



KASKO helps insurers design, distribute and run digital insurance products in any digital channel

In 2017 KASKO launched over 20 products for 14 insurance partners in 4 countries across various business lines with an average time to market of 2-3 weeks and an average cost of £26k per product

What do they offer?

KASKO offers an end-to-end insurance platform to enable insurers to create, launch, run and optimise digital insurance products in any distribution channel quickly, cost-effectively and flexibly.

Specific features include:

- White-labelled front-end as a plugin solution
- Quote, offer, bind functionality
- Payments and redistribution
- Policy administration
- FNOL claims submission and bespoke claims workflows

This allows insurers to launch and manage products entirely on the KASKO platform, integrate any third party data / tech services in a compliant manner, and integrate or replace any aspect of the KASKO platform with their own infrastructure.

The Oxbow Partners view

Traction: KASKO launched products with 14 insurers across Europe over the last 12 months. We think this demonstrates impressive marketing reach for a young business and a good understanding of the challenges faced by their target clients.

Potential: We are seeing more and more insurers and MGAs consider their core platform strategies. For the large players this involves thinking about niche platforms for specific products, innovations or markets. For smaller players it is the realisation that the 'household names' are not the only viable options. We think that KASKO is well positioned to capitalise on this trend.

The 2018 challenge: KASKO is subject to the corporate procurement and change cycle, which will remain the most significant constraint on its growth.

Year founded: **2015**

FTE: **17**

Investment to date: **£1m**

Key investors: **Founders, Employees, Seedcamp, Hevella Capital**

Public insurance customers:

Allianz, ARAG, AXA Travel Insurance, Baloise Group, Barmenia, Bavaria Direkt, GAV, Legal & General, Obvi, R+V, Swiss Re

Revenue growth 2016-17: **2500%**

2017 revenue band: **£50k - £1m**

Current countries: **UK, Germany, Switzerland, Canada**

HQ: **UK**

Tech Trend		Platforms / APIs
		Customer experience
Target Insurance Partners		Personal lines
		SME

“ I am impressed by the inspiring collaboration with KASKO. Agile, quick and uncomplicated. Keep it up. ”

Michael Muller,
CEO, Baloise Switzerland

What happens?

- The business's cloud-based solution does not require physical installation or setup and is built on open micro-service architecture; however operational process must initially be defined to determine if insurer system integration is required
- Optionally, KASKO consults during the product ideation and design phases; insurers provide the pricing & underwriting logic, documentation templates and select their distribution channels
- KASKO usually provides a managed service for launch and subsequently exposes self-service and development tools to ensure a quick time to market

Key Executives

Nikolaus Sühr CEO & Founder

- Senior Consultant at Zeb
- Business & Product Development at OCC and Funk Group

Matthew Wardle CTO & Founder

- Technical Consultant at Accenture
- Software Developer at Kulu

Sergej Tolz CSO

- Enterprise Sales at Bloomberg
- Startup Founder

Nicolas Chazal COO

- Senior Consultant at Zeb

Impact

KASKO has brought over 20 products to market in the last 12 months with an average time-to-market of 2-3 weeks.



Case Study 1

Client situation: AXA Travel Insurance wanted to minimise the time to market and cost of selling travel insurance through the long-tail of distribution channels.

What they did: KASKO digitised a modular travel insurance product on its platform, creating a bespoke REST API and a front-end that embedded the insurance proposition within the checkout and follow-up notifications of any digital channel (incl. dynamic pricing). Given its position as an MGA, KASKO also created an AR onboarding process to minimise the operational and regulatory burden.

Impact: KASKO onboarded fintech and banking partners such as WeSwap and Starling Bank as a result of creating this plug and play solution.

Case Study 2

Client situation: Following initial success with D2C item insurances, Baloise Group wanted to create a comprehensive B2B2C proposition to attract new customers via affinity channels, including the ability for agents to onboard offline retailers as sub-agents.

What they did: KASKO scoped and implemented the pricing and underwriting framework to enable Baloise to price any product and any module individually and amend them at any time. KASKO also enabled Baloise to create different pricing and commission variants per product and distribution partner.

Impact: Within 4 weeks of launch, Baloise agents had already acquired over 100 retailers.

Future Applications

KASKO is focused on growing its platform and expanding internationally:

- **Product expansion:** Grow business lines from retail P&C to SME, health and life, with a focus on bancassurance, where they hope to leverage opportunities in mobile-first and open banking
- **Tech improvements:** Expand self-service and developer tools
- **International expansion:** Continue growth within Europe