

RATING CERTIFICATE // KASKO



EARLY METRICS' RATING

78/100

CONTACT

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FUND RAISING

£ 300K on a pre-money valuation of £
1.5M

MANAGEMENT

Nick- CEO

8 y. experience in consulting for financial institutions
Business Development at Oldie Car Cover
General Management & Business Development

Matthew - CTO

+5 y. experience: former Technical Consultant at Accenture
& Software developer at Kulu Valley
Software Development

PROJECT

Kasko has developed an Insurance On Demand tool that provides an intermediary between 1) the affiliate insurance provider 2) the end user 3) the insurance firm. The German startup targets multiple insurance products sold within digital platforms such as travel insurance, e-commerce payments, peer-to peer car sharing, property rental and banking.

CHRONOLOGY

February 2015
Got request to create test drive insurance from AutoScout24

April 2015
Joined Seedcamp

February 2016
Test drive protection with AutoScout24

February 2016
30+ distributor requests, 10+ insurance products in the pipeline

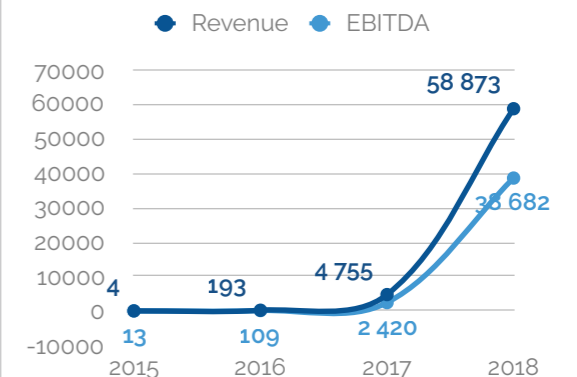
MARKET

Key players	Schutzclick	Massup	Erste Digital
Key metric	600 B2B collaborations in Germany	150 insurance products	Incorporated in 2015
Country	Germany	Germany	Germany

BUSINESS MODEL

- Kasko's business model is not based on a subscription but depends on the product and volume having in mind that smaller premium insurances lead to higher margins.
- Kasko takes an average 10% commission of sales.

FINANCIAL STATEMENTS (K€)



SWOT

<p>1 Strength</p> <p>Strong sales pipeline, showing interest from key players (firms and affiliate)</p>	<p>1 Weakness</p> <p>Complexity of the creation process of insurance products, with a dependency on insurers</p>
<p>1 Opportunity</p> <p>Very good time to market: Insurance digitalization is growing quickly</p>	<p>1 Threat</p> <p>Long sales cycles: fairly slow moving players</p>

KEY METRICS

3 committed insurance companies
20 committed insurance affiliates
12 months time to market for first product