

Thematic – InsurTech (Ad).

This copy is based a recent funding round from the InsurTech space in the style of an advertorial.

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This copy is aimed at being for a paid sponsorship or advertorial campaign which can be distributed across multiple channels.

These types of partnerships are especially valuable because the advertising company can display their content in an editorial manner to your audience who already value your opinion. They help keep your content relevant by reporting on innovative and interesting topics.

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Longer form blog post.

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Introducing Meanwhile, the forward-thinking life insurance company that operates exclusively in the world of cryptocurrency. They've made quite a splash by securing approximately \$19 million in funding across two seed rounds.

This notable financial achievement puts Meanwhile in a unique position as the first and only life insurer fully immersed in the realm of digital currencies. With their sights set on disrupting the traditional insurance landscape, they're rewriting the rules of the game.

But what makes Meanwhile truly stand out? It's the substantial participation from high-profile investors that caught everyone's attention. In the initial round, they were co-led by none other than Lachy Groom, formerly from Stripe issuing. The second round witnessed Gradient Ventures, a Google venture, taking the lead. These big names in the tech and finance industry believe in Meanwhile's vision and are backing them with their financial support.

To solidify their position as a credible and regulated player in the industry, Meanwhile has obtained licensing and regulation from the Bermuda Monetary Authority, one of the leading global insurance regulators. This not only provides them with a stamp of approval but also instills confidence in their customers.

So, what's next for Meanwhile? With this significant financial backing, they're ready to hit the ground running. They're set to enhance their team, bringing together a talented group of individuals who share a passion for innovation. They're preparing to launch their groundbreaking Bitcoin-denominated whole life insurance product, designed to cater to the needs of long-term Bitcoin holders. Imagine protecting your life and your Bitcoin simultaneously.

Zac Townsend, the CEO of Meanwhile, brings a wealth of experience to the table. With over a decade at the intersection of technology, finance, and public policy, he understands the transformative potential of Bitcoin. He believes that Bitcoin is more than just a cryptocurrency; it's an innovation in money that's on track to become a global store of value and functional currency. With this perspective, it's no wonder that he sees the natural

alignment between Bitcoin holders and life insurance denominated in this digital asset.

But it's not just about Bitcoin. Meanwhile aims to revolutionize the insurance industry by harnessing the power of artificial intelligence. Led by Max Gasner, the CTO and co-founder, their talented team is leveraging AI to reduce manual labor, promote transparency, and bring efficiency to the insurance system. Their goal is to offer a seamless, modern, and customer-centric life insurance experience, creating a paradigm shift in the way we perceive and interact with insurance.

In a world where technology is advancing rapidly, Meanwhile is at the forefront of the digital revolution. They're rewriting the rules, combining the power of Bitcoin, artificial intelligence, and forward-thinking minds to create an insurance company like no other. Is it time to embrace the future of insurance with Meanwhile? Join the movement today and be part of the crypto-powered revolution! #BitcoinInsurance #CryptoRevolution #MeanwhileLife

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Introducing Meanwhile, the trailblazer in life insurance operating exclusively in the realm of cryptocurrency.

Their recent funding success of approximately \$19 million across two seed rounds has positioned them as a true industry disruptor. With a clear focus on innovation, Meanwhile stands as the first and only life insurer to fully embrace the world of digital currencies.

What sets Meanwhile apart is the notable participation of high-profile investors. The initial round was co-led by Lachy Groom, formerly from Stripe issuing. The second round saw Gradient Ventures, a Google venture, taking the lead. This impressive financial backing has not only propelled Meanwhile forward but has also paved the way for securing licensing and regulation from the esteemed Bermuda Monetary Authority, a key global insurance regulator. Armed with this regulatory approval, Meanwhile is poised to strengthen their team, launch their Bitcoin-denominated whole life insurance product, and drive the company to new heights.

Led by CEO Zac Townsend, Meanwhile is driven by a powerful vision that combines the transformative potential of Bitcoin with the brilliance of artificial intelligence. Their aim is to create an innovative, full-stack life insurance company that reaches over a billion people worldwide. With a focus on long-term Bitcoin holders, Meanwhile offers a unique value proposition by allowing them to invest in life insurance denominated in their digital assets. By leveraging the power of AI, Meanwhile streamlines processes, enhances transparency, and brings unprecedented efficiency to the insurance system. Brace yourself for a frictionless, customer-centric insurance experience that breaks free from traditional norms.

Get ready to embark on a new era of insurance with Meanwhile. Join the revolution where Bitcoin meets life insurance, and be part of their mission to reshape the industry with cutting-edge technology, regulatory compliance, and a customer-first approach. With Meanwhile, the future of insurance is here. #BitcoinInsurance #CryptoRevolution #MeanwhileLife

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Email campaign.

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Subject: Embrace the Future of Insurance with Meanwhile!

Dear [Recipient's Name],

Are you ready to experience the future of insurance? We are thrilled to introduce Meanwhile, the trailblazer in life insurance operating exclusively in the realm of cryptocurrency. With a groundbreaking approach that combines Bitcoin and artificial intelligence, we're revolutionizing the way you protect your life and your digital assets.

But that's not all! We have exciting news to share. Meanwhile has recently secured approximately \$19 million in funding across two seed rounds, propelling us to the forefront of the industry. Backed by high-profile investors like Lachy Groom (former head of Stripe issuing) and Gradient Ventures, a Google venture, our vision is gaining traction and momentum.

What makes Meanwhile truly stand out is our unwavering commitment to innovation and transparency. We're the first and only life insurer fully immersed in the world of digital currencies. Imagine protecting your life with Bitcoin-denominated whole life insurance, designed specifically for long-term Bitcoin holders like you.

With regulatory approval from the respected Bermuda Monetary Authority, you can trust that we operate within the highest standards of compliance. Our team, led by visionary CEO Zac Townsend and AI genius Max Gasner, is dedicated to providing you with a seamless, customer-centric insurance experience.

Don't miss your chance to be part of the crypto-powered revolution in insurance. Join Meanwhile today and embrace the future! Visit our website [website URL] to learn more and stay tuned for exciting updates.

Secure your future with Meanwhile. It's time to unlock the potential of Bitcoin in insurance!

Best regards,

[sign-off]

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YouTube video.

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Title: "Unbelievable! This Life Insurance Company is Going FULL Bitcoin! You Won't Believe What Happens Next!"

[Opening scene: A vibrant and energetic host, 'JASON', stands in front of a futuristic backdrop with images of Bitcoin and insurance-related graphics.]

JASON: (enthusiastically) Hey there, crypto enthusiasts! Welcome back to our channel, where we bring you the latest and greatest in the world of digital finance. Today, we have something truly mind-blowing to share with you. Get ready to buckle up because we're diving into the exciting realm of cryptocurrency-powered life insurance with Meanwhile!

[Cut to an animated video showcasing the Meanwhile logo and vibrant visuals.]

JASON: (voiceover) Meanwhile, the trailblazers of the insurance industry, have taken a giant leap into the world of Bitcoin. They're not just your average life insurance company; they've gone full crypto! I know, it's like insurance meets the Matrix!

[Cut back to Jason, now holding a Bitcoin-themed prop.]

JASON: So, what's the deal with Meanwhile? Well, my friends, they're the first and only life insurer to operate exclusively in cryptocurrency! Say goodbye to traditional policies and hello to Bitcoin-infused protection!

[Cut to exciting footage of Meanwhile's funding rounds, featuring high-profile investors.]

JASON: (voiceover) And guess what? They've just raised a jaw-dropping \$19 million in funding across not one, but two seed rounds! Talk about hitting the jackpot in the crypto casino!

[Cut back to Jason, brimming with excitement.]

JASON: These investors aren't just your everyday folks. We're talking big shots like Lachy Groom, who used to run things over at Stripe issuing, and also a Google Venture. They believe in Meanwhile's vision, and they're putting their money where their Bitcoin wallets are!

[Cut to an animation showcasing Meanwhile's mission and goals.]

JASON: (voiceover) Meanwhile's mission? To combine the power of Bitcoin and artificial intelligence to revolutionize life insurance as we know it! They're aiming to reach over a billion people globally and become the superheroes of the insurance world!

[Cut back to Jason, now holding a Bitcoin-shaped superhero cape.]

JASON: Move over, traditional insurance companies! Meanwhile is here to save the day, armed with the dynamic duo of Bitcoin and AI!

[Cut to a dynamic interview-style video with CEO Zac Townsend.]

JASON: (voiceover) And who's leading this charge? None other than Zac Townsend, the mastermind CEO of Meanwhile. With a decade of experience in tech, finance, and public policy, he's like the Tony Stark of the crypto insurance world!

ZAC: (enthusiastically) Bitcoin is the future, my friends! It's set to become a global store of value and functional currency. So, why not protect your life and your Bitcoin in one fell swoop? It's a match made in crypto heaven!

[Cut back to Jason, now joined by an animated version of Max Gasner, Meanwhile's CTO.]

JASON: (voiceover) But wait, there's more! Meanwhile's tech genius, Max Gasner, is using the power of artificial intelligence to create a frictionless insurance experience. It's like having an insurance agent who never sleeps, never takes coffee breaks, and speaks in code!

MAX: (excitedly) We're all about efficiency, transparency, and revolutionizing the insurance game! With AI on our side, we're streamlining processes, reducing manual labor, and creating a whole new level of insurance awesomeness!

[Cut to a montage of vibrant visuals showcasing Meanwhile's digital assets and innovative services.]

JASON: (voiceover) So, if you're tired of the same old insurance snooze-fest, it's time to hop on the Bitcoin train with Meanwhile. They're the pioneers, the disruptors, and the life insurers of the future!

[Closing scene: Jason standing confidently, holding a Bitcoin-shaped trophy.]

JASON: (enthusiastically) That's all for today, folks! Thanks for joining us on this wild ride into the world of Bitcoin-powered life insurance. Don't forget to like, subscribe, and hit that notification bell for more mind-blowing crypto content. Until next time, keep hodling and insuring like a boss! Peace out!

[Fade out with exciting music and Meanwhile's logo displayed on screen.]

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✨ Exciting News Alert! ✨

🚀 Meanwhile is taking life insurance to the moon and beyond with a splash of Bitcoin magic! 🌕💰

👤 They've just secured a whopping \$19 million in funding to become the FIRST and ONLY life insurer operating exclusively in cryptocurrency. Talk about breaking boundaries! 🚀📄

👥 With high-profile investors like Lachy Groom (former head of Stripe issuing) and also a Google Investment Venture on board, Meanwhile is poised to revolutionize the insurance game. ✨

🌐 Their vision? To combine the power of Bitcoin and artificial intelligence, reaching over a billion people worldwide with innovative, Bitcoin-denominated life insurance products. 🌍💡

📖 Led by the visionary CEO, Zac Townsend, and backed by the tech genius, Max Gasner (CTO and co-founder), Meanwhile is set to redefine insurance norms. They're bringing efficiency, transparency, and a whole lot of crypto pizzazz to the table! 💎 ✨

🚀 So, all you crypto enthusiasts and long-term Bitcoin holders, this one's for you! Get ready for a frictionless, cutting-edge insurance experience like never before. It's time to protect your life and your crypto assets in style. 📁 ✨

🔔 Don't miss out on the crypto revolution. Like, share, and follow Meanwhile to stay in the loop on their game-changing journey! Let's ride the Bitcoin wave together! 🌊🚀

#MeanwhileInsurance #BitcoinRevolution #CryptoInsurance #LifeInsurance
#TechInnovation #ArtificialIntelligence #BreakingBoundaries
#FinancialRevolution

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🚀 Big news alert! 🚀 Meanwhile is making waves as the world's first life insurer operating exclusively in cryptocurrency! 💰👉 Stay tuned for exciting updates as they revolutionize the insurance industry with Bitcoin-powered protection. 🌐🔒 #CryptoInsurance #MeanwhileInsurance #BitcoinRevolution

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Paid search Ad.

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Headline: "Protect Life (& Bitcoin!)"

Long Headline: "Meanwhile: The Future of Insurance is Here. Safeguard Your Life and Digital Assets with Crypto-Powered Solutions."

Description: "Revolutionize insurance with Meanwhile's Bitcoin-based life coverage. Experience transparency, innovation, and security today!"

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