



INSURANCE ILLUSTRATED

- a doodle
guide



HANDCRAFTED
BY
SRIHARI.S



Preface

To my Readers,

This book 'INSURANCE ILLUSTRATED - A doodle guide' is entirely handwritten. For some of you it may sound a bit surprising. Why this approach? We are too much dependent on computers and AI for anything and everything.

I am passionate about sketching and was learning about insurance.

 IDEA - Why not create an one of its kind book on Insurance. The outcome is what you are going to read.

I have captured my learning in the pages below. This book needed a lot of attention and you need to get it right the first time, every time.

This preface is written on the fly.

So bear with any spelling or typos. Please help spread the word about this. Grateful to all the online resources.

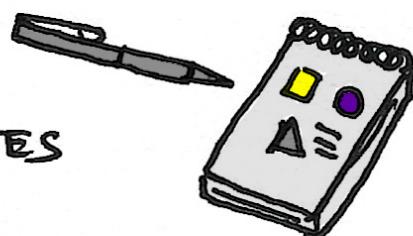
Yours
Arihari D

Odyssey

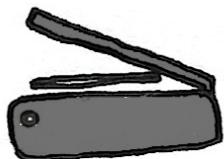
HOW DID I CREATE THIS BOOK

1. DRAW AND TAKE NOTES AS I READ.

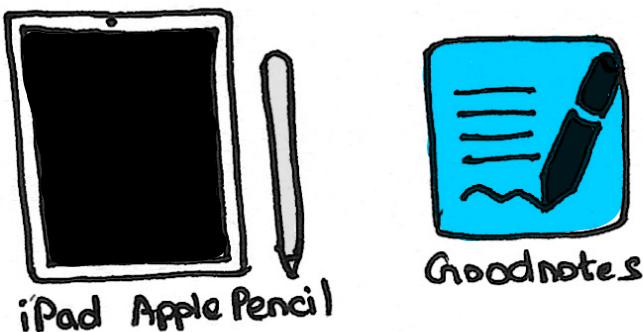
MATERIALS USED SPIRAL NOTE PAD
AND HAUSER XD PEN FOR WRITING
AND DRAWING



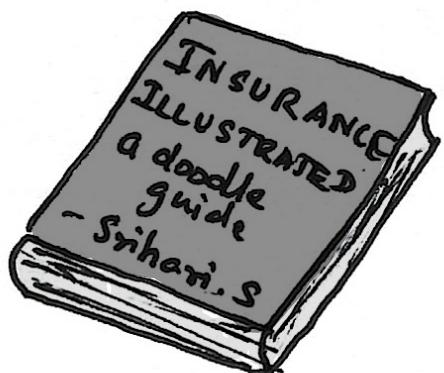
2. SCAN THE NOTES INTO A PDF.



3. ANNOTATE THE PDF WITH COLORS USING IPAD & APPLE PENCIL. APP USED: GOOD NOTES.



4. Publish!



Contents

- INTRODUCTION
- PRODUCTS
- PROPERTY AND CASUALTY
- LIFE & HEALTH
- INSURANCE VALUE CHAIN
- ECONOMICS
- BALANCE SHEET
- OPERATING MODEL
- ORGANIZATION STRUCTURE

INSURANCE INDUSTRY

INTRODUCTION

SRIHARI
SRIDHARAN

1

WHY DOES INSURANCE INDUSTRY EXIST?

BACK IN
HISTORY

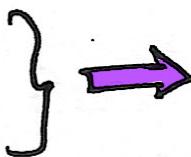
1389

SHIPPING CARGO



A FEE TO HANDOVER THE RISKS TO A
THIRD PARTY - INSURER.

INDIVIDUAL
LOSSES HARD
TO PREDICT



WHEN POOLED INTO
A PORTFOLIO LOSSES
CAN BE PREDICTED!

INSURANCE

E.G. 2%.

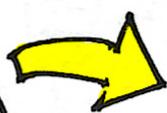
PRICED BY THE

INSURER

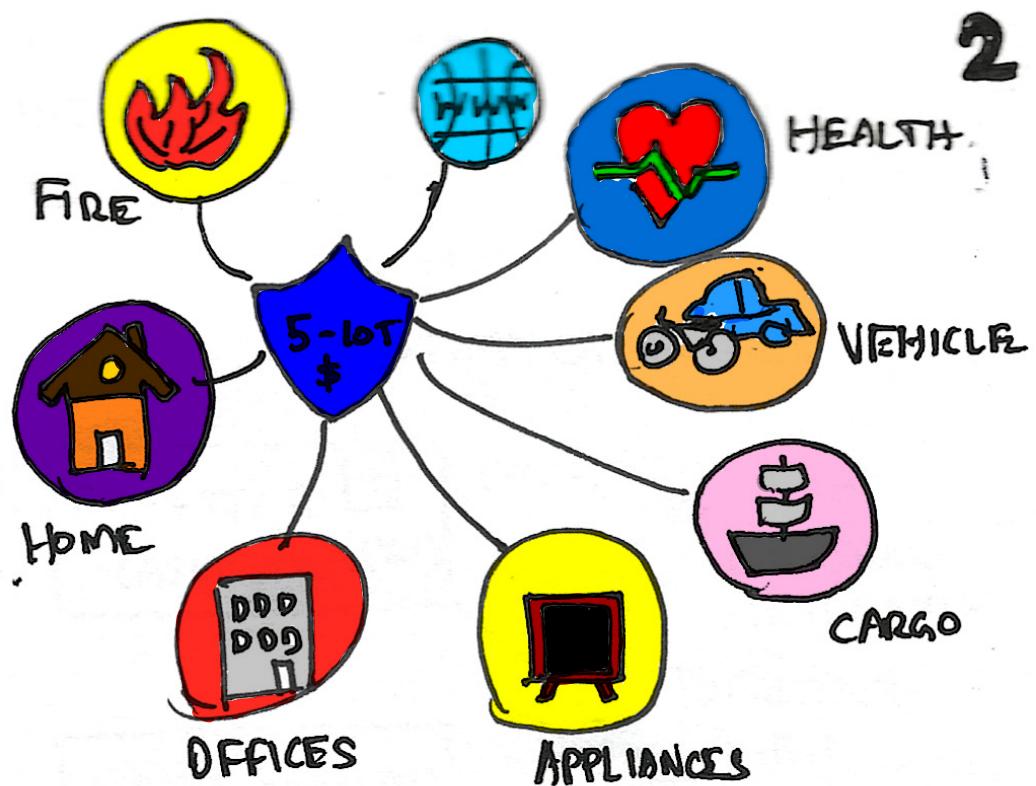
RISK NO BECOMES AN AFFORDABLE
OPERATIONAL EXPENSE FOR THOSE
BUYING THE INSURANCE.

BIRTH OF MODERN INSURANCE

INDUSTRY 14TH CENTURY A.D.



MULTI TRILLION \$
INDUSTRY!



INDIVIDUALS CAN OFFLOAD RISKS TO THE
INSURER! PROTECTS AGAINST
BANKRUPTCY!

PRODUCTS

