

getsafe

Facts & Figures (as of March 2020)

Vision: We help people identify, organize and protect what they care most about in life.

Policies: 110,000+

Customers: 90,000+; median age of customers is 26 years, target group are millennials aged 25 to 35 years

Number of employees: 80+

Revenue: single-digit million euro range

Product Portfolio: We offer personal liability insurance, home insurance (including bike), dental insurance), travel & legal protection. We continuously expand our product suite. Getsafe's digital life insurance will be launched in mid 2020.

Markets: Core market is Germany; market entry in UK in Q1 2020; other European countries are to follow

Competitors: Coya, Lemonade, One (by Wefox)

Funding raised in Seed and Series A: EUR 20m, venture capital financed

Investors: Earlybird, CommerzVentures, BtoV, GFC, Partech, Capnamic

History: Getsafe was founded in 2015 by Christian Wiens (CEO) and Marius Simon (CTO). Initially launched as a digital insurance broker, Getsafe decided to focus on building its own digital insurance products. In September 2018, the brokerage business was sold to Verivox. Getsafe's insurance products have been available since December 1, 2017.

Getsafe in a nutshell: Getsafe is reinventing insurance. The company based in Heidelberg, Germany, is using technology and artificial intelligence to help people identify, organize and protect what they care most about in life: With a few clicks, customers can learn about, buy, and manage insurance on their smartphone – simple, social and fair by design. Together with partners such as Munich Re and venture capital investors such as Earlybird, Getsafe is building one of the world's leading digital insurers.

Our USPs:

- Getsafe uses a radical tech approach; focus on mobile-first, data/AI, UX
- Multi-line insurance provider with the strong reinsurer Munich Re
- Designed from A-Z for the smartphone generation, customers can buy and manage their insurance coverage in a single app and in realtime on their smartphone.
- Getsafe offers a 24h premium service through smart systems such as the chatbot Carla and a first class customer service, for example with a completely digital claim notification within a few minutes.