



Website: digsure.ai

Location: San Francisco, United States

Insurance Line: Specialty and Commercial Lines

Stage: Seed

Business Model: B2B2C

Customer Segments: Digital Marketplaces use it for identity, fraud & risk screening, risk-based pricing, insurance, claims

Funding: Series Seed - \$5.0m

Open to Investment: Yes

Traction: Customer growth - revenue generating

Team Size: 12

Founded: July 2018

NOTES:

Horizontal lines for notes

Summary

Worldwide, mobility companies are developing new business models with increased risk due to nearly instantaneous transactions and anonymous users. Insurance companies, when willing to quote, offer costly policies for rison these dynamic businesses. DigiSURE provides tailored end-to-end protection that reduces operating costs. Through enhanced methods of detecting potential risk, our intelligent platform provides customers with a TrustScore that informs our smart pricing model. A customized protection plan is offered in seconds with exact coverage by the hour, day, or mile, and communicated instantly via API. We also manage the claims process from start to finish so support teams can take better care of their customers. Only DigiSURE provides a holistic insurance solution for on-demand mobility businesses.

Founders & Key People

Paul Smith, Co-CEO & Co-founder - 20+ yrs. experience insurance industry, private equity, online travel VP Innovation, Liberty Mutual, VP Operations, Direct General Operating Partner, TPG Capital MBA, Berkeley/Haas; BS, Georgetown in Finance

Mike Shim, Co-CEO & Co-founder - 20+ yrs. experience in startups, ecommerce, business development, legal Managing Member, True North Cos. VP Mobile Partnerships & Marketing, Groupon & VP/GM Mobile, Yahoo! JD, Cornell; BA, Georgetown

Praveen Rao, Chief Risk & Analytics Officer & Co-founder - 20+ yrs. experience in risk, data analytics and marketing Developed proprietary lending platform for an online retail brand Senior Executive at Mastercard, Chase, Visa and Western Union MA, Columbia; MA, American University

J Robert Geiman, Chairman & Co-founder - 20+ yrs. experience in digital media & communications, venture capital EIR, Warburg Pincus; CEO & Co-founder, Confirm, acquired by Facebook Partner, Cava Capital & Partner, Polaris Partners MBA, Harvard; BA, Dartmouth

Market Overview

The global mobility market is expected to explode to a \$630 billion market globally over the next five years. Our estimates of the associated insurance market is \$30-\$50 billion, creating a sizable and under-addressed opportunity. Competitors in our space include Zego, Slice and Trov.

Solution:

Our technology platform provides risk management and insurance to mobility companies while mitigating their trust, safety, & liability risks. Our APIs provide fraud detection, generates risk scoring, dynamically runs underwriting rules and transaction-level pricing, delivers protection packages, and handles claims.

Competitive Advantage

A comprehensive risk management solution provides a differentiated value proposition for the unique challenges of on-demand mobility businesses. No competitors offer an end-to-end solution for this specific market segment. This gap has led to higher overall costs, an increased incidence of fraud, and inflexible coverage terms. We are tackling the full value chain of insurance services to make mobility marketplaces safer for participants.