



# Build and launch new EuroCroissance funds

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BANQUE - FINANCE - ASSURANCE - PROTECTION SOCIALE

[www.pericles-group.com](http://www.pericles-group.com)

# Build & launch new EuroCroissance funds

## Context of our missions

- 1. Created in 2014 by Finance Law, Eurocroissance funds aim at supporting French economy by giving Insurers a new mean to invest into SMEs. French Government was expecting a recurring annual cash flows from 30 to 50 billions Euros through those new investment funds.**
- 2. EuroCroissance funds are an alternative to Euro guaranteed funds. Many actors are thinking of making or even launching such funds, with two main strategic objectives: develop their Life & Saving insurance product range, and/or bring customers a new saving solution that combines both security and performance, with a protected capital at the end of the contract:**
  - higher return than Euro funds for long-term projects (child education, retirement...)
  - part of investment allocated to technical diversification provisions to bring performance
- 3. EuroCroissance projects (also called 3<sup>rd</sup> generation contracts) mobilize deep technical knowledge of life insurance market to be carried out, mixing offers, investment strategies, IT tools and distribution channels.**
- 4. Périclès Consulting would assist you according to your need, from pre-project phases (analyze, define, study feasibility and impacts...) to implementation phases (IT evolution, product specifications, commercial launch...).**
- 5. We can even extend our scope of assistance relying on Périclès Actuarial in order to help you on the definition of investment policy for new funds and associated business model.**

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Our approach | Process to launch EuroCroissance

12 months

Pre project

From project to launch

## Opportunity study

## Feasibility : impact analysis

## Project

## Delivery

## Launch

- Analyze current situation, context, market, needs and constraints
- Study customers and competition
- Define raw principles and rules for the product
- Define ambitions and business target

- Check feasibility and impacts:
  - Marketing
  - Technical
  - Legal
  - Accounting
  - Operations
  - Information systems (assets & liabilities)
  - ...
- Draft specification
- Estimates for business and IT workloads and planning

- Write specifications
- Define technical architecture based on functional specifications
- Develop (conception, tests)

- Write commercial and legal documents (contracts, ...) to assist sellers/distribution network and convince customers
- Train the sales and back-office teams...
- Build action plan for operational marketing and commercial department

- Feed & share information with distribution network
- Manage sales : execute and report on commercial actions' results

Go /  
No  
Go ?

Go /  
No  
Go ?

Go /  
No  
Go ?

Position paper

Impact analysis

Specifications

Commercial docs.  
Action plan

Information  
Reports

# Build & launch new EuroCroissance funds

## Some credentials & feedbacks

### BUILD EUROCROISSANCE OFFER AND STUDY IMPACTS

- **Clients** : Bankinsurer
- **Duration** : 6 months
- **Results** : offer defined, impacts analyzed, scenarios built and discussed, budget estimated for the whole project (IT and business workloads)

### LAUNCH 2 EUROCROISSANCE OFFERS

- **Client** : Insurer for 2 separated networks
- **Duration** : 12 months
- **Result** : offer defined, IT specifications written and validated, budget estimated, project and implementation managed, commercial performance followed.

- **« A great overview of the market »** : thanks to our professional club in Life Insurance, we get a good vision of products and services currently existing but also under-cover innovations. We often perform benchmarks on products, online services, back-office efficiency, distribution.... On top of our operational jobs for major stakeholders of the European market (France, Luxemburg, and soon Swiss)
- **Save your team's time** when you call for our skills, expertise and know-how to launch a new product.. You can also rely on our ability to manage transversal projects involving several businesses. We mobilize your internal team and respect deadlines.
- **Technical support** may be needed when defining the product itself possible dans le cadre du développement produit lui-même (modalités sur les frais, choix d'investissement, ALM,...) ou plus largement pour évaluer la rentabilité et élaborer le business model des offres