Qualitative Research for Connected Insurance

**Company Overview**

Connected Insurance, founded in 2019 in Herzliya, Israel, is an innovative insurtech company that's reshaping the insurance landscape in the sharing economy. With cutting-edge event-sourcing technology and real-time data analysis, the company provides personalized insurance solutions for various sectors, including fleets based on usage, cyber insurance, travel insurance, and more. This empowers businesses to integrate insurance into their offerings, enhancing value and generating new revenue streams. The mission of Connected Insurance is to create a safer, personalized, and efficient insurance experience for individuals and businesses by leveraging technology and connectivity. The vision is to revolutionize the industry by offering adaptable insurance products that promote transparency, fairness, and sustainability, ultimately becoming a trusted partner for a resilient future. Their goal is to bridge the gap between traditional insurance models and the dynamic demands of the digital age, fostering transparency, innovation, and adaptability.

Connected Insurance (CI) operates through a dual business model. Firstly, it serves as a technological enabler for insurance companies, enabling them to leverage their clients' data and create personalized insurance products. CI generates revenue from these services through license fees. Secondly, CI is engaged in insurance licensing, actively selling insurance across 49 states in the USA as well as in Europe and the UK. In this capacity, CI earns commissions based on each insurance deal. This combination of technology enablement and insurance sales forms the core of CI's business model, allowing them to provide value to both insurance providers and customers while generating revenue through licensing and commissions.

**Insurtech Industry**

Insurtech, a dynamic fusion of "insurance" and "technology," is revolutionizing the insurance industry by harnessing innovative technologies such as data analysis, AI, and IoT to enhance efficiency, risk evaluation, policy underwriting, and claims processing, transforming traditional insurance models. While facing challenges like regulatory hurdles and insurer hesitance, insurtech offers compelling advantages, including improved customer experiences, operational efficiency, flexibility, reduced costs, and the potential for fraud reduction. It spans crucial domains such as claims management, underwriting, contract execution, and risk mitigation. Pioneering insurtech companies, leveraging AI, blockchain, drones, big data, automation, and IoT, are driving innovation. This novel approach caters to diverse consumer preferences, reshaping the insurance landscape while addressing privacy concerns.

In Israel, the insurtech sector, while relatively young, shows promising growth with a notable increase from 26 to 61 active companies since 2015, backed by substantial funding and the involvement of global insurance leaders. Notable names such as Munich Re, AXA, Sompo Insurance, and AmTrust invest in Israeli insurtech startups, marking a significant commitment to this emerging industry. The Israeli insurtech ecosystem covers diverse subsectors, including customer acquisition & engagement, consumer optimization tools, advanced underwriting, insurance products, claims management & fraud detection, and back-office & analytics. These segments introduce innovative solutions that personalize customer engagement, enhance underwriting with new data, improve policy management, and leverage AI for efficient claims processing. This growth trajectory suggests that insurtech in Israel will likely become a distinct, mature domain, separate from fintech, showcasing its transformative potential within the high-tech landscape.

**Team**

Tal Cohen: Chief Executive Officer

Tal Cohen, the Chief Executive Officer of Connected Insurance, brings a deep understanding of financial services and innovation to his role, shaped by his extensive experience as the former Chief Commercial Officer of Lloyds Banking Group. Under his leadership, Connected Insurance has flourished as a dynamic force in the insurtech sector, focusing on cutting-edge technology and customer-centric solutions. Tal's strategic acumen and commitment to positive change are driving Connected Insurance's journey toward a more connected, efficient, and customer-friendly insurance experience. With over 20 years of leadership experience, he co-founded Peakko, served as CTO, and held positions at Invesus Group and Internovus.

Yaron Zurr: Chief Commercial Officer

Yaron Zurr, the Chief Commercial Officer at Connected Insurance, boasts a remarkable background in the insurance industry, with significant experience as the former Managing Director at Swiss Re and Chief Underwriting Officer at AG Insurance. Yaron's expertise in risk management and underwriting are invaluable to the company's operations. His strategic insights coupled with a keen understanding of market dynamics drive Connected Insurance's innovative product offerings and partnerships. Yaron's dedication to enhancing customer experiences and driving growth solidifies his pivotal role in the company's journey. With 25 years of influential leadership in the financial and tech sectors, he has held roles such as Managing Director EMEA at Afiniti.com, COO and Board Member at UBS Bank, and Director of Professional Services at Jacada. He spent over 15 years in the technology space in various roles in the USA.

Arik Shpak: Chief Insurance Officer

Arik Shpak, the Chief Insurance Officer at Connected Insurance, brings a wealth of experience to the team. His extensive knowledge of insurance operations and risk management, gained from roles such as the former Head of Strategy at AIG and Chief Underwriting Officer at Ageas, guides Connected Insurance's strategies. Arik's forward-thinking approach to developing tailored insurance solutions aligns with the company's commitment to innovation and customer-centricity. With a decade of experience in the global insurance and cyber industry, Arik's industry connections shine. He served as the head of innovation at Kesh Underwriters and worked as an insurance broker at Shepherd Compello Ltd in London, a Lloyd’s Broker and Coverholder.

The team also includes several senior advisors from other companies:

Brad Brown - Advisor

Brad Brown's advisory role at Connected Insurance highlights his visionary thinking and insurtech expertise. Formerly the Chief Underwriting Officer at Direct Line Group, Brad's profound grasp of underwriting processes and risk management adds substantial value to the team. His strategic guidance and commitment to driving technological advancements empower Connected Insurance to provide cutting-edge solutions. Brad's influential contributions continue to shape the company's trajectory in the insurance industry. Furthermore, he currently holds the position of Senior Partner at McKinsey & Co., leading the Technology Practice and McKinsey’s Big Data Practice.

Lisa Wardlaw - Advisor

Lisa is a highly accomplished, multinational Fortune 100 (Munich Re, Farmers Insurance) Insurance Strategy and Innovation executive with extensive finance, operational and digital experience that has transformed and differentiated businesses leading to consistent profit growth and new sources of revenue in advance of new market trends. Lisa is a great addition to our team, supporting us in building the insurance of the future!

Roy Glasberg - Co-Founder and Managing Partner, AnD Ventures (Advisor)

Roy Glasberg, Co-Founder and Managing Partner of AnD Ventures, is a significant influence within Connected Insurance. His leadership in managing Google's global acceleration programs, combined with strategic insights, shapes the company's approach to value-added investing and corporate innovation. Roy's extensive network and leadership skills drive innovative ventures forward, making him an essential driving force behind Connected Insurance's growth.

Xavier Collins - Advisor

Xavier Collins' executive roles at Turo and Deliveroo position him as an impactful Vice President of the UK division. His proficiency in business expansion and fostering innovation aligns seamlessly with the company's goals. Xavier's dedication to utilizing technology for positive change and transforming urban mobility makes him an invaluable asset. His strategic vision and commitment to sustainable solutions greatly contribute to Connected Insurance's mission. He has previously been the General Manager UK at Turo (Car Sharing platform, Unicorn), Head UK at Deliveroo, and founder of Shaman VC.

Brad Bao - Advisor

Brad is the Co-Founder & Former CEO of Lime (world-leading shared scooters platform) and a Managing Partner at Kinzon Capital. His involvement in launching LimeBike and contributing to sustainable transportation initiatives underscores his commitment to innovation. His background as a Managing Partner at Kinzon Capital solidifies his influential role in shaping the company's direction and driving growth.

Sebnem Tugce Pala - Advisor

Sebnem Tugce Pala's commitment to sustainable transportation and policy reform shines through her advisory role at Connected Insurance. With a background in public policy and sustainable development studies, her contributions align seamlessly with the company's mission. Her experience at UC Berkeley's Transportation Sustainability Research Center and involvement in mentorship programs highlight her dedication to equitable transportation solutions. Sebnem's expertise in translating technology into policy greatly contributes to Connected Insurance's pursuit of intelligent insurance solutions. She currently serves as the Director of Policy & Market Development at UtilityAPI, with expertise in sustainable transportation and roles at REEF Technology, SuperPedestrian, and Spin Scooters.

David Waldorf - Advisor

David Waldorf's extensive experience in underwriting, broking, and insurance technology is a valuable asset as the President and Chief Commercial Officer at Connected Insurance. His innovative approach, showcased by his venture Receivasure, underscores his dedication to transforming trade credit insurance. His industry involvement, including roles at Marsh USA Inc, underscores his expertise in structuring, underwriting, and distributing coverage. David's leadership and insights play a pivotal role in driving Connected Insurance's progress. His past roles include Senior Vice President at AON and CEO of Receivasure MGA.

**Growth Strategy**

Connected Insurance (CI) has a comprehensive growth strategy, which includes market expansion, innovation, strategic partnerships, industry recognition, and alignment with the digital economy. They actively engage in industry events like the MOVE: Mobility Re-imagined conference and the Global Tech Innovator competition to solidify their presence in the mobility and digital marketplace sectors. Collaborations with industry giants such as Hyundai Motor Group and Quantum Hub through programs like Spark highlight their proactive approach to forming partnerships, amplifying their impact on the future of smart mobility. CI's focus on gaining industry recognition through awards and nominations drives customer and investor attraction.

To guide their growth trajectory, CI leverages the expertise of seasoned professionals, as seen with the addition of Dr. Volker to their Advisory Board. Their alignment with the rapidly evolving digital economy, particularly in Mobility-as-a-Service and the sharing economy arenas, positions them as an innovative, customer-centric, and influential player, reshaping insurance for the digital age. The recent introduction of "The Digital-Life Insurance" demonstrates their ability to tap into new markets, like the digital-savvy consumer segment, further strengthening their competitive edge.

Geographically, CI's coverage spans 49 states in the USA, Europe, and the UK, providing a solid foundation for international expansion. Collaborations with industry giants like Apollo and Swiss Re bolster their technological capabilities and extend their market reach, ensuring a strong position in emerging markets. CI's commitment to cutting-edge insurance solutions tailored to the sharing economy, including micro-mobility platforms, ensures their relevance and competitive advantage. By managing costs efficiently through technology, strategic investments, diversification, and adaptability, CI aims for sustainable revenue streams, positioning themselves as an industry leader focused on long-term profitability.

**Financial Analysis on Company**

**Venture Fundraising and Valuation**

Connected Insurance had one round of Venture Fundraising, which successfully raised $0.75 million in a Seed Round, with leading contributions from AnD Ventures and Singularity Capital. This accomplishment led to a post-money valuation of $2.47 million, with investors collectively owning 30.60% of the company. These significant funding milestones, coupled with strategic partnerships, highlight Connected Insurance's revenue-generating phase and emphasize its potential to reshape the insurance landscape through innovative solutions. Currently, the company is valued at $2.5 million and employs 15 staff members.

**Accelerator/Incubator**

Before the seeding round, Connected Insurance became a participant in The Israeli Insurtech Accelerator on July 1, 2021. Led by CEO Tal Cohen, the company joined the accelerator's inaugural cohort and is backed by accelerator/incubator financing. Then, the business is currently in a revenue-generating phase.

**Israeli Insurtech Accelerator:** Established in 2020 in Tel Aviv, The Israeli Insurtech Accelerator, under the leadership of CEO Kobi Bendelak, serves as a dynamic catalyst for Israeli insurtech startups. It provides vital funding, guidance, and networking support, with a proactive approach focused on Information Technology, Insurance, IT healthcare, and financial services. This strategic emphasis fuels growth in the InsurTech sector, facilitated by renowned partners like Brokertech Venture and InsurTech Israel. Kobi Bendelak's leadership plays a pivotal role in forging connections, creating opportunities, and accelerating growth within the insurtech landscape. The accelerator, in alignment with the ever-evolving needs of businesses in this dynamic field, offers a 10-week tailored program in Tel Aviv for local start-ups aiming to excel in the global insurance market. The program is designed to help these start-ups develop tools that enhance the insurance community while targeting international markets, and it is part of the larger Global Insurance Accelerator, driving transformative change by paving the way for groundbreaking solutions that reshape the insurance landscape.

**Seed Round**

On May 23, 2022, The Connected Insurance successfully completed its Seed Round, securing $0.75 million in funding. The deal was marked by a pre-money valuation of $1.71 million and led by AnD Ventures and Singularity Capital, with undisclosed investors also contributing to the round. The company, based in Herzliya, Israel, is under the leadership of CEO/Lead MGT Tal Cohen and is currently in the business of generating revenue. The funding effort resulted in a 30.60% ownership for the investors and a post-valuation of $2.47 million.

**AnD Ventures (Lead Investor):** AnD Ventures, based in Tel Aviv, is a visionary venture capital firm spearheading early-stage innovation in information technology. Led by Managing Partner Roy Glasberg, a Google veteran who orchestrated global acceleration programs, AnD Ventures stands as a transformative force in the tech landscape. Supported by industry veterans like Ariel Cohen, with 20 years of leadership in product development at companies like Amdocs and LivePerson, fostering expansive developer ecosystems, and Lee Moser, known for his background in government, business development, and venture capital, including his recent role as Head of Global Relations at iAngels, AnD Ventures creates a robust foundation for startup success.

With a strategic focus on investments ranging from Pre-Seed to Series A, AnD Ventures actively fosters innovation in sectors like AdTech, FinTech, and HealthTech, propelling startups from vision to reality. Collaborative at its core, AnD Ventures seeks minority stakes, engaging in syndication to amplify resources and perspectives. Roy Glasberg's leadership, fortified by industry luminaries Ariel Cohen and Lee Moser, amplifies the impact of AnD Ventures. Their partnership with companies like Connected Insurance is emblematic of their commitment to innovation, growth, and shaping a dynamic technological future.

**Singularity Capital:** Founded in 2016 in Tucson, Arizona, Singularity Capital is a venture capital firm driving innovation in sectors like business, finance, healthcare, and technology. Specializing in seed-stage and early-stage companies, they invest between $0.05 million to $0.5 million to nurture transformative solutions and amplify growth. Their global reach spans countries like Brazil, Canada, India, and the US, while their focus on verticals like AdTech, FinTech, and HealthTech underscores their commitment to cutting-edge progress. Through collaborative partnerships, they seek minority stakes and syndicate investments, further accelerating their portfolio companies' success. Singularity Capital's visionary approach aligns seamlessly with transformative endeavors like Connected Insurance, showcasing their dedication to shaping a future of innovation, transparency, and adaptability.

**Product Analysis-Overview**

**Products:**

**Usage-Based Insurance for Digital Platforms and Insurers:**

* Provides accurate and real-time risk assessment for various transactions within the sharing economy, such as micro-mobility or other sharing services.
* Delivers usage-based, risk-driven insurance premiums based on real-time data and AI analysis.
* Enables accurate pricing for transactions, promoting profitability and risk reduction.

**Fleet Liability Management:**

* Offers cost-effective insurance solutions for managing fleet liability in the sharing economy.
* Uses data-driven underwriting to deliver accurate premiums and optimize costs.
* Provides insights into fleet performance to improve safety and management.

**Personal Accidents Coverage:**

* Provides insurance coverage for personal accidents within the sharing economy.
* Utilizes real-time data analysis and AI-powered underwriting for accurate premium determination.
* Includes insights into risk exposure and tailored coverage.

**Rider Liability Coverage:**

* Tailors insurance coverage to meet the specific needs and risk criteria of riders in the sharing economy.
* Offers data-driven underwriting and real-time insights for accurate pricing.
* Provides transparency and granular risk assessment.

**Embedded Insurance Solutions for Brokers:**

* Enables brokers to offer user-based insurance products for their clients in the sharing economy.
* Leverages data-driven underwriting and AI analysis for competitive premiums.
* Supports brokers in providing innovative and attractive insurance options to their clients.

**Self-Insurance Management:**

* Assists sharing economy platforms in optimizing self-insurance programs.
* Offers visibility into risk exposure and allows better planning for risk retention.
* Helps platforms save on insurance premiums and create tailored insurance programs.

**Live Connected Claims Handling:**

* Streamlines the claims handling process with digital claims management and fraud detection.
* Provides a real-time view of claims, improving efficiency and transparency.

**Key Feature**

**Transparent Insurance for the Sharing Economy:** Connected Insurance acknowledges the limitations of traditional insurance models in addressing the unique risks associated with the sharing economy. Their data-driven approach offers a paradigm shift by delivering real-time risk exposure analysis, granular underwriting, and usage-based coverage. This approach enables accurate risk assessment, empowers decision-making, and ensures fair pricing based on actual data.

**AI-Powered Augmented Underwriting:** Connected Insurance leverages cutting-edge AI to process vast amounts of data and derive actionable insights. By applying unsupervised learning algorithms and real-time data analysis, they offer insurers, brokers, and digital platforms a more accurate picture of risk and profitability. This approach replaces outdated risk models with precise, granular underwriting that adapts to the unique requirements of the sharing economy.

**Value for Insurers:** For insurers, Connected Insurance provides a comprehensive suite of tools. Their real-time risk exposure analysis and usage-based underwriting facilitate the creation of innovative, competitive insurance products. Insurers gain access to a transparent risk and utilization dashboard, enabling better risk management and the development of products that suit the sharing economy's dynamic nature. This approach ensures greater client loyalty, improved communication, and enhanced profitability.

**Benefits for Brokers:** Connected Insurance's offerings empower brokers to offer differentiated value to their clients. Through data-driven underwriting, brokers can deliver more competitive premiums, tailored to the specific needs of the sharing economy. The utilization of real-time insights and transparent risk assessment supports brokers in offering lower costs and deeper insights into fleet performance. This enables brokers to be more intelligent, impactful, and relevant to their clients.

**Self-Insurance Management**: Connected Insurance addresses the evolving needs of sharing economy platforms through self-insurance management. By offering visibility into risk exposure and enabling optimized self-insurance programs, platforms can save on inflated insurance premiums and retain risk more effectively. This solution aligns with the platform's growth and cost optimization strategies.

**Value Proposition:** Connected Insurance's products are built on a foundation of transparency, innovation, and real-time data analysis. By catering to the sharing economy's unique requirements and the digital mobility landscape, they enable stakeholders to make informed decisions, optimize risk management, and offer competitive products. Their AI-powered approach revolutionizes risk assessment, empowers cost reduction, and enhances profitability, ultimately delivering tailored, dynamic, and effective insurance solutions for the modern era.

**Target Market**

Connected Insurance's target market is primarily focused on companies operating in the sharing economy, particularly those in the mobility-as-a-service (MaaS) space. This includes businesses involved in car sharing, car hailing, last mile delivery, micro-mobility (e.g., scooter rentals), vehicle original equipment manufacturers (OEMs), fleets, and other digital marketplaces related to the sharing economy. Any player in the Sharing Economy space – Car Sharing platforms, Micromobility Platforms, home rental, Delivery platforms, etc., is a potential customer for CI.

They aim to provide insurance solutions that address the unique risks faced by these companies. The target customer segment consists of both established players in the sharing economy sector (such as large car-sharing companies) and smaller, emerging businesses looking to enter this space (e.g., startups in micro-mobility). These companies often face challenges in obtaining appropriate and affordable insurance coverage due to the lack of historical data and traditional insurance models that don't fit their business models.

CI has successfully extended its reach, offering its insurance services across 49 states in the USA, as well as in Europe and the UK, where it operates on a commission basis for each deal. This widespread coverage allows CI to serve a diverse range of businesses within the sharing economy, ensuring that companies of various sizes and at different stages of growth can benefit from their specialized insurance solutions

**Marketing and Distribution**

Connected Insurance employs a partnership-based distribution model, collaborating with major players in the insurance industry to leverage their technology behind the scenes. For example, they mention partnering with Apollo, a leading reinsurer in the US, to work directly with clients and offer insurance coverage through Apollo. This distribution strategy allows them to tap into the existing insurance ecosystem while providing their innovative risk assessment and pricing solutions. The company also actively participates in industry events and conferences, such as the Sharing Economy Global Summit, Web Summit, and others, to showcase their solutions and connect with potential clients and investors. They leverage these platforms to promote their technology and demonstrate how it addresses the insurance challenges faced by companies in the sharing economy. Additionally, Connected Insurance highlights its involvement in prestigious programs, such as the Spark program with Hyundai Motor Group and Quantum Hub, which not only serves as a recognition but also acts as a marketing tool, showcasing their capabilities and contributions to the future of smart mobility. By targeting the sharing economy, building strategic partnerships, and actively participating in industry events, Connected Insurance aims to position itself as a leading provider of innovative insurance solutions tailored to the digital economy, ultimately addressing the needs of their target market and enabling growth in the sharing economy sector.

**User Experience (UX)**

Connected Insurance (CI) is addressing a critical need for large digital platforms, particularly in terms of insurance cost control. This focus on cost management is an excellent example of a customer-centric approach. The product offers a live and dynamic dashboard that delivers powerful insights, enabling companies to make risk-based decisions. This emphasis on real-time data and risk management aligns well with modern user expectations for proactive solutions. The user-friendliness and ease of use of this dashboard will be key in ensuring that companies can quickly and effectively manage their insurance spend.

**Performance and Quality**

The reviewers highlight the perceived value and impact of CI's solution. The fact that CI has been able to maintain momentum and navigate through a challenging economic cycle in the insurance industry speaks to their resilience and the perceived quality of their offering. Gathering more detailed user feedback would be essential to comprehensively evaluate performance and quality.

**Feedback and Improvements**

To further enhance the product, CI should actively gather user feedback from its customers and stakeholders. This feedback can be invaluable in identifying areas for improvement, addressing any usability concerns, and refining the dashboard's features based on real-world usage. Continuous iteration based on user feedback will help ensure that CI's solution remains effective and aligns with evolving customer needs.

**Competitive Analysis**

CI faces competition from both traditional insurance companies that may adapt to the digital economy and other insurtech startups targeting the sharing economy and mobility sectors. CI's unique selling point is its data-driven approach, extensive industry knowledge, and partnerships with established players. They have the potential to differentiate themselves by offering tailored and cost-effective solutions. However, they need to continue expanding their client base, building a strong brand, and staying ahead of industry trends to maintain a competitive edge.

In the rapidly evolving landscape of insurance and insurtech, various companies are pioneering innovative approaches to meet the changing needs of customers and businesses. Here's a comparative analysis of Connected Insurance and five other notable companies in the industry:

**Connected Insurance**

**Differentiators:** Advanced event sourcing technology, real-time data analysis, tailored insurance solutions, emphasis on transparency and adaptability.

**Competitive Advantage:** Unique AI-driven approach to data-oriented insurance solutions for the sharing economy.

**1. Zego**

**Description:** Zego operates an on-demand insurance platform catering to flexible professional and commercial insurance options for vehicle owners. It offers pay-as-you-go insurance based on usage data.

**Differentiators:** On-demand insurance for flexible vehicle owners, minute-by-minute insurance policies, pricing based on usage data.

**Competitive Advantage:** Focus on providing flexible insurance for gig economy workers and vehicle owners.

**2. UniRisX**

**Description:** UniRisX provides a SaaS-based insurance underwriting application that accelerates insurance innovation. Its cloud-based application allows insurers, brokers, and intermediaries to launch and manage insurance policies in real-time.

**Differentiators:** Secure cloud-based application, virtual and customizable services, real-time insurance policy management.

**Competitive Advantage:** Emphasis on real-time policy management and global distribution.

**3. Life Design Analysis**

**Description:** Life Design Analysis offers a cloud-based insurance platform that automates insurance processes, increases revenue, and saves time for advisors, distributors, and carriers.

**Differentiators:** Cloud-based insurance platform, automation of complex insurance processes, value-added services for life insurance distribution.

**Competitive Advantage:** Streamlined insurance processes and automation for enhancing distribution efficiency.

**4. Tigerlab**

**Description:** Tigerlab develops insurance software that transforms how retailers and insurers worldwide develop and distribute insurance products. It includes quote/sales systems, underwriting tools, claims modules, and more.

**Differentiators:** Comprehensive insurance software suite, online quote and sales system, flexible integration capabilities.

**Competitive Advantage:** Comprehensive software suite for insurers and retailers to develop and distribute insurance products efficiently.

**5. Combined Ratio Solutions**

**Description:** Combined Ratio Solutions focuses on claims automation and provides InsurTech services to improve agent experience through smart design. It offers software solutions for agents and underwriters to streamline processes.

**Differentiators:** Claims automation, agent-focused software solutions, robotics automation for claims processing.

**Competitive Advantage:** Focus on enhancing agent experience and improving efficiency through automation.

Overall, each of these companies brings a unique approach to the insurance landscape, addressing different aspects of insurance products, distribution, and technology. While Connected Insurance stands out for its AI-driven approach to personalized insurance solutions, the other companies excel in areas such as on-demand insurance, real-time policy management, automation, and comprehensive software suites.

**Requirements of Licensing Company**

In order to conduct insurance business in Israel, Connected Insurance must adhere to specific regulatory requirements set forth by the Capital Markets, Insurance, and Savings Authority (CMISA) in alignment with the insurance laws of Israel. Complying with these regulations ensures the company's legitimacy, safeguards the interests of policyholders, and contributes to a transparent and efficient insurance ecosystem within the country.

**State Licensing by CMISA:** Connected Insurance must obtain the necessary licenses from the Capital Markets, Insurance, and Savings Authority (CMISA) to legally operate in the insurance sector in Israel. These licenses grant the company the official authorization to provide insurance services, including underwriting policies, collecting premiums, and handling claims, within the Israeli market. The process of obtaining an insurance license in Israel involves a comprehensive evaluation by CMISA. The regulatory authority examines various factors, including the financial stability of Connected Insurance, the qualifications and expertise of its management team, and the overall business plan.

**Financial Stability and Capital Requirements**: As part of the licensing process, Connected Insurance must demonstrate the necessary financial stability and maintain appropriate levels of capital and reserves. This ensures the company's ability to fulfill its obligations to policyholders, particularly in the event of claims and other financial responsibilities.

**Compliance with Israeli Insurance Laws:** Once licensed, Connected Insurance is required to strictly adhere to Israeli laws that govern insurance contracts, premium pricing, and other relevant matters. Ensuring compliance with these laws is crucial for maintaining transparency, fairness, and legal integrity in the Israeli insurance market.

**Ongoing Oversight and Audits:** In addition to meeting initial licensing requirements, Connected Insurance is subject to regular control, inspections, and audits by CMISA. These periodic reviews assess the company's financial health, claims processing procedures, and overall compliance with regulatory standards. This continuous oversight aims to protect customers and promote stability within the insurance industry.

**Ethical and Responsible Business Practices:** By operating as a licensed insurance company in Israel and complying with CMISA's requirements, Connected Insurance demonstrates its commitment to ethical, transparent, and responsible business practices. This not only grants the company the legal right to operate but also instills confidence in policyholders, knowing they are dealing with a reputable and law-abiding insurance provider.

**International Licensing:** In November 2022, Connected Insurance successfully secured an MGA (Managing General Agent) license, granting the company the privilege to offer insurance services in the regions of North America, Europe, and the United Kingdom. Moreover, Apollo Syndicate, a prominent re-insurer specializing in the digital economy, has entrusted Connected Insurance with the significant responsibility of underwriting authority.

**Social Media**

1. Linkedin posts

https://www.linkedin.com/company/ci-apfie/posts/?feedView=all

Connected Insurance, a prominent player in the insurance industry, eagerly anticipates its participation in the MOVE: Mobility Re-imagined conference taking place in London on June 21-22. The company is actively engaging with key players in the Mobility-as-a-Service (MaaS) sector and expresses a keen interest in digital marketplaces for car sharing, car hailing, last mile delivery, vehicle original equipment manufacturers (OEMs), fleets, and related domains. Prospective partners and collaborators are encouraged to schedule meetings through the MOVE app. The company places a strong emphasis on the critical role of proper insurance solutions within the rapidly emerging connected micro mobility space. Notably, Connected Insurance highlights its valuable partnership with Hyundai Motor Group and Quantum Hub as part of the Spark program, aiming to contribute significantly to the future of smart mobility. The company is dedicated to providing cutting-edge services, elevating customer experiences, and optimizing operational efficiency. They recently showcased their innovative risk assessment approach for MaaS and commercial fleets at a prestigious event in Germany, garnering recognition as one of over 200 startups from 40+ countries, underscoring their innovation and industry recognition.

Furthermore, Connected Insurance has received significant recognition, including being named the KPMG Private Enterprise Tech Innovator by KPMG Israel, a testament to their groundbreaking technology and relevance in the digital economy. Their active participation in events like the Global Tech Innovator competition during Web Summit 2022 in Lisbon, Portugal, further demonstrates their commitment to pushing boundaries. They've been identified as a noteworthy Israeli Fintech startup to watch in 2023, and their involvement in industry events like Micromobility Industries Europe in Amsterdam showcases their commitment to staying at the forefront of industry developments. The company is enthusiastic about their role in the Spark program in partnership with Hyundai Motor Group and Quantum Hub, aiming to contribute substantially to the evolution of smart mobility.

Connected Insurance takes pride in their game-changing risk assessment approach, particularly suited for the evolving landscape of digital platforms and marketplaces, utilizing live data feeds for precise risk evaluation. They've welcomed Dr. Volker to their Advisory Board, leveraging his extensive automotive industry expertise. Collaborations with Shepherd Compello and Apollo ibott 1971 Syndicate further demonstrate their drive to deliver next-generation insurance solutions tailored for the Digital Economy. Risk assessment remains a significant challenge, especially in the shared mobility industry, where the Mobility-as-a-Service trend is gaining momentum. They urge support by encouraging votes for the Israel's top insurtech company 2023 award from Insurtech Israel News and Menora Mivtachim Group, solidifying their position as a leading innovator in the insurance sector.

1. Tech 12

<https://www.tech12.co.il/index-startups/Article-d640b9692ae2581027.htm?_atscid=7_134353_204082920_2330853_0_Txtetaxjxdshwhus8sp>

Yaron Tzur claimed that world has faced a significant challenge in the lack of suitable insurance options for smaller companies, resulting in high premiums or no coverage at all. CI employs machine learning and a comprehensive approach, integrating over 100 data fields, including rental data, telemetry, weather, city schedules, and street information, to construct an advanced insurance model. Through this data analysis, CI aims to substantially reduce risk and offer more competitive premiums.

The company provides its system free of charge to selected clients for a limited period, allowing them to experiment with the system and manage their insurance, leading to a better understanding of the entire risk profile. CI has formed partnerships with major players in the insurance industry, such as Apollo, a prominent reinsurer in the US, to bolster its technology and market presence. Presently, CI serves 4 clients, including car sharing company TURO and the scooter company Super-Pedestrian.

CI's objective is to deliver intelligent insurance solutions that assist companies in comprehending their exposures, minimizing high-risk transactions, and ultimately lowering premiums. This approach enables operators to concentrate on low-risk areas and expand their businesses.

1. Bitkom Events

<https://www.youtube.com/watch?v=bTTB6iMhIms>

In the interview, Arik Shpak discusses the challenges of adapting traditional insurance models to this innovative industry, which lacks historical data and requires more flexible and customized risk assessment. Connected Insurance uses real-time data, AI, and machine learning to predict risk patterns and provide personalized insurance solutions for various sharing economy sectors, such as micro-mobility and delivery. Their goal is to bring transparency and accuracy to risk assessment while addressing the needs of this new economy. The company currently partners with insurers and is aiming to become a carrier, starting with the US market and expanding into different industries. They emphasize the availability of data from sharing economy platforms for risk analysis and tailor their offerings accordingly while complying with privacy regulations.

1. McKinsey & Company

https://www.mckinsey.com/industries/financial-services/our-insights/insurance-reinvented-insights-from-insurtech-leaders

Yaron Zurr talked about the future of insurance is being redefined by insurtech leaders, envisioning significant growth in the next 5 to 10 years. The shift towards digital platforms and short-term transactions is driving the rise of usage-based insurance. Instead of the traditional fixed pricing, this model breaks insurance into smaller units, adapting to specific usage patterns like miles, minutes, or days. This concept is evolving to become more personalized – paying as you use and customizing pricing according to individual behaviors. The next generation of insurance is envisioned as "embedded insurance," highly intelligent and real-time coverage integrated into various platforms. This approach is fueled by data analysis and millions of daily transactions. Successful implementations have shown increased customer engagement and better model calibration. The ultimate goal is to offer real-time, personalized insurance experiences seamlessly integrated into digital platforms, benefitting both clients and insurers.

1. Insurtech digital

<https://insurtechdigital.com/digital-strategy/helping-digital-platforms-reduce-their-risk-exposure?fbclid=IwAR28o_g0IekGVGoNM2ss1h8bM6DOclzDmbE305aMURX7sDWpHrc9-3EZmIA>

Connected Insurance (CI) is revolutionizing Usage-Based Insurance (UBI) solutions in the sharing economy by creating a data-driven risk platform. Traditional insurers in this dynamic industry rely on limited risk factors and "black box" pricing, resulting in inaccurate pricing and lack of transparency. CI breaks this paradigm by providing more granularity in pricing models, utilizing overlooked data points, and empowering sharing economy platforms to control and reduce insurance costs.

CI's strategic partnerships with leading insurance players, such as Apollo ibott, have expanded its market presence. The goal is to make insurance a contributor and enabler for businesses they serve, offering better insurance offerings to clients and more relevant protections to end clients. CI's platform uses technology, including machine learning, to process data and predict risk, sharing these insights with clients.

CI's full-stack solution connects all parties involved (digital platforms, brokers, claims administrators, and reinsurers) under one platform, leading to transparency, better insurance pricing, and reduced exposure costs for sharing economy companies. Essential tools provided by CI include risk and utilization dashboards, streamlined claims handling, self-insurance management, and rapid creation of embedded insurances for end users.

1. KPMG

<https://kpmg.com/xx/en/home/insights/2023/04/kpmg-private-enterprise-tech-innovator-finalists-yaron-zurr.html>

In the interview, Yaron Zurr, discusses how the traditional insurance industry struggles with the gig economy's lack of historical data. Connected Insurance uses big data and AI to predict risk patterns and develop pricing models. They focus on numerous data points, unlike traditional insurers who rely on basic factors. Privacy is respected, and user data helps create innovative solutions. Connected Insurance aims to partner with reinsurers and is excited about shaping the future of insurance through collaborations.

1. Forrester

<https://www.forrester.com/blogs/connected-insurance-reality-or-hype/>

The article discusses the reality and value of connected insurance (CI) involves digitizing customer interactions, improving revenues, reducing costs, and streamlining processes like underwriting and claims handling. It's seen as a crucial step for insurers to stay competitive in a changing landscape where digital-first startups are emerging. However, there are challenges such as data security, privacy protection, cyber threats, and AI ethics that need to be addressed before widespread adoption can occur. The article emphasizes the need for insurers to invest in CI capabilities to enhance customer experiences, increase efficiency, and drive business growth.

1. Cision PR Newswire

https://www.prnewswire.com/il/news-releases/connected-insurance-ci--partners-with-swiss-re-to-launch-its-first-embedded-cyber-protection-for-the-digital-savvy-consumers--the-digital-life-insurance-301345999.html

Connected Insurance (CI) has teamed up with Swiss Re to launch a groundbreaking cyber protection product called "The Digital-Life Insurance." This innovative solution addresses the increasing cyber risks associated with our digital world, offering personal cyber insurance to individuals and families. The product includes risk prevention tools and an AI chatbot to reduce exposure to cyber-attacks. Bituach Haklai Insurance in Israel is the first carrier to offer this solution, which was designed to cater to the needs of digital-savvy consumers. The collaboration aims to provide coverage in response to the growing demand for insurance integrated into the digital landscape.

**SWOT Analysis**

**Strengths**

**Innovative AI-Driven Approach:** Connected Insurance's core strength lies in its innovative AI-powered underwriting and data-driven risk assessment, enabling personalized insurance solutions, real-time analysis, and accurate pricing tailored to the sharing economy's unique requirements.

**Strategic Partnerships:** CI has established significant partnerships with reputable industry players such as Apollo, Swiss Re, and Shepherd Compello. These collaborations provide financial support, enhance credibility, and extend market access, showcasing CI's value proposition to potential clients.

**Market Presence and Recognition:** CI's successful expansion to 49 states in the USA, Europe, and the UK, along with their active engagement in industry events, recognition as a tech innovator, and awards, highlights their industry prominence, positioning them as a trusted provider of insurtech solutions.

**Focus on Transparency:** CI's commitment to transparency addresses a critical pain point in the sharing economy. Their transparent risk assessment, granular underwriting, and usage-based coverage build trust and resonate with clients seeking fair pricing based on actual data.

Industry Expertise: The founders and team members bring extensive experience in insurance, finance, and technology, enabling them to understand the unique needs of the sharing economy and mobility-as-a-service companies.

**Data-Driven Approach:** The use of comprehensive data and telemetry from various sources enables CI to offer accurate risk assessments and tailor-made insurance solutions, leading to cost savings for clients.

**Weaknesses**

**Limited Market Reach:** CI's primary focus on the sharing economy, particularly the Mobility-as-a-Service sector, might limit its exposure to other potential markets or industries.

**Dependency on Partnerships:** While strategic partnerships provide benefits, CI's success may become somewhat dependent on the willingness and stability of these partner companies, posing risks to the business.

**New Entrant:** Founded in 2019, CI is relatively new to the market, which may require time to build brand recognition and trust.

**Narrow Focus:** CI's success in serving sharing economy companies may limit its customer base due to a focus on specific industries like mobility.

**Limited Market Penetration:** As of available information, CI's client base is small, consisting of a few companies. Expanding the customer portfolio is essential for sustained growth.

**Opportunities**

**Market Growth in Sharing Economy:** CI can capitalize on the rapid growth of the sharing economy, especially the MaaS sector, by further penetrating this market and offering innovative insurance solutions to emerging and established players.

**Expansion to New Segments:** Leveraging their data-driven underwriting and AI analysis expertise, CI can extend their services to other industries beyond sharing economy platforms, exploring new segments and diversifying offerings.

**Continued Product Innovation:** The insurtech landscape's demand for innovation provides CI with opportunities to enhance products, explore additional risk assessment parameters, and adapt to evolving customer needs, staying ahead of the competition.

**Global Expansion:** As the sharing economy and mobility-as-a-service industries grow globally, CI has the opportunity to expand its operations beyond Israel and the United States, reaching new markets.

**Diversification:** CI can explore diversifying its product offerings to cater to a broader range of industries within the sharing economy or even consider expanding into other sectors.

**Emerging Insurance Tech Ecosystem:** The rise of insurtech presents opportunities for partnerships, collaboration, and access to new technologies, further enhancing CI's services.

**Threats**

**Competitive Landscape:** The insurtech industry's high competitiveness, with established players and new startups continuously entering the market, requires CI to differentiate its offerings and address evolving client needs to stay competitive.

**Regulatory Challenges:** Regulatory changes in the insurance industry, data privacy laws, and other legal considerations can impact CI's operations. Adhering to evolving regulations while maintaining the flexibility of their technology platform is crucial.

**Cybersecurity Risks:** As an AI-driven platform dealing with sensitive customer data, CI must remain vigilant against cybersecurity threats. Data breaches or privacy concerns can significantly damage their reputation and trust with clients.

**Future Prospects**

Connected Insurance's future prospects are remarkably promising, given their strategic alignment with the rapidly evolving mobility industry, specifically in the Mobility-as-a-Service (MaaS) sector. The company's commitment to innovation, as evident from their engagement with digital marketplaces and partnerships with industry leaders like Hyundai Motor Group, sets the stage for substantial expansion and relevance in the digital economy. Their data-centric approach, including their pioneering The Digital-Life Insurance initiative, leverages granular data analysis for precise risk assessments, positioning them as a trusted partner for digital platforms seeking accurate insurance solutions. The addition of Dr. Volker to their Advisory Board brings valuable industry expertise, further enhancing their decision-making capabilities. Connected Insurance's forward-thinking mindset, focus on smart mobility, and dedication to shaping the insurance landscape in alignment with emerging trends uniquely position them for significant growth and leadership in providing cutting-edge insurance solutions tailored to the evolving needs of the digital era and the dynamic mobility landscape.

**Conclusion**

Connected Insurance (CI) stands as a dynamic and innovative player in the insurtech landscape. With a strategic focus on the sharing economy, especially the Mobility-as-a-Service (MaaS) sector, CI is positioned to capitalize on rapid industry growth. Their data-centric approach, strategic partnerships, commitment to innovation, and expanding international presence highlight their potential for significant success. However, CI must remain vigilant in addressing threats, including competition, regulatory changes, and cybersecurity risks. Given their industry alignment, forward-thinking mindset, and dedication to shaping the insurance landscape, CI's future prospects look remarkably promising. As they continue to drive innovation, tailor insurance solutions, and expand their reach, CI is poised to lead the way in providing cutting-edge insurance solutions for the digital economy and dynamic mobility landscape.

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