into daily daladala operations—e.g., fuel stations, permit systems, and garages—to make insurance access seamless and convenient.

## Impact Potential

Without insurance, 60% of informal workers deplete savings or liquidate assets during medical emergencies, and 25% borrow money, perpetuating debt cycles. AfyaBusta disrupts this pattern by enabling access to health coverage without upfront financial strain.

The solution allows workers to safeguard their savings, manage health risks, and maintain long-term financial stability. Access to affordable insurance also promotes early treatment, better health outcomes, and increased economic resilience for Tanzania’s informal sector.

## Target Users



Daladala drivers and conductors in Dar es Salaam



Informal transport sector workers



Low-income earners in urban centres

## SDG Alignment



# PAMOJA BIMA

By: Afya Lead Limited Company

## Why It Matters

Health insurance coverage in Tanzania remains extremely low, especially among low-income, informal, and rural communities. These groups face high premium barriers, low awareness, digital exclusion, and limited trust in formal systems. Without affordable and accessible options, many delay care, endure untreated illness, or fall deeper into poverty when health emergencies arise.

Pamoja Bima was developed to directly respond to these challenges. It offers a simple, flexible microinsurance model tailored to the unique needs of underserved populations, leveraging both digital technology and grassroots networks to deliver real access.

## Business Model Snapshot

Pamoja Bima operates as a social enterprise, providing low-cost, accessible insurance through mobile and community channels.

- **Revenue:** Collected through small, flexible mobile money payments
- **Scale:** High-volume, low-cost structure ensures sustainability
- **Efficiency:** Digital tools like USSD, chatbots, and mobile apps reduce operational costs
- **Partnerships:** Works with Assemble Insurance and local health providers to manage risk and deliver services
- **Retention:** Strong community engagement and savings incentives build client loyalty

## Impact Potential

Pamoja Bima makes health insurance accessible to rural and informal sector populations long excluded from formal health systems. Its inclusive design—via USSD, WhatsApp, local kiosks, and trained agents—ensures participation even from those without smartphones or connectivity.

The model enables early access to care, reducing the risk of costly emergencies, improving health outcomes, and protecting families from falling into debt. By offering low-cost plans, it builds a safety net that fosters economic stability and resilience among Tanzania’s most vulnerable communities.

## Target Users



Small-scale farmers and market vendors



Daily wage earners and casual laborers



Women-led households and young families



Communities with low digital literacy or internet access

## SDG Alignment



1 NO POVERTY



3 GOOD HEALTH AND WELL-BEING



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES

# TAKA BIMA

By: Zaidi Recyclers

## Why It Matters

Informal waste pickers play a critical role in Tanzania’s recycling ecosystem, yet they often work in precarious conditions with no access to formal health insurance. Their irregular income, lack of documentation, and informal employment status make it difficult to qualify for traditional insurance schemes—leaving them financially vulnerable in the face of illness, injury, or emergencies.

Taka Bima addresses this gap by transforming daily recycling activity into a measurable, digital metric that unlocks eligibility for health insurance coverage—providing protection where it’s needed most.

## Business Model Snapshot

Taka Bima is built on a collaborative model between Zaidi Recyclers, recycling centers, and Jubilee Health Insurance.

- **Data-Driven Eligibility:** Insurance access is determined using a “recycling score” generated from digitally tracked waste collection volumes.
- **Revenue:** Earned through commissions on premiums paid by enrolled waste pickers.
- **Accessibility:** Offers tailored packages based on actual recycling activity—ensuring affordability and fairness.

## Impact Potential

Taka Bima enables informal waste pickers to access affordable health insurance, reducing the financial burden of medical care and supporting long-term stability. It uses transparent, activity-based criteria to ensure that coverage is fairly distributed based on contribution to the recycling chain.

By linking environmental contributions with social protection, Taka Bima creates a more inclusive and sustainable insurance model—one that values and protects workers often left behind by formal systems.

## Target Users



Informal waste pickers in urban and peri-urban areas



Low-income individuals working in informal recycling and waste collection



Underserved communities with little or no access to insurance

## SDG Alignment



# JIKONI AFYA

By: Jikoni Afya

## Why It Matters

In Tanzania, over 85% of the population lacks health insurance, and the majority still use harmful traditional cooking methods like charcoal, firewood, and animal dung. These practices cause indoor air pollution, leading to respiratory illness, burns, eye conditions, and preventable deaths—especially among women and children.

Jikoni Afya addresses both challenges at once: it provides access to clean cooking stoves and affordable health insurance in one package. This dual approach tackles root causes of illness while improving environmental and financial resilience.

## Business Model Snapshot

Jikoni Afya works through strategic partnerships with DCB Commercial Bank, insurers, and clean stove suppliers.

- **Product Offering:** Subsidized stoves bundled with micro health insurance
- **Financing:** Small loans via mobile money enable gradual repayment
- **Coverage:** Includes burns, respiratory illnesses, and emergency care
- **Policy Alignment:** Supports the Tanzania Clean Cooking Strategy and TIRA 2028 Vision

By embedding insurance into everyday household needs, the solution drives behavior change, financial inclusion, and access to basic services.

## Impact Potential

Jikoni Afya improves health outcomes, reduces household air pollution, and builds resilience among Tanzania's underserved communities. It empowers women with safer tools for income generation and reduces healthcare expenses by covering cooking-related illnesses.

Through its climate-smart and gender-responsive approach, the solution helps prevent avoidable deaths, mitigates deforestation, and brings clean energy and healthcare access closer to the people who need it most.

## Target Users



Informal food vendors  
(Mama Lishe & Baba Lishe)



Low-income and rural  
households



Families exposed to indoor  
smoke and fire-related risks



Vulnerable communities  
lacking access to formal  
healthcare

## SDG Alignment





# CLIMATE RISK INSURANCE SOLUTIONS

# LEOLEO BIMA

By: Leo leo Gulio Smart

## Why It Matters

Small-scale farmers in Tanzania remain largely uninsured and vulnerable to climate-related shocks, pest outbreaks, and other agricultural risks. Without coverage, many face income losses of 30–50% per acre when disaster strikes. High premiums, limited awareness, and digital barriers make traditional insurance inaccessible. LEOLEO BIMA addresses these gaps through a simple, mobile-friendly weather-index insurance platform designed for last-mile inclusion.

## Business Model Snapshot

LEOLEO BIMA operates through a multi-stakeholder model, bringing together insurers, agro-dealers, seed companies, digital platforms, NGOs, and local governments.

- **Delivery:** Insurance is bundled with agri-inputs and sold via USSD on basic mobile phones.
- **Premiums:** Subsidized with support from NGOs and government, ensuring affordability.
- **Claims & Payments:** Handled through digital platforms like Azam Pesa for transparency and speed.
- **Revenue:** Generated from premium collections and development partnerships.

## Impact Potential

LEOLEO BIMA has the potential to transform agriculture insurance access in Tanzania:

- **Reach:** 30,000 farmers short-term; 96,000 in 3 years; 960,000 in 5 years.
- **Income protection:** Reduces crop loss impacts of up to TZS 500,000 per acre.
- **Equity:** Promotes inclusion by targeting remote, digitally excluded farmers.

## Target Users

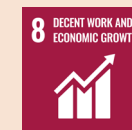


Smallholder farmers vulnerable to weather and pest risks



Rural farming communities with limited access to digital tools

## SDG Alignment



# CROP INSURANCE

By: AfriGuard Insurance Solutions

## Why It Matters

Sugarcane outgrowers in Tanzania face significant production risks—including droughts, floods, pests, diseases, and fire—that threaten their income and long-term food security. Yet most of these farmers, particularly those operating on small or medium scale, remain uninsured due to a lack of accessible, tailored solutions.

AfriGuard's crop insurance product addresses this protection gap by combining index-based and named peril coverage, helping farmers hedge against both climate and biological risks. The model promotes resilience, financial inclusion, and a more stable agricultural economy.

## Business Model Snapshot

AfriGuard operates as an insurance broker connecting sugarcane farmers to customized coverage.

- **Product Offering:** Combines weather index insurance with named peril coverage (pests, disease, fire)
- **Technology:** Uses mobile platforms, satellite data, and blockchain for transparency and claims tracking
- **Revenue Streams:** Derived from insurer commissions and value-added services like risk profiling
- **Distribution:** Delivered through mill partnerships, field visits, and cooperatives, with farmer education to improve uptake

The broker model builds trust in underserved markets by simplifying insurance access and enabling better-informed decision-making.

## Impact Potential

This crop insurance scheme improves risk management and financial resilience for sugarcane farmers. With subsidized premiums and government or cooperative support, the model increases affordability and access for smallholders.

It supports productivity by stabilizing farm incomes, allowing growers to reinvest in their operations, adopt improved practices, and withstand climate-related shocks. Ultimately, it contributes to a more secure and sustainable sugarcane value chain in Tanzania.

## Target Users



Small- to medium-scale sugarcane outgrowers



Larger commercial sugarcane farmers under mill contracts



Farmer cooperatives and contract farming schemes

## SDG Alignment



# VUNA PAMOJA INSURANCE

By: Asili Agri Center

## Why It Matters

Smallholder farmers in Zanzibar, especially in the Central District of Urban West A Region, face persistent risks from climate change, soil degradation, and unaffordable farm inputs. Most cannot access eco-friendly fertilizers or crop protection, and affordable crop insurance is virtually non-existent. This creates a cycle of poor yields, low incomes, and increasing vulnerability.

Vuna Pamoja Insurance was designed to change that. By embedding crop insurance into the sale of organic agricultural inputs, the solution provides a double benefit—protecting farmers from climate risks while promoting more sustainable, soil-friendly farming practices.

## Business Model Snapshot

Vuna Pamoja is a bundled microinsurance model that links coverage with the purchase of organic inputs.

- **Premium Model:** Farmers pay between 10,000–30,000 TZS annually; each input purchase includes an insurance contribution (e.g. 500 TZS per kg of fertilizer)
- **Sales Channels:** Mobile USSD registration, local agents, and in-person sales
- **Partnerships:** Collaborates with input dealers, farmer cooperatives, hotel buyers, and insurers (including TIRA via MoUs)
- **Claims:** Fast, under-30-minute processing through a hybrid digital/manual system

## Impact Potential

Vuna Pamoja promotes financial resilience and climate adaptation among farmers. It expands access to affordable insurance while introducing sustainable inputs that improve soil health and long-term productivity.

The solution also strengthens local economies by connecting farmers to reliable buyers like hotels and linking them to loan services and agribusiness training. Its inclusive model ensures women and youth have equal access to insurance, markets, and farming resources.

## Target Users



Low-income smallholder farmers in Zanzibar

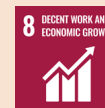


Youth agripreneurs



Local farming cooperatives

## SDG Alignment



# TOMATO BIMA

By: GAWPAY Co. Ltd

## Why It Matters

Tomato farmers face high production risks from erratic rainfall, which washes away pesticides and disrupts crop cycles. These losses often leave farmers in debt, unable to reinvest. Traditional insurance is too complex and slow to help. TOMATOBIMA provides affordable, automatic, and fast payouts triggered by rainfall thresholds, enabling small-scale tomato farmers to recover quickly and keep farming.

## Business Model Snapshot

TOMATOBIMA partners with input providers and mobile operators to deliver seamless coverage.

- **Activation:** Farmers activate insurance using codes bundled with seed/input packs.
- **Channels:** Claims and registrations via USSD or WhatsApp.
- **Partnerships:** Seed/input firms, MNOs (for mobile payouts), and underwriters.

## Impact Potential

Immediate payouts prevent cascading financial loss after crop damage.

- Affordable premiums embedded in input purchases.
- 30,000 farmers targeted in the first year.
- Builds climate resilience and promotes replanting.

## Target Users



Small and medium-scale tomato farmers across Tanzania

## SDG Alignment



# POULTRY INSURANCE AI

By: Agripoa Company Limited

## Why It Matters

Poultry farming supports over 5.4 million Tanzanians, many of whom are low-income women. Yet most operate without insurance or veterinary access. Outbreaks of diseases like Newcastle or Coccidiosis can wipe out entire flocks, plunging households into deeper poverty. Agripoa Poultry Insurance fills this gap with smart, mobile-first insurance that includes AI-based disease detection and rapid claims.

## Business Model Snapshot

Agripoa earns revenue from:

- 24% commission on each policy sold.
- Input-financing partnerships with banks/MFIs (e.g., bundled with feed or vaccines).
- Future scale: Integrates with farmer groups, AMCOS, and agri-dealers for onboarding.

## Impact Potential

- Reaches over 5 million poultry farmers.
- Offers affordable coverage from just 300 TZS per bird.
- AI tools reduce loss through early detection (e.g., scanning droppings via smartphone).
- Supports income protection and faster recovery.
- Promotes gender equity through protection of women-owned flocks.

## Target Users



Smallholder poultry farmers in rural and peri-urban areas



Women-led poultry enterprises

## SDG Alignment



# SMART OCEAN MONITORING SYSTEM (SOMS)

By: The State University of Zanzibar

## Why It Matters

Small-scale fishermen in Zanzibar face daily risks due to unpredictable weather, lack of data, and no access to tailored insurance products. Without reliable ocean condition updates or protection from financial loss, they remain exposed to both physical danger and economic instability.

SOMS responds by offering real-time ocean and weather updates alongside embedded insurance, delivered through a digital platform designed specifically for local fishermen.

## Business Model Snapshot

SOMS uses a subscription-based model:

- **Access:** Monthly subscription fees from individual users or fishing groups
- **Partners:** Collaborates with insurers, local governments, and NGOs for training and infrastructure support
- **Features:** Weather alerts, fishing zone data, and integrated microinsurance

## Impact Potential

- Increases personal and financial safety for coastal workers
- Reduces loss from marine accidents and equipment damage
- Boosts confidence, productivity, and income stability
- Scalable to other climate-exposed coastal regions in East Africa

## Target Users



Small-scale fishermen and boat operators



Coastal fishing cooperatives in Zanzibar

## SDG Alignment



# CHATAFISHA – MRV-AS-A-SERVICE

By: Chatafisha

## Why It Matters

Grassroots environmental efforts in Africa often lack access to reliable tools for tracking and verifying their impact. Without verified data, local climate projects cannot qualify for insurance, carbon credits, or climate funding—leaving many underfunded and vulnerable.

CHATAFISHA provides a digital platform that empowers community actors with MRV (Monitoring, Reporting, Verification) tools—integrating satellite imagery, open-source analytics, and community reporting to produce traceable environmental data.

## Business Model Snapshot

- **Strategic Partnerships:** Works with insurers, climate funds, and development actors
- **Revenue:** Generated through data-sharing with carbon markets, insurance programs, and government agencies
- **Value Creation:** Provides resilience scoring, verified impact data, and carbon market entry support

## Impact Potential

CHATAFISHA bridges the gap between local climate action and formal financial access. It:

- Unlocks eligibility for insurance and carbon financing
- Promotes transparency and trust between local actors and funders
- Helps communities make data-driven decisions and respond to climate risks

## Target Users



Informal waste collectors and cooperatives



Women-led rural households

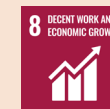


Youth-led urban climate groups



NGOs and SMEs implementing local restoration projects

## SDG Alignment





# INSURANCE FOR SMEs AND INFORMAL SECTORS

# UMOJA BIMA SYSTEMS

By: Acuity Insurance Brokers Ltd.

## Why It Matters

In Tanzania, over 80% of the workforce is employed in the informal sector, yet access to insurance remains limited. Only 15% of Tanzanians are covered by health insurance, maternal mortality rates remain high, and smallholder farmers face growing climate-related risks. Meanwhile, more than 95% of MSMEs operate informally with little to no protection from theft, weather events, or market shocks.

Umoja Bima Systems is designed to protect this underserved majority—especially women in VICOBA, SACCOs, and ROSCAs—through bundled, affordable microinsurance accessed via mobile networks.

## Business Model Snapshot

Umoja Bima is the flagship product of the broader Inclusive Community Cover initiative:

- **Freemium-to-premium:** Subscription tiers to accommodate low-income users
- **Broker-led management:** Acuity ensures outreach, claims handling, and reporting
- **Revenue:** From premiums, analytics, and value-added services for insurers and partners
- **Distribution:** Via telco integrations (Vodacom, Tigo, Airtel), agent networks, USSD, and mobile apps
- **Partners:** Includes BRITAM, SANLAM, HERITAGE, ALLIANCE, NHIF, TASAF, and MFIs

## Impact Potential

- Over 500,000 women protected, leading to 40% reduction in MSME failure
- 1+ million acres of crops insured for climate resilience
- Better access to maternal and rural healthcare
- Bridges the gap between informal sector needs and formal insurance offerings

## Target Users



Women-led VICOBA



Informal community-based savings and lending groups



Rural women and youth in peri-urban areas

## SDG Alignment



# BIMA KIPATO

By: Laina Finance Ltd

## Why It Matters

Many Tanzanians working in the informal sector live without a financial safety net. With irregular daily income and no access to formal insurance, a single illness or accident can lead to loss of income and significant out-of-pocket health expenses. These shocks often push households into deeper poverty, making recovery difficult.

Bima Kipato addresses this gap by offering a health and income replacement insurance product tailored for informal workers. The solution is mobile-accessible, simple to join, and financially flexible—making protection available when it's most needed.

## Business Model Snapshot

Laina operates both as a licensed microfinance provider and an Insurance Digital Platform (IDP).

- **Payment Flexibility:** Offers embedded Insurance Premium Financing (IPF) so users can pay in small, income-aligned installments.
- **Access Channels:** Insurance is accessed via USSD or a mobile app with a small deposit.
- **Revenue:** Generated through interest and service fees shared with a partner bank.
- **Add-ons:** Users can bundle coverage for their boda boda or bajaji.

## Impact Potential

Bima Kipato promotes financial inclusion by bringing insurance within reach of Tanzania's underserved informal workforce—especially women and youth. It enables affordable healthcare access, income replacement during illness, and protection from financial shocks.

With mobile-first enrollment and a scalable model, Bima Kipato could reach an estimated 22 million people in Tanzania's informal sector—providing a powerful tool for building financial resilience at scale.

## Target Users



Street vendors



Mama Ntilie (food vendors)



Boda boda and bajaji drivers



Informal youth and women earners in urban and rural areas

## SDG Alignment



# BIMA BODA

By: Jubilee Life Insurance

## Why It Matters

Tanzania records high accident rates involving boda boda (motorcycle taxis) and bajaji (three-wheelers), causing injuries, loss of income, and medical debt. Most riders lack any form of insurance due to high premiums, limited awareness, and complex procedures. BIMA BODA offers affordable, digital-first coverage that protects riders against accidents, income loss, theft, and liability—delivered through mobile money and processed within 48 hours.

## Business Model Snapshot

- **Direct-to-Consumer:** Riders pay via mobile money (daily/weekly/monthly)
- **Group Sales:** Through SACCOs, unions, and cooperatives
- **Revenue:** Generated from premium contributions
- **Partners:** Hospitals, garages, and reinsurers ensure fast claims

## Impact Potential

BIMA BODA extends affordable insurance to informal transport workers. Premiums start at just TZS 500 per day, and coverage includes accident care, liability, and temporary income loss. The platform targets over 200,000 riders across Tanzania, increasing their financial security and ability to recover quickly from disruptions.

## Target Users



Boda boda and bajaji riders



Women and youth in informal transport



Low-income mobility workers in urban areas

## SDG Alignment



1

NO POVERTY



3

GOOD HEALTH AND WELL-BEING



8

DECENT WORK AND ECONOMIC GROWTH



11

SUSTAINABLE CITIES AND COMMUNITIES

# TWENDE BIMA

By: Twende Technologies Ltd

## Why It Matters

Over 2 million boda boda riders in Tanzania face constant risks—accidents, theft, medical emergencies, and goods loss. Most are uninsured due to high upfront costs and limited access to bundled solutions. TwendeBima provides health, motorcycle, and goods-in-transit insurance under a single, affordable plan with no upfront cost. Riders contribute a small 5% commission per ride, making the service flexible and aligned with daily income.

## Business Model Snapshot

- **Revenue:** Earned through a 5% commission per ride
- **Delivery:** Onboarding and tracking via Twende’s digital platform
- **Coverage:** Includes health, vehicle, and goods-in-transit insurance
- **Scaling:** Through fleet partnerships and SACCO integration

## Impact Potential

Twende Bima aims to reach over 2 million riders by 2027. It promotes resilience, ensures access to care, protects income, and reduces risk for both riders and transport businesses. The bundled model improves safety and financial inclusion in Tanzania’s growing motorcycle economy.

## Target Users



Boda boda riders  
(especially young men,  
20–40)



Fleet owners and SACCOs



Delivery riders needing  
goods-in-transit protection

## SDG Alignment



# BANTU BIMA

By: Mswahili Company Limited

## Why It Matters

Boda boda and bajaj drivers often work without insurance due to inflexible pricing and slow claims. When accidents happen, the financial toll can be devastating. BantuBima offers flexible daily, weekly, or monthly insurance through the Bantu Dereva mobile app—starting from just TZS 1,000. This model matches the realities of riders' income patterns and supports faster recovery.

## Business Model Snapshot

- **Revenue:** 12.5% commission on premiums
- **Bundled Offering:** Insurance paired with Bantu app subscriptions
- **Delivery:** App-based selection and activation with embedded pricing

## Impact Potential

With a goal of reaching 1 million riders by 2030, BantuBima strengthens the financial security of informal workers. It enhances access to affordable accident coverage and healthcare, promotes decent work, and contributes to a more resilient transport sector.

## Target Users

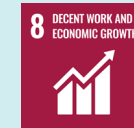


Boda boda and bajaji drivers across Tanzania



Low-income and informal transport workers

## SDG Alignment





**INSURANCE INNOVATION  
CHALLENGE TANZANIA 2025**

Presented by:



In Collaboration with:

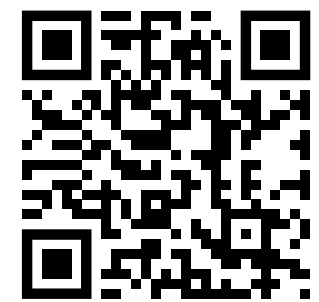


The Insurance Innovation Challenge Tanzania 2025 is organized by UNDP in collaboration with the Tanzania Insurance Regulatory Authority (TIRA) and the Association of Tanzania Insurers (ATI). The winning solutions will receive technical assistance through a joint collaboration between UNDP and MUA Insurance

**United Nations Development Programme (UNDP)**

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