



OIP Insurtech x BoundAI: Digital Presence

One Roll Studios presents a unified vision for OIP Insurtech and BoundAI. Moving beyond legacy templates to establish a sharp, quiet, and real digital presence. A high-cadence transition to a sophisticated digital hierarchy designed as a credible operating system for COOs and MGAs.

[ONE ROLL STUDIOS](#)

[VISION DECK](#)

[2026-05-18](#)

THE STAKES

The middle wins only if the website proves the tech

The category is bifurcating. Automation-first vs services-first. OIP sits in the middle. The next 18 months decide whether OIP is seen as a tech-credible insurtech or as a services play with AI on top.

The website is the single most important asset in that call. Treat it as brand defensibility, not visual refresh.

⚠ The current oipinsurtech.com surfaces almost none of OIP's real proof points. That gap is the risk.

Founded

2012

Clients

100+

Core Field Accuracy

99%

Compliance

ISO 27001 + SOC II

Template ceilings and generic imagery dilute market credibility

Three friction points compound across the current surfaces, each one eroding the credibility OIP has earned over a decade of industry-shaping work.

Template Limitations

Elementor-based templates and generic imagery undersell a decade of industry-shaping work. Loading "0+" stat counters create immediate credibility scratches with buyers who have seen everything.

Missing Product Proof

Sharp copy regarding execution layers is flattened by repeated H2 fragments and buried videos, forcing users to rely on prose rather than tangible workflow proof.

Stunted Partnership Perception

These friction points signal a "startup" status to a buyer who is actively seeking the stability, depth, and proven track record of a seasoned industry partner.

TWO SURFACES, ONE BUYER

Two distinct products. Same strategic buyer. Different evaluation modes.

OIP Insurtech

CREDIBILITY SURFACE

Targets COOs and MGAs in due-diligence mode. The site must read as dense, structured, and confident. An operating system for insurance ops, not a brochure.

- Editorial, data-forward layout
- Modular grid system
- Compliance as design modules

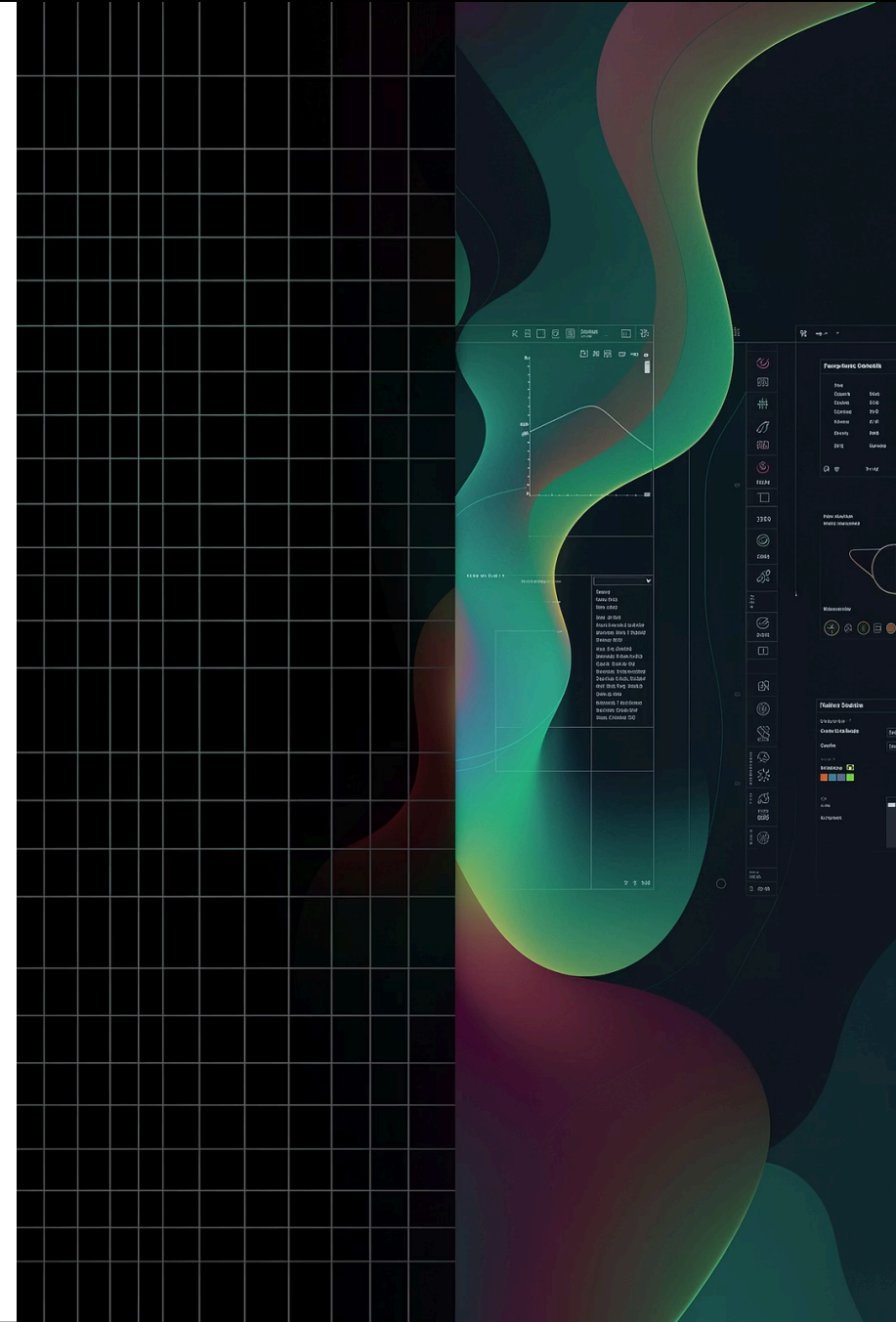
BoundAI

PRODUCT SURFACE

Same buyer, now in evaluation mode. They want proof the AI actually works, integrates, and does not break things. The site must feel like the platform itself. Dark, sharp, alive.

- Real UI as the hero
- Animated workflow proof
- Technical dark-mode visuals

Two mental modes. Two distinct expressions. One coherent strategy.



Most insurtech sites fall into extremes. The opportunity is in the gap.

The market is split between corporate bloat and shallow beauty. Neither converts the underwriting buyer. The One Roll position bridges both extremes with dark-mode confidence and real technical literacy.

- ✔ Sharp, quiet, and real. Signals capability where others signal effort.

| Feature | Over-corporate | Pretty-but-shallow | One Roll Position |
|---------|-------------------|---------------------|----------------------|
| Visuals | Heavy, crowded | Beautiful but empty | Sharp, quiet, real |
| Tone | Generic | Aesthetic-first | Dark-mode, technical |
| Proof | Buzzwords | Confusing | Real screens, data |
| Result | Underwriters skip | High bounce | Signals capability |

TWO DISTINCT SURFACES

Two identities. One team in flight on both.

Each site keeps its own visual identity. The OIP and BoundAI brands do not need to look like siblings to ship together. The bundle value is operational: one studio, one coordinated launch, one timeline.

OIP Insurtech

Structured for underwriting logic. Modular grid system. Editorial style. Data-forward layout. Editorial typography, generous whitespace, restrained color.

Insurity SI, ISO 27001, SOC II treated as design modules, not testimonial-section afterthoughts.

BoundAI

Tactical technical platform hero. Real BoundAI UI is the hero, not abstract illustrations. Technical dark-mode visuals. Tactile, sharp interface.

Mintlify, Linear, Anthropic-level product feel. The platform's job, shown.

Replace static hero banners with a pillar-led entry system

The hero is not a banner. It is a 4-tile grid of OIP's performance pillars. Each pillar anchors to a dedicated section, letting the buyer choose their path in.

1

4-Tile Pillar Grid

Hero displays Better Decisions, Better Quality, Better Retention, and More Time for Selling as interactive entry points.

2

Pillar-Anchored Sections

Each tile anchors to a focused section with relevant whitepapers, case studies, and proof points.

3

Buyer-First Focus

Underwriting buyers hunt for their problem. The site lets them lead, not the other way around.

4


Proof as Design Module

Founded 2012, 100+ clients, Insurity SI, ISO 27001, SOC II integrated as first-class design components.

Not a gimmick. Information architecture that respects the buyer's time.

The site is the workspace. BoundAI's hero is an animated workflow.

Visitors land and watch the BoundAI workflow run as a motion sequence. ACORD parsed, duplicates flagged, totals validated, PAS write-back. Built as animated SVG or Lottie motion, not a video recording. Looks live. Loops.

 Proof in seconds. Underwriters view platform value within the first **8 seconds** of site interaction.

A static screenshot cannot compete with the workflow running. Dark and alive. Tactile, sharp design for buyers who have evaluated many AI demos and found them wanting.



Animated Workflow Hero

Real-time motion sequence built in code, not recorded video.



Product UI as Hero

Real screens, not illustrations. Every motion demonstrates the platform doing its job.



Dark and Alive

Mintlify, Linear, Anthropic-level product feel for discerning technical buyers.

A studio built for high-cadence work in regulated sectors



Design and Development Under One Roof

No handoff between studios and dev shops. Design decisions and engineering decisions happen in the same conversation, at the same time.



AI-Native, With Receipts

We do not just build for AI companies. We build AI products ourselves. We understand BoundAI's stack because we work in it.



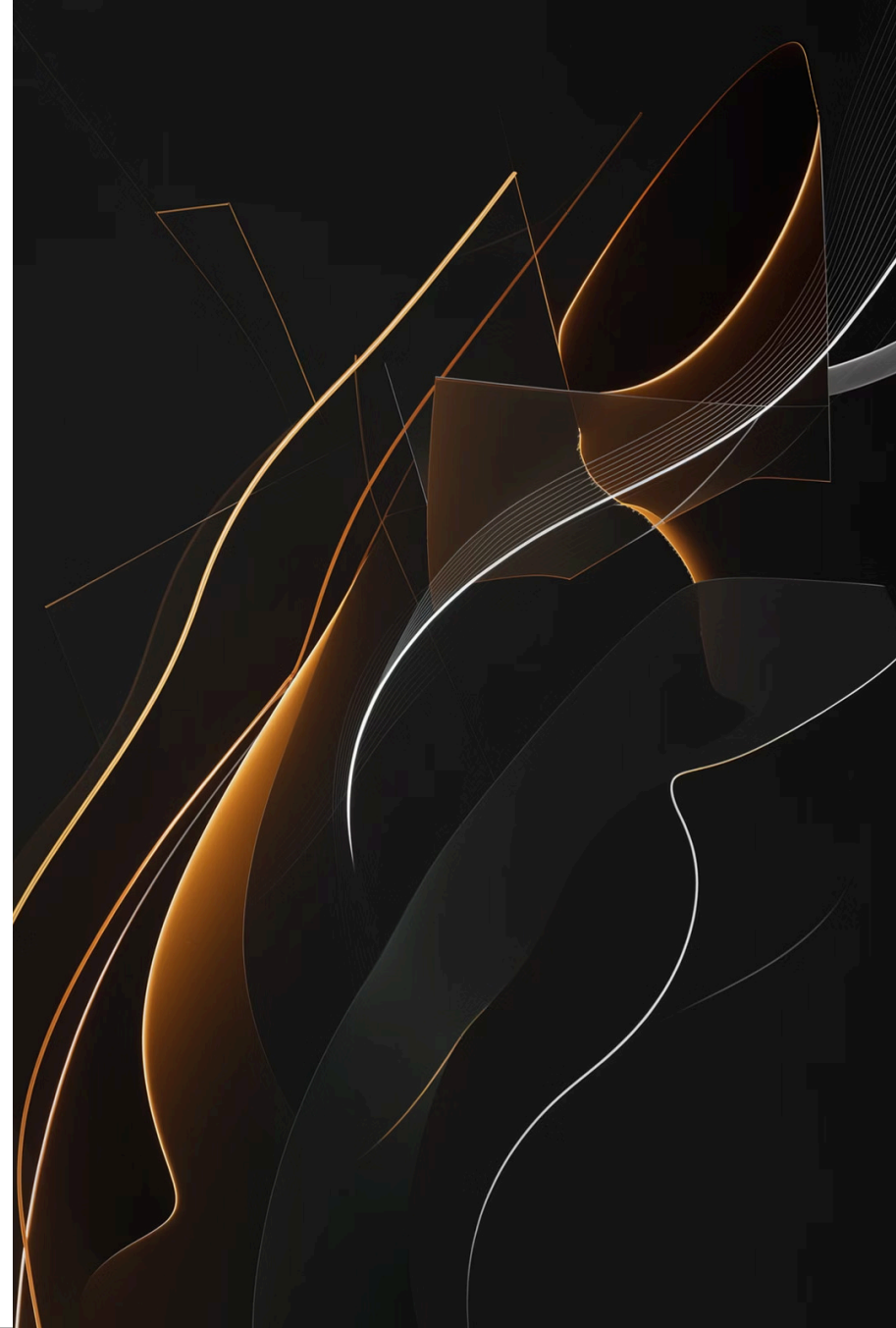
Shipping Speed That Holds

This deck arrived in two days. That cadence continues through the project, not just the pitch. Speed without quality loss.



Proven in High-Stakes Sectors

AGT Infrastructure (Tata, Adani, ONGC, Reliance, L&T). Nspire Health Solutions. Accedge Canada. B2B credibility surfaces that convert.



Three ways to engage. One destination.

All options include design, development, CMS setup, and two weeks of post-launch iteration. Payment: 25% on signing, 50% on design approval, 25% on launch.

OPTION A

OIP Insurtech

\$6K

5 to 6 weeks. Live by July 1.

- Full design and development
- CMS setup
- Two weeks post-launch iteration

OPTION B

BoundAI

\$6K

5 to 7 weeks. July 1 launch target.

- Full design and development
- CMS setup
- Two weeks post-launch iteration

OPTION C RECOMMENDED

Both Sites

\$11K

6 to 7 weeks. July 1 launch target.

- Both sites, one coordinated launch
- Full design and development
- CMS setup on both
- Two weeks post-launch iteration

📅 Next: a 30-minute call. We walk through this deck live. You push back. We get sharper. Kali Nigam and Prerit Khanna, One Roll Studios.