



Insurers: Staying relevant to your policyholders in 2020

Index

| | |
|---|----|
| Digital Sales Agent | 4 |
| Lead Generation / Database Enrichment | 6 |
| Customer Engagement / Customer Support | 11 |
| Content Marketing | 15 |
| Brand Communication / Marketing Analytics | 19 |
| Operations | 22 |
| P&C Claims Management | 26 |
| Agriculture and Industrial Claims | 28 |
| Motor Claims | 29 |
| Health Insurance | 34 |
| Digital Doctor | 45 |
| Companion Services | 49 |

Introduction

Within the past few months, almost all industries have seen significant paradigm shifts that will reshape the way business operates in the long term. Insurance is no exception and withstood dramatic changes in some specific part of its value chain. Customer relationship is one of the strongly affected areas: tied agents and brokers had been forced to find a new way to interact with their leads and customers. While some of the impacts will remain short-termed, the sustained quarantine has durably changed consumers' consuming habits, and some of the solutions adopted can have long term benefits if kept in place.

The following report is a synthesis of the work we have conducted with our corporate partners as we went through the unfolding of the crisis. It approaches key aspects of distribution in insurance and how insurers can bring value to their policyholders by helping them adapt to the ongoing changes.

The report is split into three parts. Firstly, we will focus on sales, customer engagement, and brand communications. Then, we will consider how innovation in claims management can improve customer experience and ensure high retaining. And at last, we will touch the specific case of building value creation around the health insurance ecosystem.

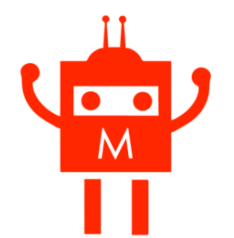
We hope this report will help you shed light on the diversity of innovative solutions available to the insurer when it comes to delighting its customers while supporting its distribution force in its work. By doing so, insurance companies can become more resilient to dramatic events, ensure the relevance of their business in the long term, and have a positive impact on their stakeholders.

Digital Sales Agent and Operations



Key Players

Lead Generation / Database Enrichment



Brand Communication / Marketing Analytics



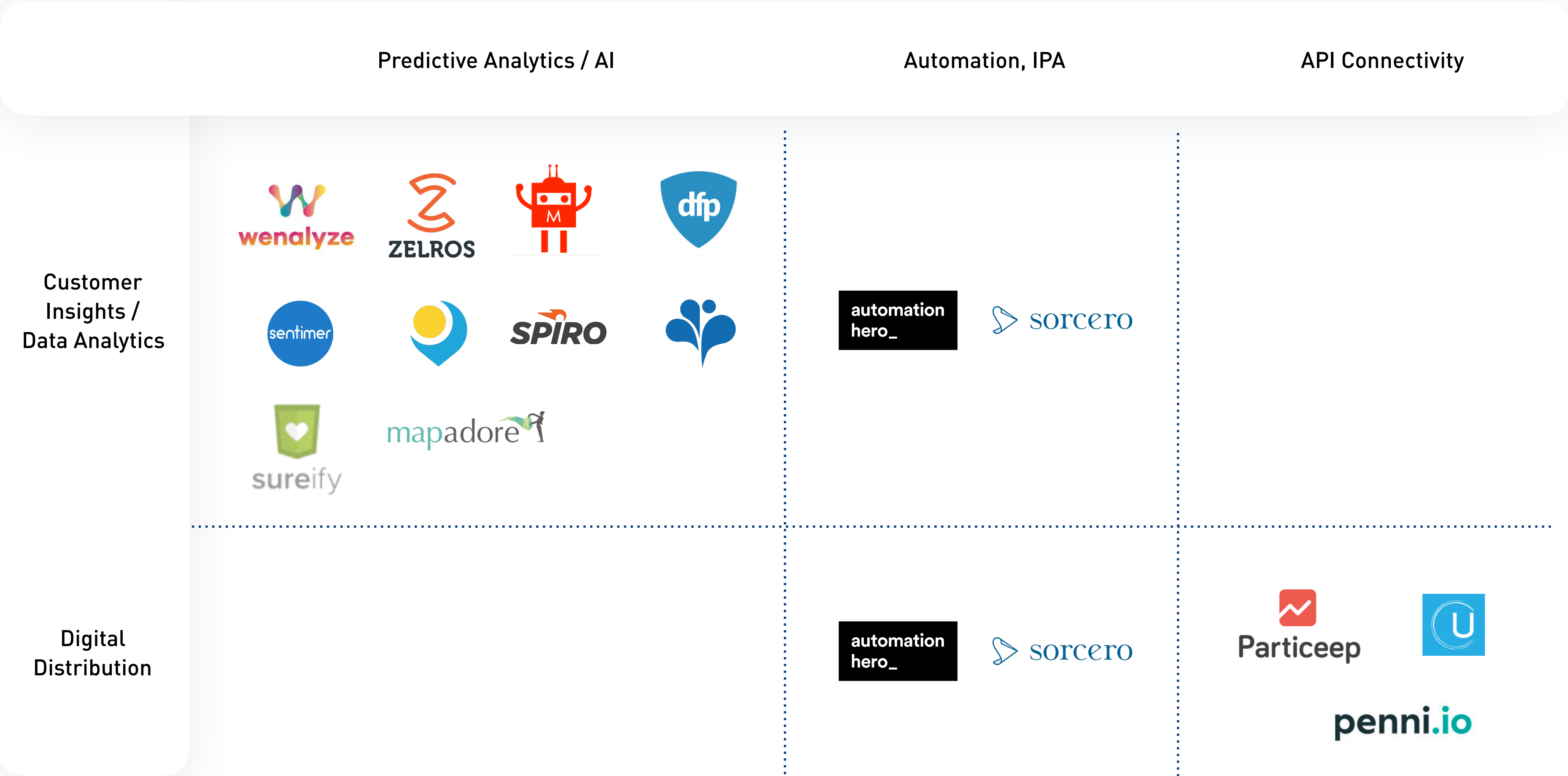
Customer Engagement / Customer



Content Marketing



Lead Generation and Database Enrichment



In normal times, the agent would leverage his experience and emotional intelligence to learn from a potential customer and tailor the right insurance offer. But without the ability to meet in person, the human touch is being lost quickly. Additionally, the “walk-in the shop” event does not exist anymore. This means that agents urgently need a new way to maintain their pipeline of potential new customers (leads).

Startups have been supporting insurers to find, store, structure and analyze the most relevant data to automate the grunt work of identifying and prioritizing leads; and to support sales agents to know when and how to best engage their customers (leads). Hence, creating highly personalized relationships over time.

Further we invite you to have a look at our **Top Pick Startups** for Lead Generation and Database Enrichment.

BlastPoint enables enterprises to accelerate business performance through persona-driven, actionable insights that drive adoption for customer services programs and increase customer engagement and satisfaction.

Enables the segmentation of customer messaging - companies deal with many different types of customers (age, location, price sensitivity, values, etc.) and therefore, to increase the effectiveness of campaigns, you need to target different groups in different ways. It leverages the Adaptive Data-Driven Personas - mixture of customer profiles and matching to personas in a geographical context.

Use Case

For example, BlastPoint helped one of the largest utility companies on the East Coast to drive adoption for their e-billing program. Through this solution, they have increased historical e-billing enrolment by 5% in under one quarter.

Similarly, BlastPoint has solutions for current challenges in industries such as insurance, finance, supply chain, and energy.



About BlastPoint

Headquarters: Pittsburgh, US

Founded: 2016

Fundraising: \$1,300,000

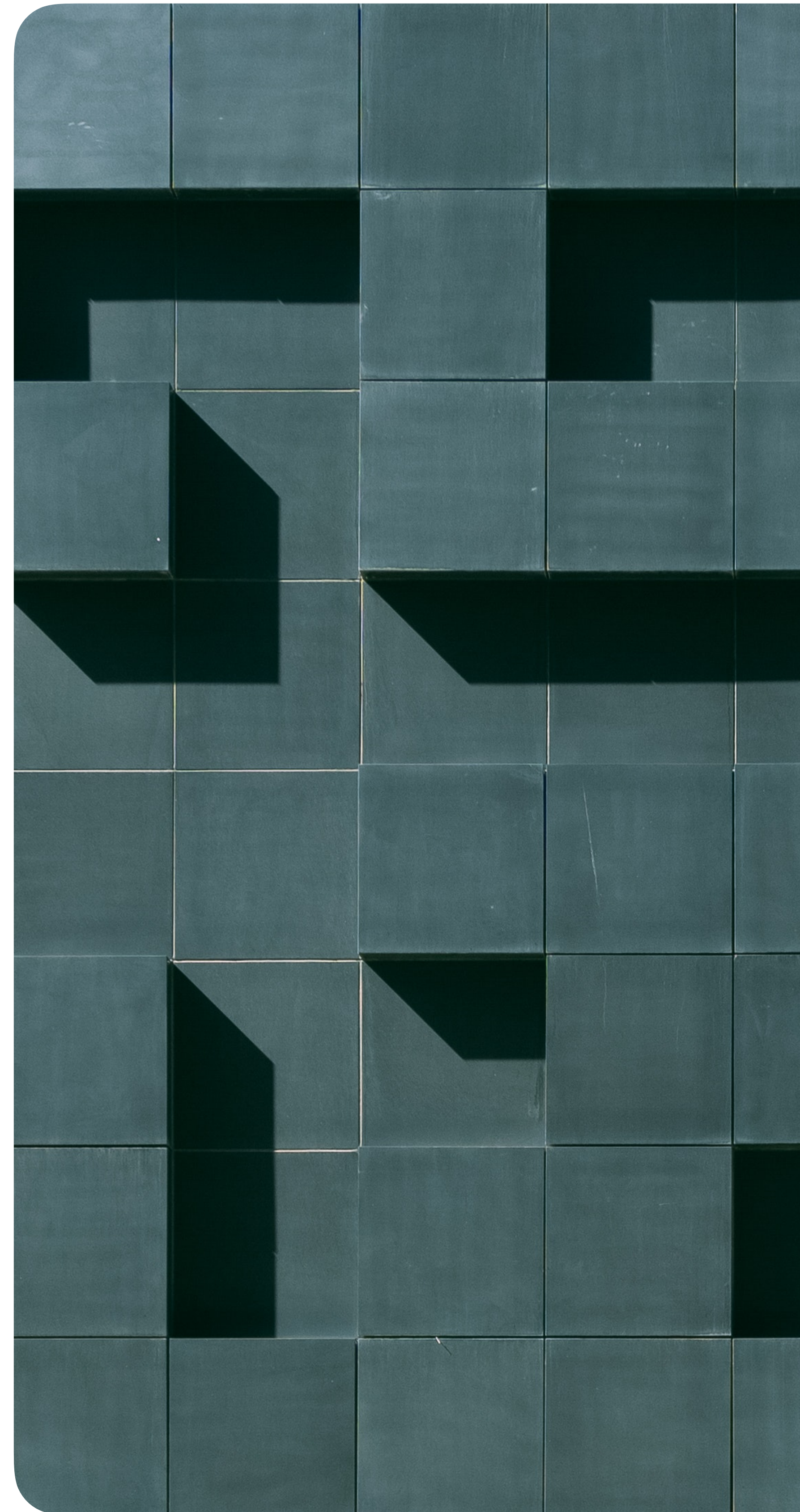
Spiro is the first Proactive Relationship Management platform. Natively built on artificial intelligence, Spiro consolidates CRM capabilities, sales enablement and analytics into a single platform.

Spiro's AI feature evaluates sales data and generates recommendations for sales reps. It behaves like a personal assistant to the sales team, reminding them to update contacts, change pipeline status, correct inconsistencies in the pipeline, report on sales progress and more.

1. AI assistant, directly integrated into the email. This would cut down on time actually spent in CRM and therefore the UI/UX design isn't as important.
2. Sales forecasting - this is compelling that the software could more accurately predict closing of business rather than assigning an arbitrary percentage to the deal.

Use Case

Common use cases for Spiro are for mobile sales teams, customer success, increasing account health, or anyone looking to improve customer engagement and follow up.



About Spiro

Headquarters: Boston, US

Founded: 2014

Fundraising: \$9,000,000

Penni.io empowers insurers to provide superior customer journeys.

Penni.io has proven its value in the Nordics market, solving the difficulty to quickly establish digital integration to distribution. Direct distribution partners are not supported by APIs / Widgets. Penni provides a Frontend & Widget, legacy integration framework, standardize API platform for insurance and conversion insights (collecting behavioral analytics). Its solution is extremely sales-driven and enables new channels.

Use Case

Penni is doing extensive work to reduce time to market for new insurance products and ease of access to digital business models for traditional insurers. This breaks down into ready-to-use front ends, APIs that encompass the digital customer journey and bespoke micro-services. By reducing cost and time to market for new insurance products, insurers are able to experiment new policies and business models, and deploy lean strategies efficiently.



About Penni.io

Headquarters: Kobenhavn, Denmark

Founded: 2016

Fundraising: -

Sorcero's Language Intelligence Platform enables enterprises to access, understand, and leverage their content and expertise from everywhere.

Sorcero provides a visual development studio, cognitive tool chain, and production grade platform to rapidly deploy enterprise applications for conversational and document-driven workflows. The platform enables enterprises reliant on domain expertise, such as insurers, life sciences, and financial services, to address their hardest challenges with intelligent applications that understand the nuances of their work in days, not years.

Use Case

Sorcero can deploy two different use cases, one around contextual understanding, using the query volume from Google as your language and then place people into the pockets of the psychological-graphs, based on the contextual understanding of what they're looking for, eventually generating a higher hit rate. The second case is more about creating a tool for agents: Sorcero would provide deeper access to the product information, therefore augmenting agent expertise, and then giving them a validated smart knowledge base that can be queried instantly copied into their channels and delivered to the customer



About Sorcero

Headquarters: Washington, US

Founded: 2018

Fundraising: \$5,400,000

Customer Engagement and Customer Support

Cloud / Saas / Platforms



*Internal and external usage

Automation IPA



Chatbots & NLP

Social Media & Traditional Media

Services Beyond Insurance



At standard conditions, the agent can handle a reasonable amount of communications over the phone and email, and walk-in meetings. But the sharply rising level of requests for information from clients (Health insurance) strains the agent. Additionally, consumption habits have changed and most clients expect real-time communication, for instance through chat, which represents a compliance risk in regulated industries.

Startups have been supporting insurers to integrate automated customer communication tools and CRMs managing conversational interfaces, into their workflows. This enables the use of conversational interfaces at scale and in compliant manner; for the insurance holding, but also for each of their agents.

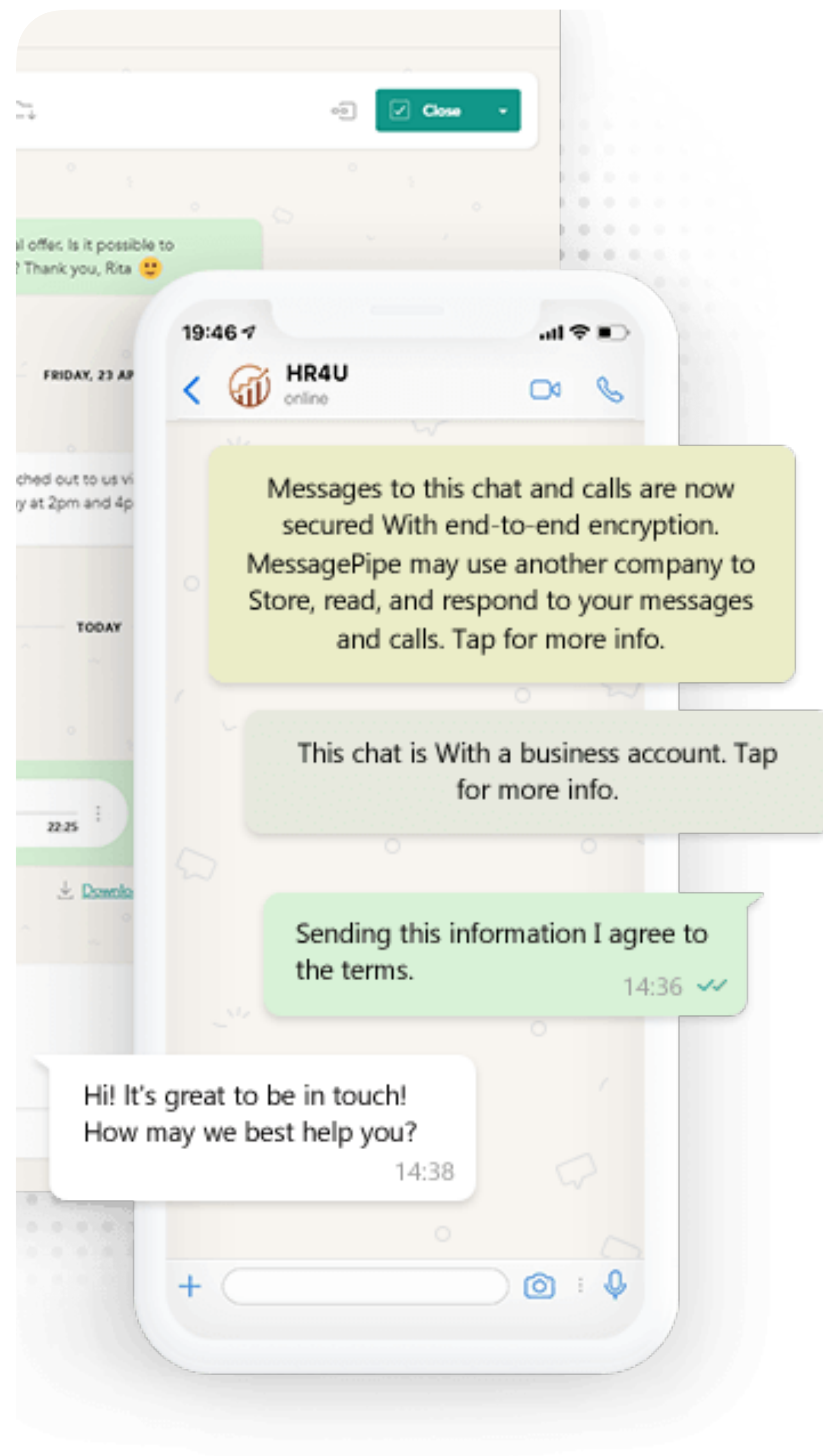
Further we invite you to have a look at our **Top Pick Startups** for Customer Engagement and Customer Support.

Unified Mobile Messaging API & Mobile Automation Solutions

Successful messenger communication requires smart Use Cases and Technology. The MessagePipe Messenger Communication Platform & Unified Messaging API (MessagePipe) provides the necessary tool set to run effective Use Cases via API or on-premise (as unified messaging CRM integrations)

Use Case

360 Dialog is specifically tailored for small businesses struggling with the increasing inflow of customers reaching out through WhatsApp. The first advantage is that 360Dialog's platform properly archives and stores exchanges so that they become GDPR compliant (Dialog360's founder says that, currently, a lot of Agents and Brokers are not compliant, but their clients keep reaching out on WhatsApp nonetheless). Dialog360 also builds proper workflows so that answers can be sent through desktop, requests classified and redirected, etc. Much like a proper CRM.



About 360 Dialog

Headquarters: Berlin

Founded: 2012

Fundraising: Undisclosed, Seed

Flexperto



FLEXPERTO

www.flexperto.com

Flexperto enables remote sales thanks to their enterprise communication platform that seamlessly connects all the collaboration tools and communication channels that sales employees need to better communicate with their customers.

The most mature solution for financial institutions in the space of customer engagement, client-facing tools, and sales communication. Flexperto is already working with several institutions in Germany, among them: Munich Re, Alte Leipziger, Berliner Volksbank, etc.

Use Case

With the communication cloud, all customer communication and collaboration can be managed from one central place. Flexperto capabilities offers all customers channels (voice, video, instant messaging & sms) and collaboration- tools (co-browsing, screensharing, appointments scheduling, e-signature, etc...), in a unified web-based solution.



About Flexperto

Headquarters: Berlin, Germany

Founded: 2012

Fundraising: €4,000,000

Userlane helps businesses automate user onboarding and employee training.

With the deployment of automation and RPA solutions within enterprises, the workforce upskill trend is becoming more and more important over time. Userlane is very simple to deploy, and provides instant value-add to customers and new employees. Speeds up training, customer onboarding, etc. They're working with several insurers already in Germany and abroad.

Use Case

Userlane uniquely enables enterprises to provide their employees with a scalable training experience which is GDPR compliant, with interactive walkthrough to the content. Userlane leverages on-demand micro-learning experiences and constant performance support to eliminate the need for retraining while offering constant software guidance.



About Userlane

Headquarters: München, Germany

Founded: 2015

Fundraising: \$4,938,649

Content Marketing

Predictive Analytics / AI



In normal times, the agent receives a manageable amount of content from the holding, and can share it with customers easily. But the current situation sees both a sharp increase in the need from customers to access reliable and highly personalized information, while the same customers are confronted with a massive flow of content, including from a lot of the agent’s competitors.

Startups have been supporting insurers to enable the distribution of highly personalized content at scale, as well as the optimization of content channels. Overtime, machine learning is able to deeply understand available content, and match it with customers’ specific interest or history with the agent. This is especially useful during complex, long sales cycles, such as in life insurance.

Further we invite you to have a look at our **Top Pick Startups** for Content Marketing.



Knexus

knexus

www.knexusgroup.com

Knexus delivers hyper relevant content to inspire and motivate each customer.

Knexus, by making content dynamic, strongly helps in complex products help when customers' decision-making process spans over a few days, and where it can bring an edge to pick up sessions where they were left off.

Use Case

Knexus is built on machine learning, and is able to deliver unique capabilities including the ability to:

- Automatically search, index and understand all social, marketing and product content that can help customers make more decisions.
- Match that content with customer data to deliver, in real time, hyper relevant content for each customer in their digital journeys within your owned channels.
- Optimize performance through machine learning on both customers/visitors and content.
- Deliver a substantial uplift in engagement and sales performance that is clearly tracked and attributable
- Reveal which pieces of content are the most effective in driving sales, not just clicks.



About Knexus

Headquarters: London, UK

Founded: 2017

Fundraising: \$1,500,000

Glassbox is an enterprise analytics platform that captures every web and mobile experience. It automatically captures all the digital interactions from the users and provides instant video replay of their session.

Glassbox has been raising significant capital while increasing its footprint in the insurance market, working with 30+ insurers in Israel, Europe and the U.S.. Their platform allows insurers to quickly identify bottlenecks in their online user experience for quick remediation; with increasing the conversion funnels in mind. Glassbox provides full, anonymized, transparency on user behavior, allowing the insurer to precisely understand how its website are being used.

Use Case

Glassbox enables banks and insurance companies to optimize their web and apps experience by automatically recording, indexing and analyzing 100% of customer digital interactions.



About Glassbox

Headquarters: London, UK

Founded: 2010

Fundraising: \$32,500,000

Persado



www.persado.com

Persado unlocks the power of words.

Persado is reinventing digital marketing by applying mathematical certainty to the words we use in marketing communications. By unlocking the power of words, companies experience new brand engagement and revenue performance across every channel.

In an era where marketing budgets have hit the wall and digital marketing creative is underperforming, Persado is empowering companies to break out of this “confidence crisis” by shifting digital creative from subjective “guesswork” to science. The Persado Message Machine keeps companies from falling behind by using mathematical certainty to inform their brands and instill confidence that they are making every word count across each customer journey, and every channel.

Use Case

Forward-thinking CMOs and marketing executives rely on Persado to continuously outperform by using words as a new source of value and differentiation, driving up to a 30X ROI across all of digital marketing channels.



About Persado

Headquarters: New York, US

Founded: 2012

Fundraising: \$66,000,000

Brand Communication and Marketing Analytics

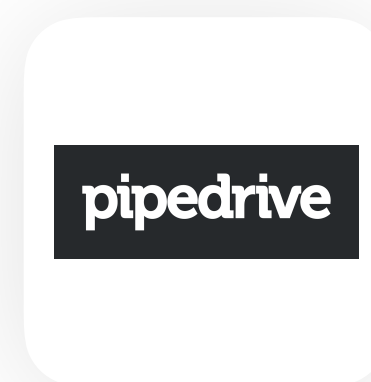
Social Media & Traditional Media



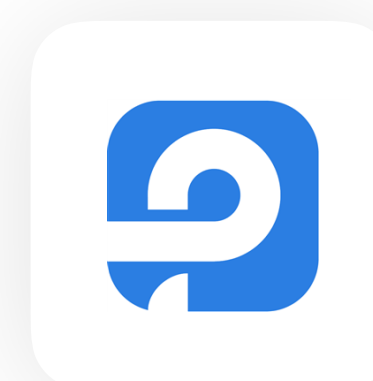
Predictive Analytics ML/AI



Cloud / SaaS Platforms



Chatbots & NLP



In normal times, agents are able to rely on periodic marketing reports from which they can derive necessary information to manage their businesses. However, the multiplication of communication and distribution channels will require a more systematic, real-time approach to marketing, including the need for analytics tools.

Startups have been supporting insurers to derive ever more precise details on their marketing strategy through the use of online analytics. Agents can now understand with extreme accuracy how to engage with their customers and leads online, and how to optimize over time respond to market changes.

Further, we invite you to have a look at our **Top Pick Startups** for Brand Communication and Marketing Analytics.



Pypestream, a conversational AI built for scale.

Built to usher the customer-centric enterprise into the digital age with “always-on” automation. No more single-task chatbots, no more embarrassing NPS scores and no more cobbling together technologies from multiple vendors.

Full-stack conversational AI with automation and business messaging products with a Secure infrastructure, compliant with PCI, GDPR, CCPA, & HIPAA. Working with Chase, P&G, Shell, Gillette and other Fortune 500 customers.

Use Case

Pypestream enables one of the most comprehensive AI for customer experience, with semantic search and words classification, tone analysis, sentiment analysis and emoji analysis. One leading insurance providers in the U.S. turned to Pypestream to transform the policyholder experience. With over 50 business entities and many more product lines covering property and casualty, the company’s leadership saw an opportunity to turn digital engagements with policyholders into a competitive advantage.



About Pypestream

Headquarters: New York, US

Founded: 2015

Fundraising: \$37,500,000

Moengage

moengage

www.moengage.com

MoEngage is an intelligent customer engagement tool built for a mobile-first world.

MoEngage was incorporated in 2014 and offers a SaaS-based Intelligent Customer Engagement solution. The startup's solutions leverage AI to power 30 billion personalized messages for 500 million users for 500+ customers in 39 countries. MoEngage has been listed in the Gartner Magic Quadrant for Mobile Marketing Platforms in 2018 and 2019, and is one of the highest-rated solutions by customers in the Gartner Peer Insights.

Use Case

What can corporations do with MoEngage? They can track user behaviour and product performance, analyze consumer trends and identify opportunities, provide omnichannel support to engage the customer in a personalized way or segment users based on attributes and behaviours (leveraging behavioural data, demographical data and geographical data). It can be deployed through app push notification, email, sms, web push, on-site messaging. Data collected allows the retargeting of the advertisement accordingly to the collected insights.



About MoEngage

Headquarters: Bangalore, India

Founded: 2014

Fundraising: \$15,000,000

Operations

Up-SkillSentiment Analysis

| | Workforce Management / Education | Predictive Analysis | Real Time Assistance | Chatbots |
|--------------|---|--|---|--|
| Bootstrapped | | | Userlike | |
| Seed | <div>SKIMIO Digital. Learning. Coach.</div> <div>miuroS</div> | <div>Agara</div> <div>V</div> <div>IDIOMATIC</div> | <div>PERCEPT.AI</div> | <div>SMOOPE</div> <div>360 DIALOG</div> |
| Series A | <div></div> <div>FLEXPERTO</div> <div>Perkbox</div> | <div>daisee</div> <div>allomedia</div> | <div>Surfly</div> <div>24SESSIONS</div> | <div>Enterprise Bot</div> <div>PYONEER</div> |
| Series B | <div>Lessonly</div> | <div>Tethr</div> | <div>SPEAR HEAD</div> <div>unblu</div> <div>FLEXPERTO</div> | <div>q-bot7</div> |

Operations have been adopting new technologies for better efficiency in the past few years, but the current situation is putting increasing pressure on smooth operations. Customer requests are increasing exponentially on some business lines, pushing across the internal value chain to avoid clogging of operations. Also, the remote setting of organizations has reduced F2F communication to a minimum, which complicates the management of complex tickets.

Providing more time-allocation to complex tickets can be enabled by smoothening as much as possible the management of simple tickets, either through automation, or the use of specialized, dedicated platforms that will enhance communication and insights gathered by the operators.

Further, we invite you to have a look at our **Top Pick Startups** for Operations.

Video calling specialist for customer contact.

24Session enables an advanced customer experience for banking and insurance services. The solution goes far beyond a simple video call, allowing agents to properly interact with their customers through video calls, screen and document-sharing. Agents are fully equipped to explain the most complex topics, such as insurance policies, contracts or retirement schemes. 24Session also provides the users with extensive analytics on their video call, enabling a key learning process for the workforce. Among their customers, they have: ING (with a +33% sales conversation), Rabobank, Achmea and Aegon.

Use Case

Through smart automation and conversation intelligence, 24sessions empowers agents to focus on what really matters: building the customer relationship - not on repetitive admin jobs, scheduling of meetings or boring compliance tasks.



About 24Session

Headquarters: Amsterdam, Netherlands

Founded: 2015

Fundraising: €1,500,000

Pyoneer



PYONEER

www.pyoneer.io

Pyoneer uses AI power to centralize and qualify feedback from multiple touch points to automatically identify customers' needs.

Pyoneer is a perfect solution to collect the right insights on your customer feedback. The approach consists of three steps. First, to organize the feedback in one place. Feedback might come from call centers, social networks, surveys, chatbots or other services; second (intelligent clustering), there is an automatic classification of category (keywords, sentiment analysis and semantic relations) theme and importance powered by NLP and AI technologies; and third and final step, (actionable insights), there is the features and product requirement prioritization based on impact and customer need. Pyoneer is also working with one of our partners in the insurance industry.

Use Case

It connects app stores, CRM or service tools with cloud integrations, to analyze topics like product features or components where customers talk about. Additionally, the solution identifies topics like requested features, problems or usability related issues and clusters similar topics. The solution provides information on the number of mentions, the customer group (e.g. Trial users vs Enterprise customers with high revenue) as well as the importance to predict an impact score to automatically prioritize what to build next.



About Pyoneer

Headquarters: Munich, Germany

Founded: 2018

Fundraising: \$135,000

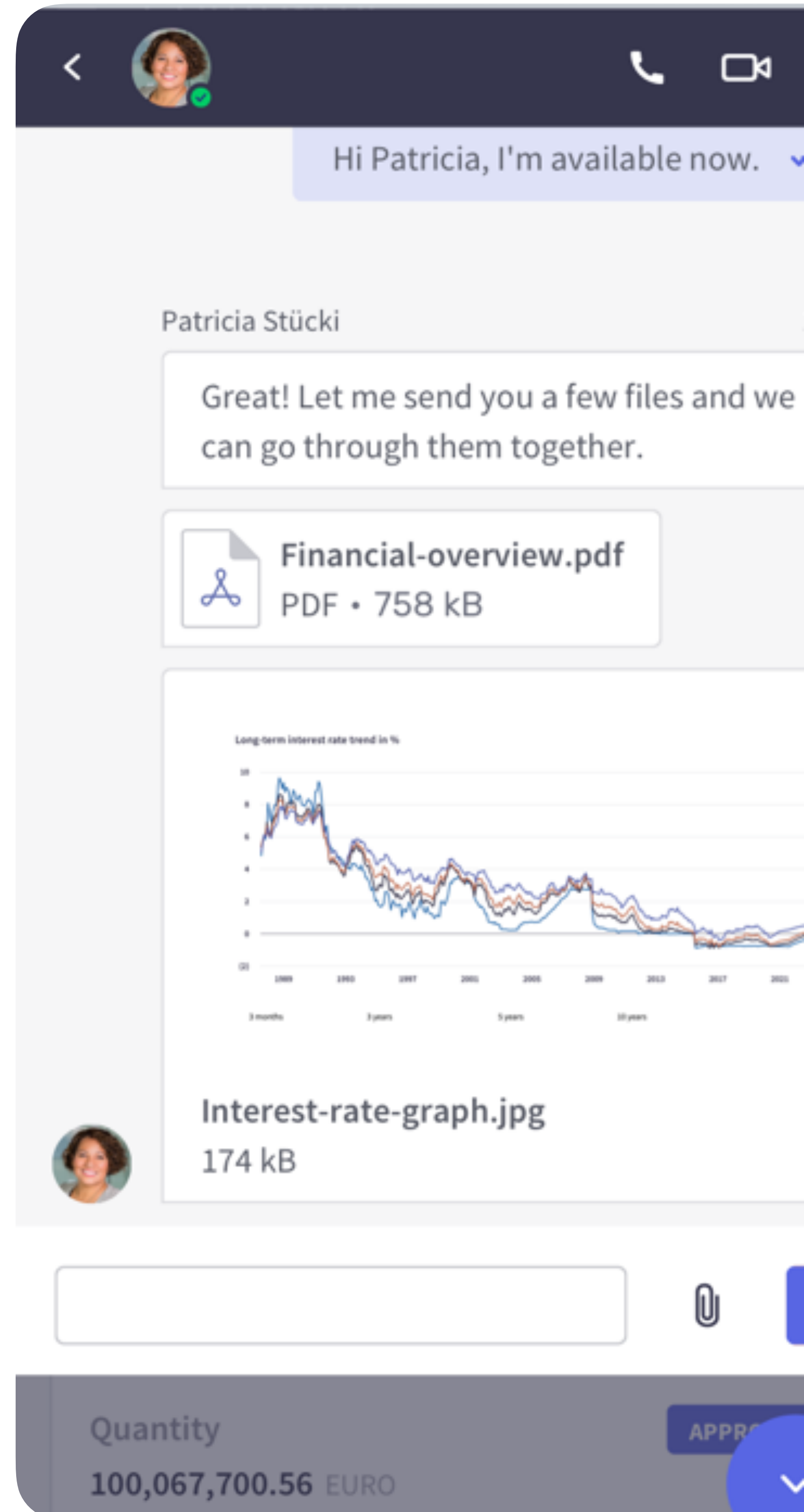
Conversational software solution (live chat, messenger, cobrowsing, video & voice, screensharing) for insurance and banks.

Unblu is FINMA and ISO certificated, and it is headquartered in Basel, Switzerland, but is globally active with offices in New York, London, Barcelona and Sofia.

Unblu features take conversations to a new level of engagement. With one click, customers choose how they want to interact, and can switch channels when it suits them.

Use Case

Unblu solution has a tailored and customized approach to Insurance customers. The Unblu solution is built upon a customer interface that can be leveraged to improve the claims experience, to advise customers on complex topics, to optimize conversion rates on marketing campaigns and to visually support customers online (Live chat & Cobrowsing). Unblu has performed in 10+ dealflows since they joined our ecosystem across three verticals (Insurance, Banking and Health); among their customers they have: Helvetia EGK, AOK and AON. They are currently working with 150+ financial institutions worldwide.



About Unblu

Headquarters: Basel, Switzerland

Founded: 2008

Fundraising: Undisclosed

P&C Claims Management

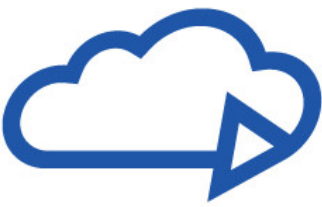


Key Players

Agriculture and Industrial Claims



Motor Claims



Agriculture and Industrial Claims

When an insurance claim occurs, the usual procedure would involve a claim adjuster to inspect the damage on-site, assess the severity and, eventually, calculate the cost to repair it. Insurance startups over the last years have posed a focus on digital claims, empowering carriers to deliver a digital claim experience so they're closer to the customer even without being physically present.

Leveraging different technologies, startups enable insurers to assess claims damages and to initiate the claims process remotely. The severe impact of Covid-19, which is dramatically reducing human interaction and, consequently, on-site inspections for claims adjusters, opens the doors to collaboration with innovative solutions.

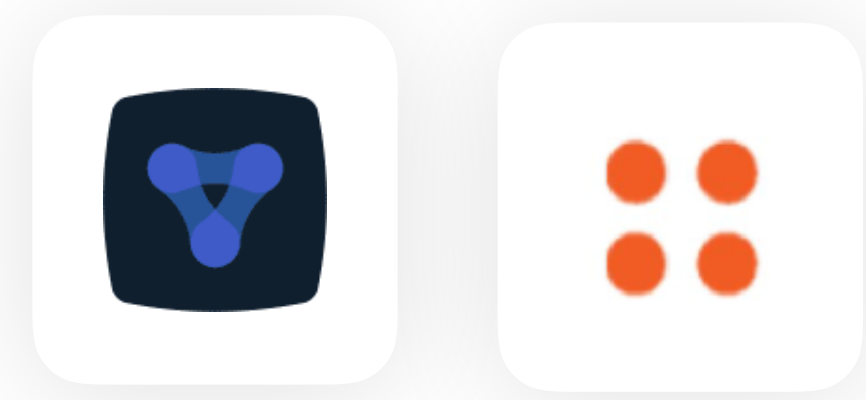
Prevention and post damage: Satellite / Maps



Prevention and risk assessment: Satellite / Maps



Post damage assessment: Computer Vision



Post damage assessment: IoT

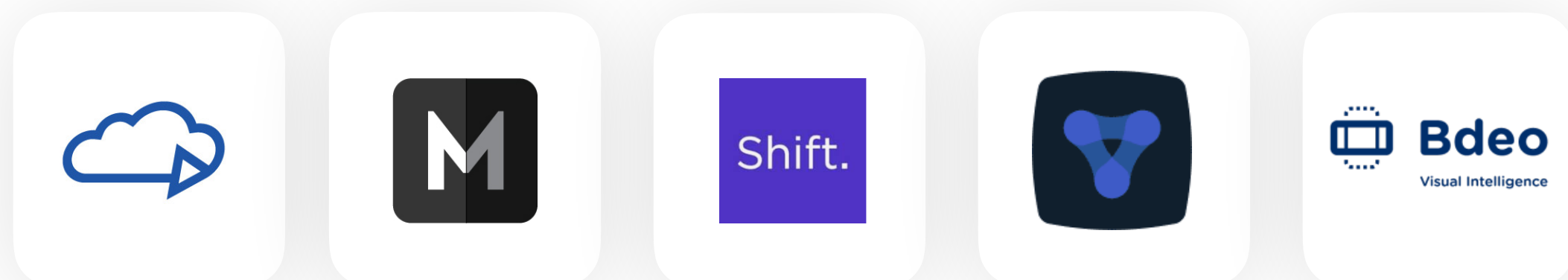


Prevention and post damage: Computer Vision



Motor Claims

Unstructured Data Analytics (Fraud) & Claims Support: Machine Vision



Unstructured Data Analytics (Fraud): Machine Vision



Motor claims are characterized by the following process: notice of loss, damage assessment, payment/repair process. Each step is crucial for the insurer to make sure that the policyholder experiences a fair, transparent, fast process. Hence, the digitization of the claims process has focused a lot on improving the efficiency and transparency of information. In addition, insurers have also increased their focus on a new customer-oriented step: support through additional services. In addition, improvement in efficiency, opening the door to automation, increases the pressure on fraud control, meaning that insurers to guarantee a smooth user experience, need to ramp up their analytics for claims compliance check and fraud detection, widening the scope of digitization projects.

Now, these efforts have been in the mind of insurers and already led to nice case studies prior to COVID. However, and as in a lot of industries, the COVID-led depersonification of how business is conducted has dramatically increased the pain of innovation laggards, that end up with no choice but to digitize their process quickly. Fortunately, startups provide solutions in picture recognition (vehicle, damage, etc.), damage assessment, fraud detection (image analytics or behavioural analytics), as well as automation and neatly designed end-to-end FNOL platforms

Further, we invite you to have a look at our **Top Pick Startups** for P&C Claims Management.

Tractable



www.tractable.ai

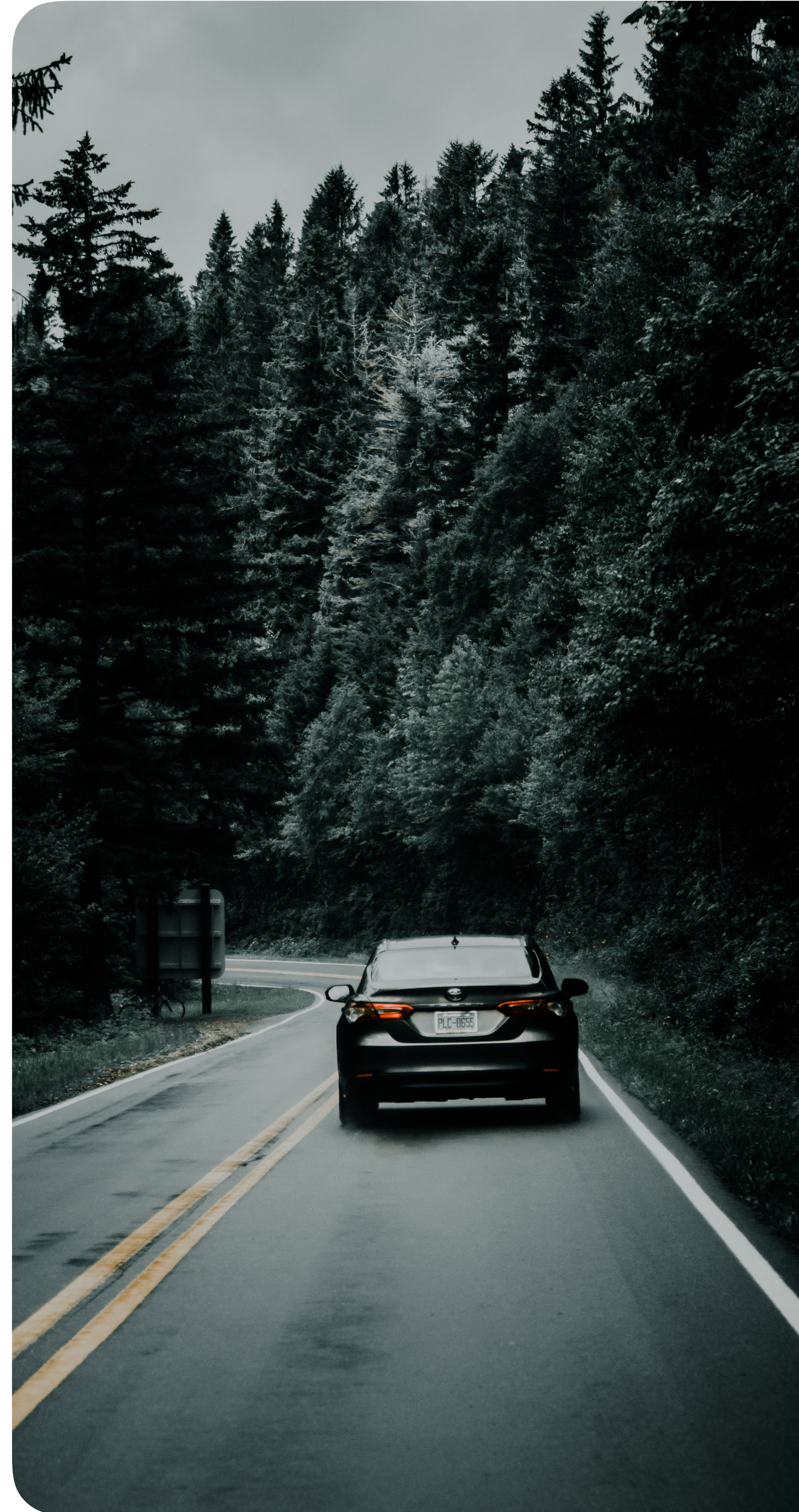
Tractable develops artificial intelligence for accident and disaster recovery.

A provider of a deep learning automation platform created to visualize image recognition and text understanding. The company's solution receives image and video, performs analysis and shares return results to any connected device within a short span of time, enabling organizations to unlock disruptive applications and provide accuracy on image recognition tasks.

Tractable is probably the best pick from the Plug and Play insurtech portfolio. They have attended 40 dealflows across 5 verticals in the last years. During last year's claims dealflow in Munich, Tractable came up as the best solution in terms of easiness to be deployed and overall business-fit. Tractable leveraging machine vision technology would be the right solution to cover both motor and industrial/agricultural claims.

Use Case

Tractable can work with insurers to work on any visual data where the AI can feed from satellite, drone and smartphone imagery to produce instant appraisals. It is also integrated with repairers to enable rapid and accurate repairs.



About Tractable

Headquarters: London, UK

Founded: 2014

Fundraising: \$34,830,000

Property Risk Analytics Powered by artificial intelligence.

Zesty leverages structured and unstructured data on over ten million properties using computer vision and deep learning. It leverages 115+ billion data points to extract key building features. Using these data points, the algorithm can assess flood risk, wildfire risk, and other risk factors pertaining to the property by assessing metrics such as: roof geometry, area and quality of material; estimate zone vegetation around property, vegetation quality and distance to inflammable brush; flood risk by measuring slope of parcels through geometric analysis and depth recognition.

Zesty team has been in 20+ dealflows since the joined our ecosystem as portfolio startup. The area of applicability of Zesty solution varies between: underwriting and portfolio risk assessment, inspection optimization, customer targeting and engagement & claims management.

Use Case

Insurers use Zesty AI to improve the accuracy of their pricing and deliver adaptive risk assessment to properties in their portfolios. Zesty also serves customer experience by pre-answering around 65 questions the policyholders have on their property and related insurance policy.



About Zesty

Headquarters: Oakland, US

Founded: 2015

Fundraising: \$13,000,000



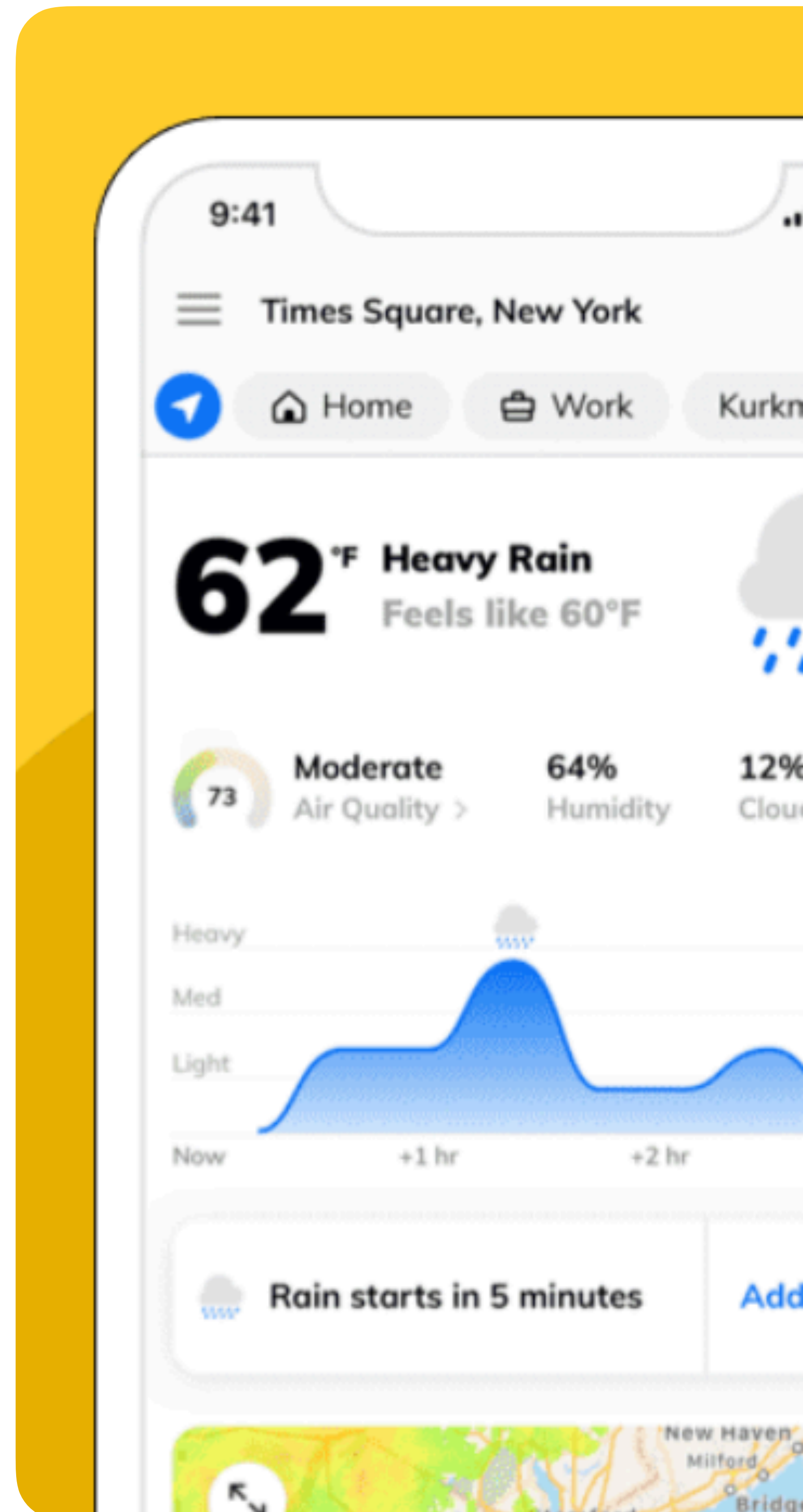
The World's Weather Intelligence Platform: Teams increase revenue with ClimaCell by improving operational efficiency, reducing costs, and minimizing safety risks.

Climacell is working on multiple verticals on all things regarding local weather predictions, and weather analytics. They are working with Plug and Play corporate partners in retail, travel and mobility on a high diversity of use cases. They can provide high resolution of local weather, and are able to combine this with other streams of data from IoTs, or behavioral.

Every weather company uses the same government data sources. ClimaCell is the only company to take those traditional data sources, and add millions of sensing points from proprietary sensors to build the world's biggest weather engine. They then use proprietary models to deliver microweather information through their HyperCast(TM) software and Microweather(TM) API to customers like JetBlue.

Use Case

Insurance companies use insights / alerts driven by the API to warn policyholders of hail risk 24 hours in advance and mitigate claims and help corporates to manage fraud ex post.



About ClimaCell

Headquarters: Boston, US

Founded: 2015

Fundraising: \$63,230,000

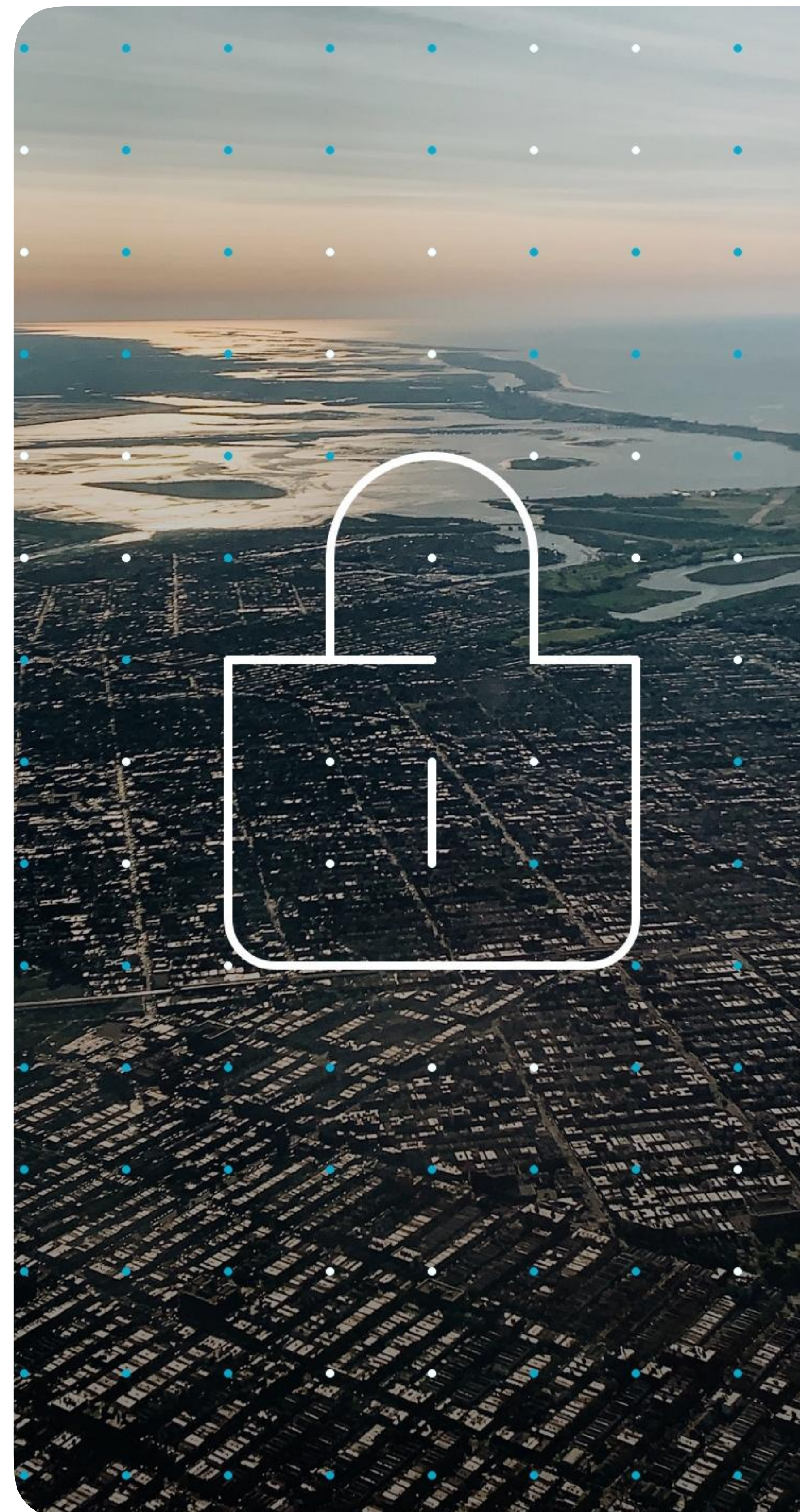
Reinventing insurance claims processing and fraud detection with artificial intelligence.

Among the solutions in the claim management space, Shift technology is without any doubt one of the best performers worldwide. With more than 60 clients across 4 geographies and 20+ dealflows, the Shift team is ready to deliver at any time. Shift covers motor, health, travel, household, worker compensation and disability claims, with a strong focus on fighting fraud with AI and capable to sort all claims according to their fraud risk.

Use Case

FORCE is a fraud detection tool that identifies suspicious elements among the data transferred from the client to Shift.

Fraudulent claim and accident report analysis are displayed in an interface specifically designed to be easily integrated into clients existing processes. These alerts are designed to guide efficiently fraud handlers in their investigations. They include all necessary information to trigger subsequent investigations and a suspicion score to evaluate the risk of fraud.



About Shift

Headquarters: Paris, France

Founded: 2014

Fundraising: \$39,720,000

Health Insurance



Key Players

Digital Doctor



Companion Services



Ada Health



ada

www.ada.com

Your health companion: Created by doctors, scientists, and industry pioneers to bring the future of personalized health to everyone.

Berlin-based Ada Health has published a specific “COVID-19 screener”. Relying on ADA’s conversational technology, it is able to perform triage on potential COVID by checking symptoms and recommending the next best actions in consequence. The platform also provides an information interface. ADA proposes this solution standalone, or integrated into an insurer’s or health provider’s interfaces.

Use Case

The symptom or checker app takes reported symptoms, matches them with symptoms of patients of similar age and gender, and reports the statistical likelihood that the patient has a certain condition. The detailed report, compiled by Ada, can be sent to a doctor. Ada can help you, your family, and your friends analyze symptoms and receive personal health assessments. The app has the highest consumer ranks among similar apps.



About Ada Health

Headquarters: Berlin, Germany

Founded: 2011

Fundraising: €\$69,269,776

Technology that empowers corporates and providers to deliver data-validated and legally compliant personal prevention services.

Munich-based Wellabe is adapting its solution to COVID-19. Wellabe is enriching employers' view on their workforce health and exposure by compiling individual risk scores that take into account risk-groups and immune employees. Wellabe's deep knowledge of some risk-factors (diabetes, respiratory issues, etc.) can be leveraged to identify risk-groups within an organization.

Use Case

Wellabe uses health screenings to accurately measure biomarkers and deliver personalized recommendations. Over time, the Bodylabs algorithm learns how the user's biomarkers change based on behavior. Migrating to another checkup provider will result in a loss of the trained personal health algorithm.



About Wellabe

Headquarters: Munich, Germany

Founded: 2018

Fundraising: -

Keleya is the digital health platform for pregnant women and new moms. They provide personalized advice, nutrition & exercise coaching and midwife services. All combined in one platform.

Berlin-based Keleya is adapting its offering and pricing to support healthcare infrastructure. The company has a strong potential to limit pregnant women's necessary visits to doctors to the minimum. By increasing the adoption of its solution, it hopes to reduce risks of infection, as well as workload of doctors.

Use Case

Many women cannot find a birth preparation course. Keleya offers such services for everyone at home.



About Keleya

Headquarters: Berlin, Germany

Founded: 2017

Fundraising: €1,500,000

Medicus is an AI-based platform that interprets and converts medical reports and health data into an interactive, personalized experience with easy-to-understand explanations, insights and continuous health coaching.

Vienna-based **Medicus.ai** has built a dedicated, comprehensive COVID-19 risk assessment, monitoring and support app called COVIVE. It is intended to support people in determining their risks, understanding their results and monitoring their symptoms. The overarching goal is to reduce pressure and healthcare systems.

Use Case

COVIVE is already certified by Medical Device CE Marking, allowing it to support doctors in diagnosis.



About Medicus.ai

Headquarters: Vienna, Austria

Founded: 2016

Fundraising: €6,500,000

IDEE



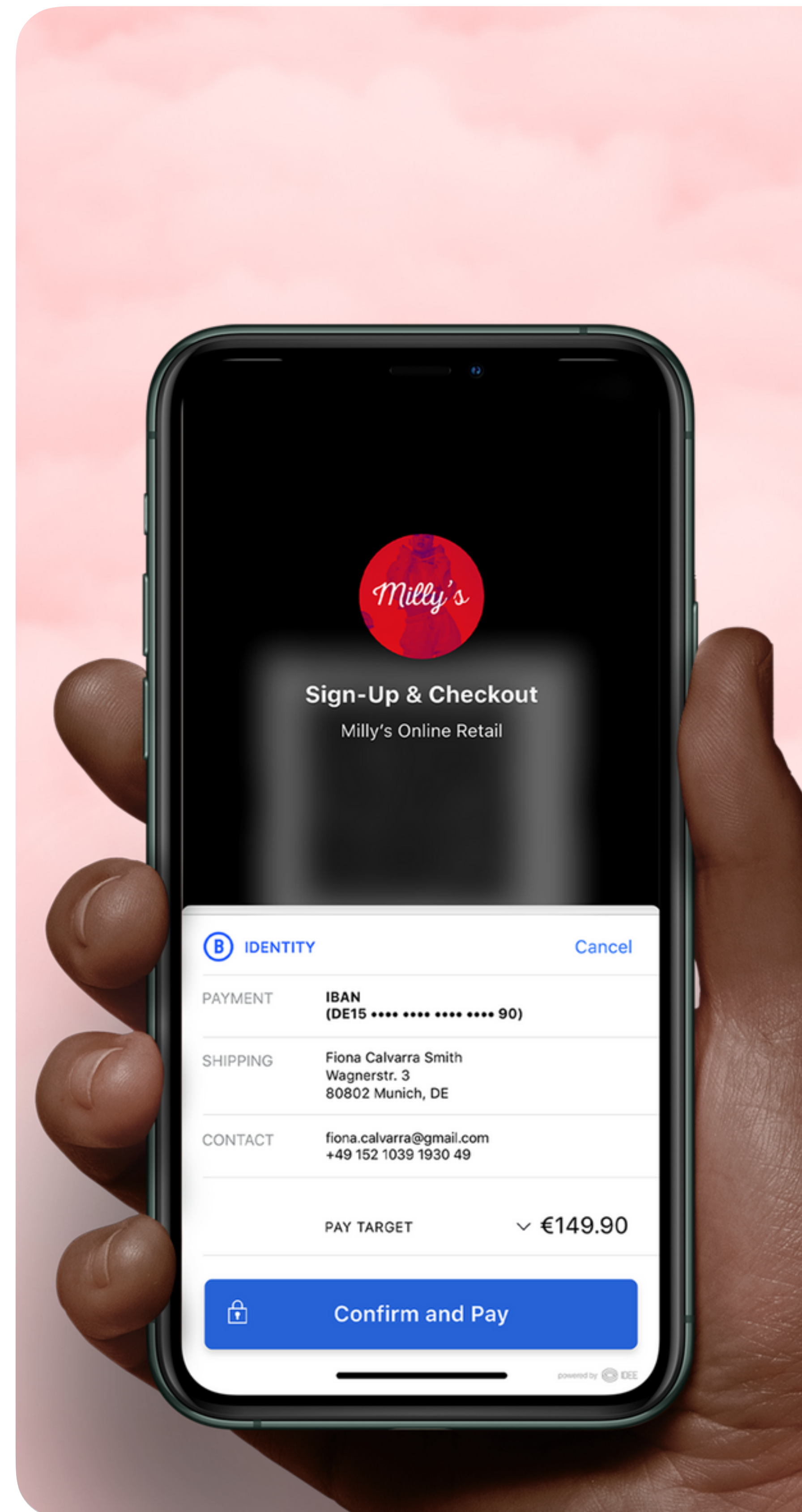
www.getidee.de

IDEE's technology gets rid of passwords and enables users to sign-up without any data entry.

IDEE is a software company located in Munich that creates a re-usable and password-less digital “Ausweis” so users can checkout instantly, anonymously verify their age and more. IDEE leverages the user’s smartphone, cryptography and blockchain technology, to create digital identities that the user can exchange, businesses can trust, and hackers cannot steal. IDEE increases both, user convenience and security.

Use Case

IDEE has a developed an app dedicated to limit the spread of the virus call “FIGHT THE SPREAD”. Each citizen can self-report their status to any known and unknown persons that were in their proximity. This means the faster one knows about a potential exposure, the faster they can voluntarily quarantine themselves and get tested.



About IDEE

Headquarters: Munich, Germany

Founded: 2015

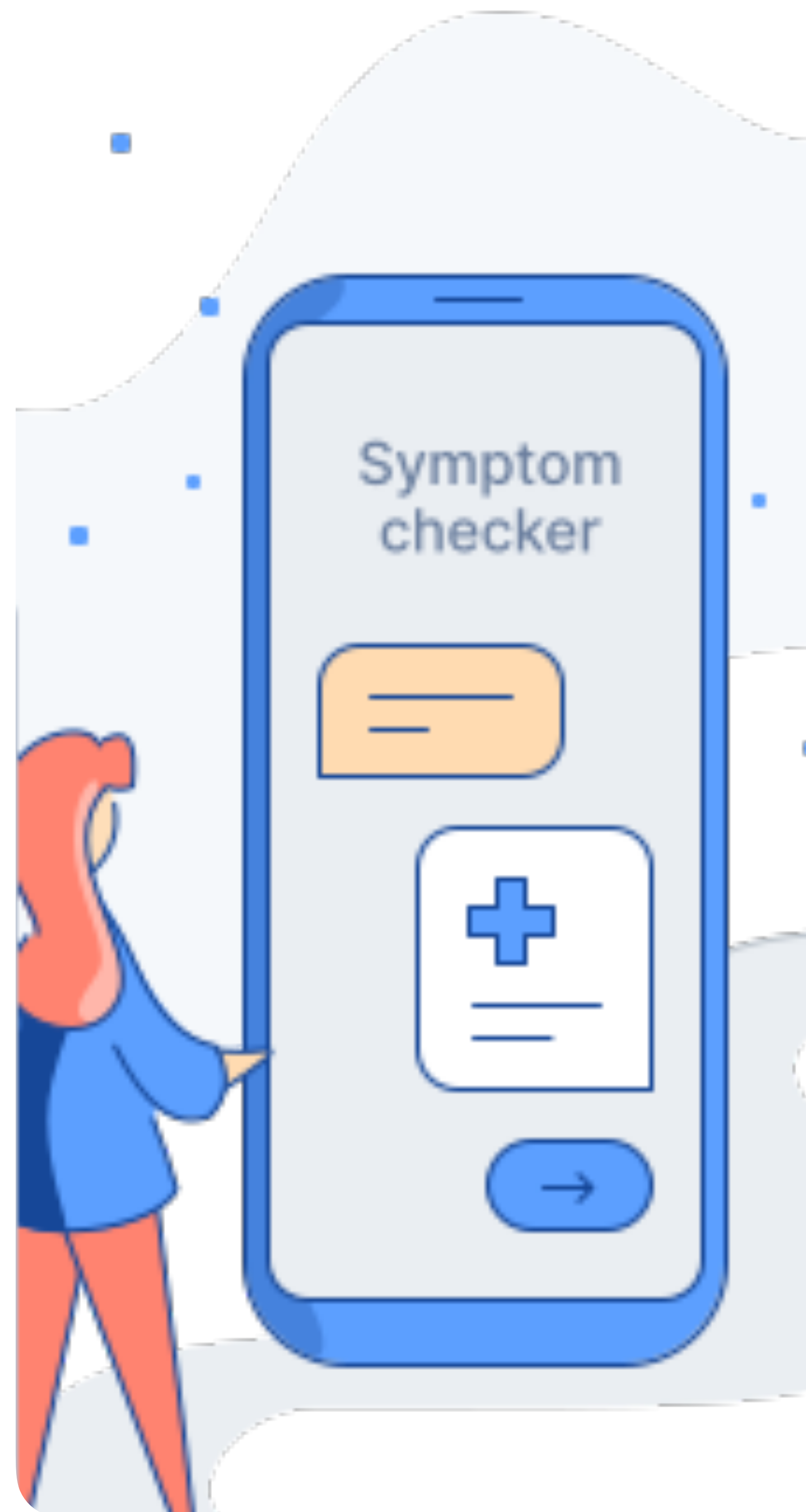
Fundraising: €5,400,000

Artificial intelligence for Medical Diagnosis.

Infermedica is a health AI company that improves the diagnostic process using the most advanced reasoning technology for medical triage. Their goal is to increase healthcare accessibility, minimize the rate of misdiagnosis and streamline costs of providing quality care. The core product is an AI-based triage platform for patients to perform a preliminary diagnostic interview available in three forms: Symptom Checker, Call Center Triage, and API.

Use Case

Infermedica has also published an assessment tool in the form of a conversational interface. It provides a 5-level triage process and a set of localized recommendations based on the diagnosis/triage result. The tool can be embedded into any website by copy-pasting lines of code, making it as easy to implement and share as can be.



About Infermedica

Headquarters: Wrocław, Poland

Founded: 2012

Fundraising: \$4,700,000

Enterprise AI tools for unstructured data.

Munich-based **Curiosity** is adapting its deep-tech NLP technology to support researchers and doctors. Scanning all research papers and articles to help medical professionals identify high-priority research questions for the research community. It offers search, similarity, and grouping of the research papers on various topics.

Curiosity's AI-powered software Mosaik helps companies build custom solutions for their unstructured data. Mosaik combines everything companies need to extract the information from their documents (NLP suite, knowledge graph, UI toolkits, etc.). Customers use Mosaik-based solutions for a range of applications including document similarity, classification, analytics, semantic search, and more.

Use Case

It can be used by a product safety team in a global industrial companies to struggle with an increasing number of quality reports requiring lengthy investigations.

Mosaik-based solution that finds similar reports in historical data in real-time. That helps avoid unnecessary re-work and identify emerging clusters of problems.



About Curiosity

Headquarters: Munich, Germany

Founded: 2018

Fundraising: Undisclosed

Digital health solutions for respiratory disease diagnosis and management.

ResApp Health Limited is a leading digital health company developing smartphone applications for the diagnosis and management of respiratory disease. ResApp's machine learning algorithms use sound to diagnose and measure the severity of respiratory conditions without the need for additional hardware. Clinical studies at leading hospitals in Australia and the United States have demonstrated accurate diagnosis of lower respiratory tract disease, upper respiratory tract infections, asthma/reactive airway disease, pneumonia, bronchiolitis, croup, chronic obstructive pulmonary disease and obstructive sleep apnoea. Potential customers of ResApp's products include healthcare providers in telehealth, emergency department, urgent care and primary care settings as well as humanitarian organisations in the developing world.

Use Case

ResApp is applying its diagnosis tool to the COVID situation. ResApp's technology can instantly diagnose and manage respiratory diseases using a smartphone, and is now able to diagnose COVID cases. ResApp is able to provide diagnostic support thanks to its CE medical device marking. It can be implemented into general practice telehealth solutions to increase efficiency of triage systems in place.



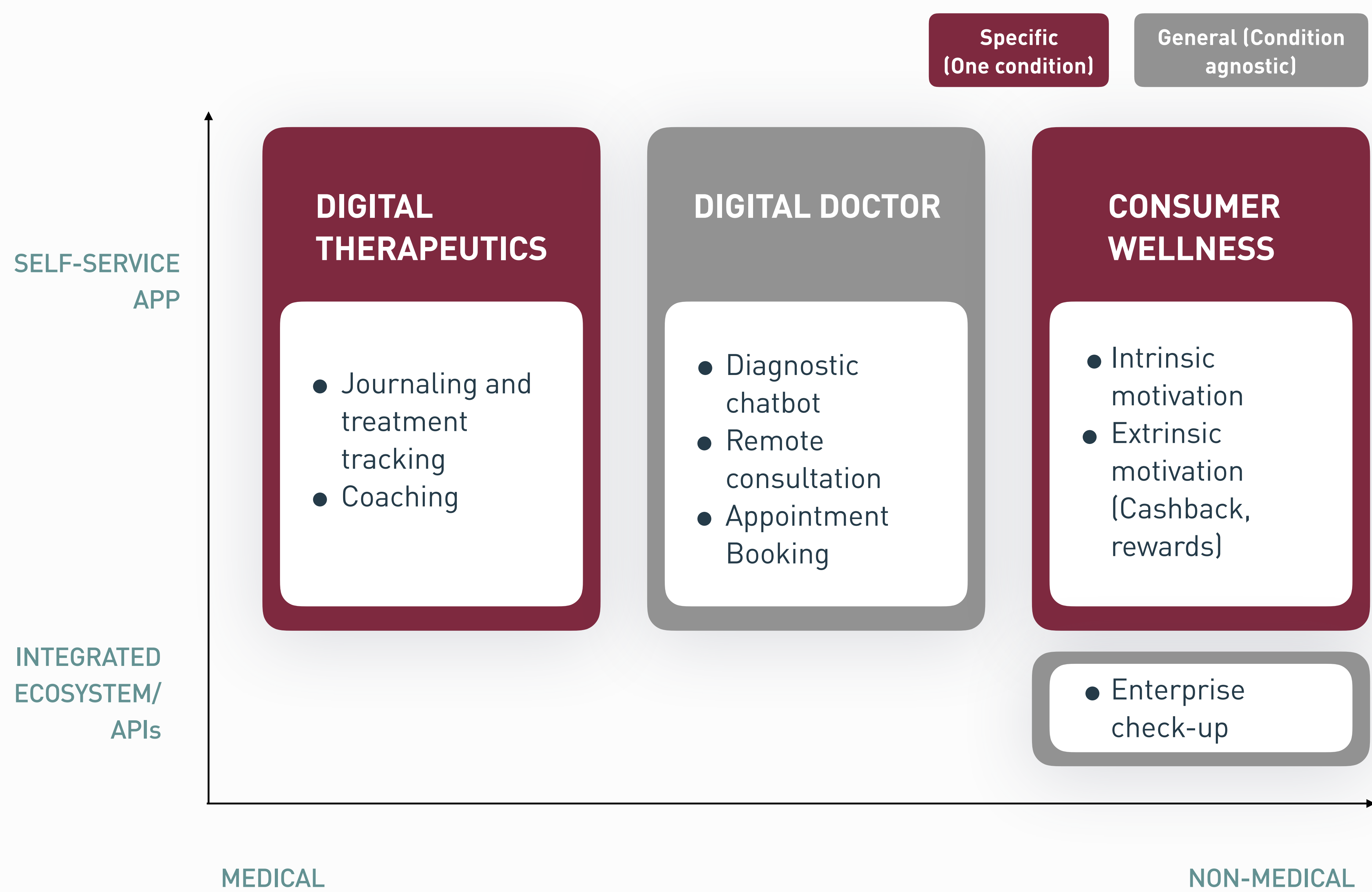
About ResApp

Headquarters: Brisbane, Australia

Founded: 2014

Fundraising: €\$25,000,000

Consumer-oriented digital health

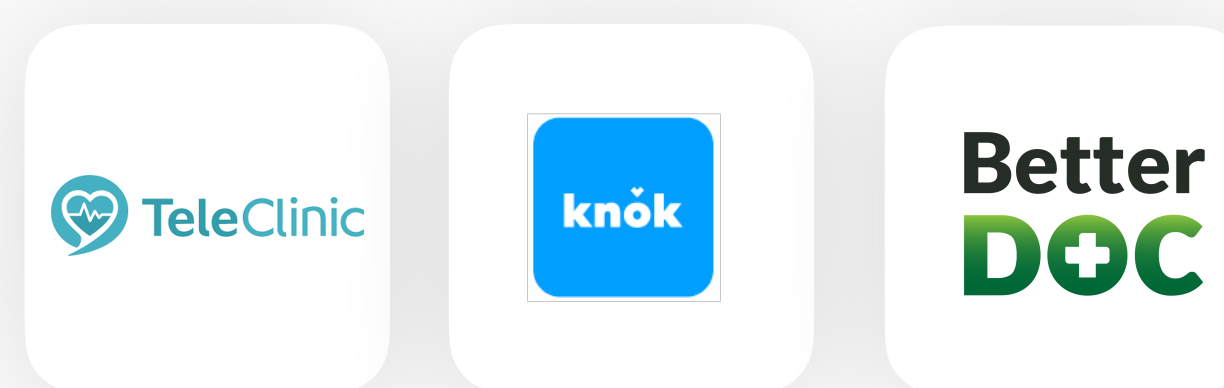


Digital Doctor: Enabling efficient care anywhere

Diagnostic chatbot



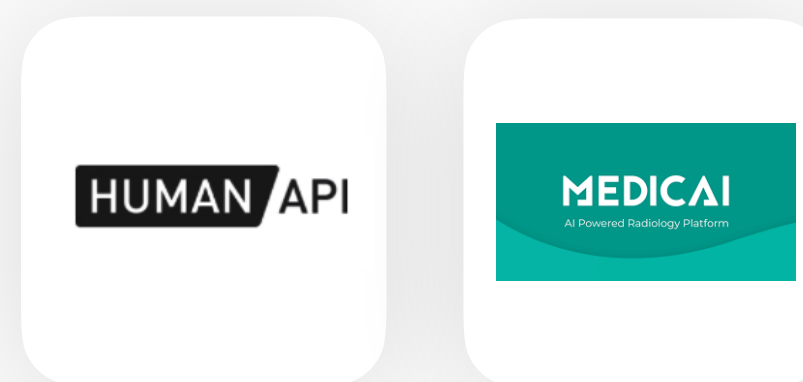
Remote consultation



Appointments & Practice



Health data wallet



Enterprise check-up



Digitizing the doctors' workflow and relieving doctors' workload by distributing it to digital interfaces and back-ends. This can be achieved from two perspectives: first, a more efficient, distributed and informative triaging, and second, better management practices worklows and enhanced access to health data on the other hand. Quick wins here will focus on fast integration.

Keep reading to find out our **Top Pick Startups** for Digital Doctor's solutions.

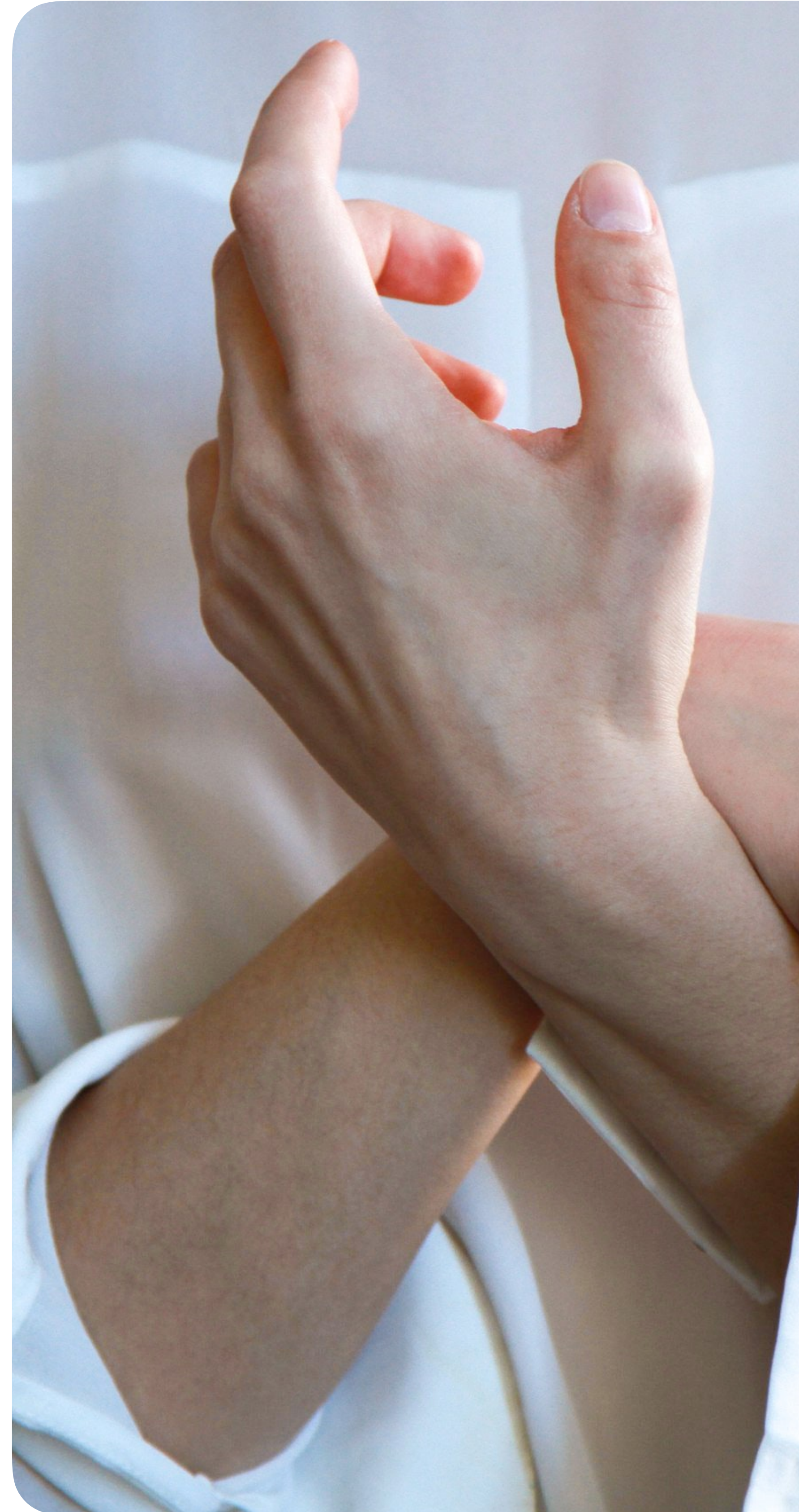
The most advanced and accurate AI-powered symptom checker for triage, prediagnose and decision making support.

Mediktor is able to diagnose around 7,000 health conditions from its conversational interface. With a standalone app that can be white labeled and no integration into healthcare processes necessary, and a simple and narrow use case, Mediktor has a high potential to be a “quick win”.

They work in multiple languages, have EU Medical Device Certification to deliver diagnostics, and have been working with subsidiaries of Munich Re in Spain for around 2 years now.

Use Case

Mediktor symptom checker value proposition makes sense before any telemedicine interaction. They drive patients to the right level of care anytime, with huge saving for the payors in the Healthcare industry. This solution is a good fit for health insurance companies and telemedicine platforms.



About Mediktor

Headquarters: Barcelona, Spain

Founded: 2011

Fundraising: -

Knockcare



www.knockcare.com

Knockcare connects doctors to patients in real-time for personal appointments, avoiding the long and stressful waiting queues.

Knockcare completes around 7,000 telemedicine sessions per month at the moment. There are a lot of similar platforms out there, but Knockcare differs because it does not require downloading any app. Knockcare generates a unique link sent by SMS or push notifications into the insurer's, including calendar invites and reminders. Knockcare has been able to prove that utilizing links versus an app improves conversion rates and usage by a significant factor. It's a young company from Portugal, already deployed in Austria with a major insurer.

Use Case

Knockcare works with large insurers across Europe to enable no-app remote consultation booking out of the box. The routing feature helps insurers manage their costs, by accurately and efficiently identifying policyholders that need a personal medical consultation compared to those who can rely on telemedicine.



About Knockcare

Headquarters: London, United Kingdom

Founded: 2015

Fundraising: \$372,373

Doctorly is a digital-first, cloud powered, fully centralized, practice management platform for doctors.

Doctorly is unlocking tremendous value to Germany's healthcare system: Doctor Practices efficiency and cost reduction, transparency and reliability of communications with patients, enablement of a coherent healthcare ecosystem (insurers, research and academia, governments, etc.). Doctorly is the only VC-backed company to have received all regulatory approvals to sell Practice Management Software, while incumbents are completely out of date.

Use Case

Doctorly enables doctors to manage automatically quarterly bill-reimbursement from the insurers. It also features insurance budget management tracking tool, and preventive treatment suggestions offered by insurers.




























About Doctorly

Headquarters: Berlin, Germany

Founded: 2018

Fundraising: -

Companions: matching technology and condition

| | Machine Vision | IoT | Free Text (with ML) |
|----------------------|---|---|---|
| Cancer | | |     |
| Dermatology |  | |  |
| Mental Health | | |     |
| Diabetes & Lifestyle |  |   |   |
| Ophthalmology |  |  | |
| Back Pain |  |   | |
| Pregnancy & Planning | |  |  |
| Others |  |  |  |

Companion apps are for the most part targeting (preventing or treating) chronic diseases where behavioural change or consistency is important. Avoiding the reliance on connected devices (except phone), can help faster and cheaper deployment. The three main technologies applicable in this context all rely on AI frameworks, that use dedicated (and non-portable) databases for training, hence explaining the narrow use cases of each startup.

SaaS for Skincare and Skin Health.

Haut.AI provides a SaaS software platform powered by AI for advanced skin analysis for skincare and pharma industries. Skincare and pharma companies use the platform to develop new digital services for end customers and to automate and structure internal R&D. HautAI helps digitalize skincare and transform traditional marketing campaigns so they become scientifically-driven.

Haut.AI SaaS platform allows to collect, store, manage and analyze skincare and skin health-related data using computer vision and machine learning algorithms.

They have a large spectrum of usage, which makes it interesting to a large public: in dermatology, but also simple cosmetics. Haut relies on a strong dataset of millions of pictures, that grows by around 100,000 new pictures every day. Active in the DACH region, Korea and South East Asia, showing low algorithm bias by skin tone types.

Use Case

R&D departments use Skin SaaS to analyse effectiveness and clinic trial data for a particular skincare product. Client can build computer vision algorithm to simulate the effect of specific product using Skin SaaS in several days. This algorithm becomes available as API.



About Haut.ai

Headquarters: Tallinn, Estonia

Founded: 2018

Fundraising: -

Mindzeit



www.mindzeit.app

A personal anti-stress coach that is with the users wherever they go.

Stress has become the biggest health risk factor in our modern society. MINDZEIT is an intelligent coaching system that can respond to the individual and acute needs of users and promotes self-reflection and a lasting positive mindset. MINDZEIT is the personal relaxation space you always have with you wherever you go.

Mindzeit approach to mental health works towards reducing technological barrier and usage stress as much as possible. Their strong tweak towards UX and UI has brought them to develop a video game-like interface that reduce user's strain on using the app daily. Simple access and non-medical approach allows to deploy the solution to a large population of policyholders, hence facilitating prevention in a current context that seems to be increasing mental health risk.

Use Case

Existing products on the market are only passive libraries of audio-guided meditation exercises. MINDZEIT is an intelligent and science-based coaching system that takes the user by the hand and guides him to exercises that perfectly fit to his personal and acute needs. No more trial and error in finding the right exercise. Furthermore, MINDZEIT offers a variety of innovative content.



About Mindzeit

Headquarters: Cologne, Germany

Founded: 2018

Fundraising: Undisclosed

Second Nature is a smartphone application that coaches and motivates diabetes patients to live a healthier lifestyle.

Formerly known as OurPath, Second Nature is being deployed at scale by the NHS in the UK, and has proven to be the best solution available for long term retention of weight losses and behavioral changes. Second Nature focuses all its efforts on long-lasting results through psychology and environmental change, with the objective to decrease severity of diabetes conditions, as well as to prevent cases for risky groups.

Use Case

A patient is referred to Second Nature by their doctor. The startup receives their contact details and gives the patient a call - explaining the nature of their programme and what they'll be embarking upon.

They then send a Healthbox by post - containing smart scales and an activity tracker. Next, they'll be assigned a dietitian. Finally, they'll be put in to a digital group of ~10 other people similar to them. The patient will then access the programme through the app, that will help him change their diet, exercise, and reduce stress.



About Second Nature

Headquarters: London, UK

Founded: 2015

Fundraising: \$13,271,745

Each of the companies highlighted represents a unique approach to tackle a specific problem, and while they're all having success in their own areas of the market, we'd be happy to discuss further examples to meet your innovation needs.

This report is written by
Matteo Pisani and Sébastien
Labourdette.

For more information, get in touch:
sebastien@pnptc.com

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