



What happens?

For customers

- Users register, add an activity and link to one or more sharing marketplaces
- GUARDHOG is informed when the user is sharing and the user can choose to put cover in place manually or for cover to automatically start each time they share

For sharing platforms

- GUARDHOG helps sharing platforms put 'crowd' cover in place, automatically insuring all activity through the platform

GUARDHOG provides usage-based insurance (UBI) for the sharing economy

GUARDHOG has partnered with over 150 sharing economy businesses since going live in September 2016

Key Executives

Humphrey Bowles
CEO & Founder

- Part of the team that grew peer-to-peer accommodation sharing platform onefinestay which sold to Accor Hotels for \$180m in 2016

Andrew Boldt
COO & Founder

- Experienced insurance entrepreneur
- Founded successful brokerage, Insurance Tailors

What do they offer?

GUARDHOG provides an insurance platform for users and businesses in the sharing economy.

To date, GUARDHOG has launched 3 on-demand products:

- **HostCover:** for home sharing, home exchangers, house sitters
- **StuffCover:** insuring assets when loaned or rented out
- **StorageCover:** protection for possessions stored with 3rd parties

GUARDHOG's technology platform has been built specifically to deliver insurance products to the sharing economy by integrating with sharing economy platforms.

The Oxbow Partners view

Traction: GUARDHOG hit £500k revenue run-rate by the end of 2017 with no external funding in place. We think the experience of the management team has been instrumental in getting the business up-and-running so quickly.

Potential: GUARDHOG is in an attractive part of the insurance market; AirBnB stays are projected to increase from 1m to 2m per day from 2017 to 2018. With 150 integrations in place, there is a good platform for growth.

The 2018 challenge: Several companies are pursuing similar business models to GUARDHOG (including Impact 25 Member Zego). We foresee a 'landgrab', which will require GUARDHOG to raise funding and accelerate partnerships quickly in 2018.

Year founded: **2016**

FTE: **5**

Investment to date: **No outside investors**

Key investors: **n/a**

Public insurance capacity providers: **Hiscox**

Revenue growth 2016-17: **No 2016 revenue**

2017 revenue band: **£50k - £1m**

Current countries: **UK (with EU & global coverage)**

HQ: **London**

Tech Trend **UBI**

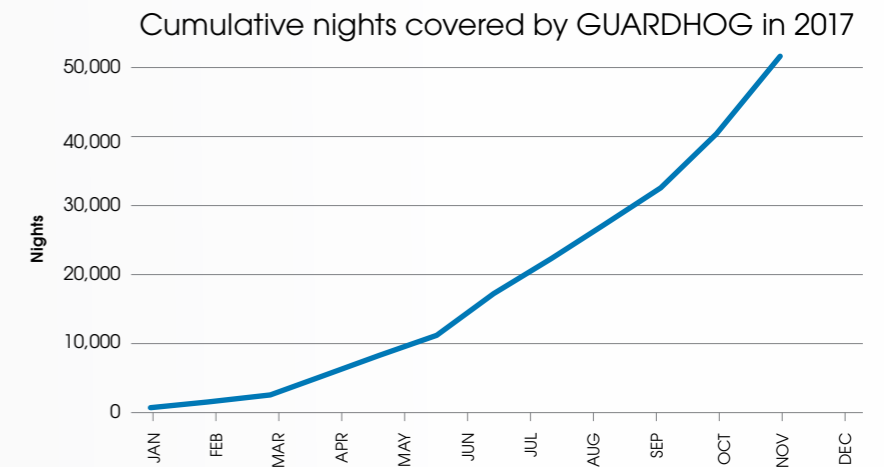
Target Insurance Partners **SME**
 Commercial Lines

“Just brilliant. A nightmare scenario had a silver lining as it lead to me to finding out about Guardhog. Amazing service and brilliant product. A complete no-brainer if you're in the sharing economy & need insurance. Thank you.”

Facebook customer review

Impact

The number of nights covered by GUARDHOG grew steadily throughout 2017.



Case Study 1

Client situation: An AirBnB host wanted to ensure that their home insurance cover was not restricted when they had paying guests to stay.

What they did: GUARDHOG's introduced HostCover to provide cover for this risk. The Host linked their AirBnB account to GUARDHOG so that insurance cover mirrored the host's bookings.

Impact: The AirBnB host can share their home with confidence, only paying for cover when they need it and not having to take action to do so.

Case Study 2

Client situation: GUARDHOG's client had built a peer-to-peer platform to compete with the traditional 'left-luggage' model. They required a solution to protect third party goods when stored in a network of shops, cafes, hotels etc.

What they did: GUARDHOG designed and built an insurance solution to provide on-demand cover for possessions when left at worldwide storage points.

Impact: The client is widely considered one of the most exciting sharing economy businesses in the UK and they see this flexible cross-territory insurance solution as fundamental to consumer trust and confidence in their business model. GUARDHOG's solution has been a key enabler to this confidence, growth and successful fundraising.

Future Applications

Product expansion: GUARDHOG will be launching 3 new products: TaskCover for gig economy workers, DriveCover for vehicle sharing and HomeCover for Sharing Economy participants.

Tech improvements: UX improvements for users.

International expansion: Expand activities into Europe.