



Website: investsure.info

Location: Johannesburg, South Africa, Hartford USA

Insurance Line: Specialty and Commercial Lines / Personal lines

Stage: Customer growth - revenue generating

Business Model: B2B2C

Customer Segments: Investment platforms and broker dealer clients buy the product.

Funding: Seed - \$688,423.20

Open to Investment: Yes

Traction: Customer growth - revenue generating

Team Size: 5

Founded: January 2017

NOTES:

Raising a global seed round in the US, closing 30 April 2020. Targeting a \$1.5 million raise, up to \$2.5 million. Looking for a lead investor size of roughly \$1 million, existing investor participation.

Summary

We provide investors with a way to mitigate the risk of losses caused by deceptive management practices (VW, Enron, GE). We created a first of its kind insurance product that transfers this risk from the investor to the insurer, and is backed by Hannover Re as the global reinsurer for the product.

The product is integrated with investment platforms (think Schwab in America or E-Toro in Europe) and is then available to the clients of that platform.

Clients log on to their trading platform and simply tick a box to purchase insurance. The product is fully automated from buy to claim. We are able settle claims on average in under one minute as they are based on parametric triggers and all information about the loss is held digitally. Unofficially we have paid the fastest claim ever recorded for insurance purposes, in the world.

Founder & Key People

Shane Curran, CEO, shane.curran@investsuretech.co.za, Shane is a chartered accountant with experience in financial modelling and a love for investing. He previously worked for PwC.

Mbulelo Mpfana, COO, mbulelo.mpfana@investsuretech.co.za. He has 6 years experience in actuarial, finance and risk management roles at AIG.

Ignatious Nkwini, CTO, ignatious.nkwini@investsuretech.co.za. Has 17 years of experience, including 7 year at Hannover Re.

Market Overview

Our growth is dependent on integrating the product with investment platforms and maximizing the penetration into their asset base.

Our TAM is an estimated premium pool of \$80 b/y in the US and the EU. We calculated this by taking the combined market capitalization of all listed companies on the major US and EU exchanges, reduced by institutional assets as we focus on the individual investor and multiplied by the premium charged for the product. We are looking to protect primarily individual investors and so the institutional assets should be excluded from our TAM. We take a 20% fee of the premium.

Competitive Advantage

We are the only company currently offering this product - we have no direct competitors yet.

Once integrated with a platform we have captured the clients as 'ours', as the barriers to switching are very high for the platform itself. Therefore overtime, the integration with a platform will be our key advantage.

We took 3 years to build an MVP and get all the required approvals with backing from the 3rd largest reinsurer in the world, including a 1 year test period, which creates another barrier to entry.



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