



# Scale | InsurTech



## Programme Objective

To support fast growth companies to scale and accelerate by connecting them to key decision makers within large organisations, insurance industry leaders and the investor community.

### Who we're looking for:

- ❖ Revenue generating
- ❖ Approaching Series A or beyond
- ❖ Validated product

### Programme Overview:



April 2018 start



London



10 week programme



InsurTech

12 scale-ups

50+ Corporates

40+ PwC engagement



## Outcome



### Executive introductions

Meet our extensive network of corporate decision makers, budget holders and influencers, and identify commercial opportunities.



### Access PwC

Get direct access to our subject matter experts, industry leaders and insight into the biggest challenges facing our clients. Explore PwC's scale-up focused products and services.



### Commercial Growth

Receive introductions to potential corporate pilots and partnerships and support from PwC on your technology implementation and transformation.



### Expert Masterclasses

Join our masterclasses to gain valuable insight and expertise that will help accelerate your growth. Get your business "enterprise ready" and make sure that all elements of your business are ready to scale.



### Investment Insight

Leverage an expanding network of HNWs, Angels, VCs, PE houses and family offices to understand how to secure further investment.



### Publicity

Local, national and global media coverage from PwC's media channels and opportunities to engage with a select group of business leaders at curated events.

“ The programme provided Money Mover with relationships and opportunities which would have taken considerable time and effort to cultivate ourselves, if at all. This has improved the potential of our pipeline and has accelerated our sales cycle rapidly.

**Hamish Anderson, CEO Money Mover, London programme**

”

# Programme timeline

We understand that you have a business to run, therefore the time commitment over the course of the programme is designed with that in mind. There are 4 key events highlighted below which you will be expected to attend, and two opt-in workshops per week which will be relevant for the stage of your business.

**The fee for the programme is fixed at £7.5k + VAT. We do not take any equity.**

## **Programme launch 16<sup>th</sup> April 2018**

The Programme events are an essential and mandatory part of the curriculum, where you will meet carefully selected executives and contacts who are willing to open their networks to drive sales opportunities for your business.

## **First Look event 1<sup>st</sup> May 2018**

**A private event to showcase your business to the cohort, PwC and our partners**

- Pitch to PwC and our partners about the applications of your technology
- Engage with PwC executives and gain feedback from well versed corporate buyers

## **Executive event 15<sup>th</sup> May 2018**

**A private event to connect with executives**

- Pitch your business in front of our corporate executive audience
- Network with senior industry leaders
- Access thought leaders and PwC senior partners

**16<sup>th</sup> April – 22<sup>nd</sup> June 2018 | Expert masterclasses**

## **Investor Insight Event 6<sup>th</sup> June 2018**

**A private event to learn from investors**

- A panel to gain insight into the world of investors, what they look for and how they operate, to give your business the best chance to secure further funding
- A private forum to ask the questions that could help prepare for a raise

## **Showcase evening 26<sup>th</sup> June 2018**

**A private event for clients, investors, mentors, sponsors and founders**

- Pitch to over 150 attendees, including executives, investors, journalists and senior PwC partners and clients
- Network and promote your startup within the wider ecosystem

## **Programme close 29<sup>th</sup> June 2018**

**Join our Alumni**

*After 3 months, we continue our relationship with you, introducing you to commercial opportunities and supporting your ongoing growth.*

# Scale | alumni



## Previous Partners & Sponsors



100+  
Investors

£140m+  
equity funded

200+  
PwC Execs

500+  
Corporates

1200+  
Intros

## Case studies



### **Mike Piddock, Founder and CEO - Glisser**

*"It's been a useful programme for us. We've done a few start-up programmes previously and we've always found them to be useful, but one of the most notable things about this is access to a different calibre of executives at high quality blue chip companies.*

*It's very easy for accelerators to put logos on their website and say we've got someone from Brand X, but who, and can they really help us get traction within that company? We've noticed the calibre of executives from each company is top notch.*

*One of the things you'll be thinking, as a future participant, is that there is a fee attached to this when a lot of programmes are free. I was told that the fee ensures that the quality of start-ups is high, and that has absolutely been the case. My advice is don't be put off by the fee. You're going to get value out of it if you put in the effort."*

### **Nitzan Yudan, Founder and CEO - Benivo**

*"The programme provides outstanding value to the participating companies with high quality master classes, an impressive list of highly engaged mentors, and strong involvement with the sponsors.*

*The PwC team were extremely helpful, the introductions to decision makers were powerful, and we had a very high ROI on the costs of the program with new business we won. I can say for sure that we wouldn't have won these deals without the program. I highly recommend it, and it's a better use of marketing budget than online advertising for us."*



### **Dr Nithin Thomas, Founder and CEO - SQR Systems**



*"The programme has been really impressive - It has effectively been like doing a year's worth of business development in 3 months. It's been intense but in a fantastic way and already delivering ROI for us."*

# Why PwC and Early Metrics



PwC are passionate about collaboration, working alongside startups and large corporations to engage and implement innovation. Recognising the impact small, agile, scaling companies are having on different sectors, PwC connects these companies to the world's biggest influential brands to promote new opportunities.

As a result, PwC, in collaboration with Early Metrics, are powering the Scale | *InsurTech* programme to identify and nurture fast-growth businesses who are driving innovation in the insurance industry.

In the age of emerging technology, the insurance market is being reimagined and traditional insurers must collaborate and partner with these innovative companies to ensure future success. PwC are excited to support emerging talent on their growth journey as they shape the market.

***Through our vast network of specialists, and a firm understanding of the challenges and opportunities of scaling a business, PwC are well positioned to provide support and expertise across all stages of the growth cycle.***



Early Metrics is the international rating agency for start-ups and innovative SMEs. Analysing a venture's key non-financial metrics (Management, Innovation and Ecosystem), Early Metrics provides rating reports that support a client's collaboration with a startup, and reduces its investment and engagement risks. Early Metrics works on behalf of corporates and investors, including Direct Line Group, Generali, Swiss Life, and Santander InnoVentures. The rating process is free of charge for the entrepreneurs, who benefit from an independent audit.

Through our partnership with the PwC Scale | *Insurtech* programme, Early Metrics acts as an independent agent serving both corporate clients in identifying and analysing the most relevant innovation, and the scale-up companies in supporting their growth.

***Early Metrics continues to create bridges between insurance and scale-up companies, and will leverage its presence in London, Paris, Berlin and Tel Aviv to bring the best technology ventures to the Scale | Insurtech Programme.***



**Nigel Howlett - UK Digital Private Business Leader**

*“We’re bringing together fast-growing and ambitious scale-ups with the world’s biggest brands in a dynamic environment which allows both sides to learn from the other to build commercial opportunities.”*

---

# *Notes*

# Contact

## Apply here:

[www.pwc.co.uk/scaleinsurtech](http://www.pwc.co.uk/scaleinsurtech)

### ***Rosy Blake***

**Scale | InsurTech Lead**

07497 745101

[roseanne.blake@pwc.com](mailto:roseanne.blake@pwc.com)

### ***Alex Reed***

**Scale | InsurTech Manager**

07808 797695

[alexander.j.reed@pwc.com](mailto:alexander.j.reed@pwc.com)

### ***Soline Kauffmann-Tourkestansky***

**Scale | InsurTech Co-lead**

07521 222485

[soline@earlymetrics.com](mailto:soline@earlymetrics.com)

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law,

PricewaterhouseCoopers LLP, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2017 PricewaterhouseCoopers LLP. All rights reserved. In this document, "PwC" refers to the UK member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details. PricewaterhouseCoopers LLP is authorised and regulated by the Financial Conduct Authority for designated investment business and consumer credit-related activity.