

IFZ INSURTECH REPORT 2022

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Preface

The second edition of our IFZ InsurTech Report describes the European InsurTech landscape based on an extensive, proprietary database of InsurTech companies. As of August 2022, 598 active InsurTechs were identified and analysed, accounting for a 20 percent net increase in companies compared to last year's report.

Each of the 598 European InsurTech companies was classified according to our proposed InsurTech grid, considering the value chain and technology area of each company. Along with this classification, further company information was collected from the respective commercial register entry and company website. Furthermore, the InsurTechs were categorised by their line of business and served customer segments. The distribution of InsurTechs along the value chain changes slightly compared to last year's report, whereas the distribution in the technology area seems more consistent. Regarding the value chain categories, *Infrastructure* remains most important, including 43 percent (+1 %) of all companies in our sample. Secondly, the *Marketing & Distribution* category contains 26 percent (–4 %), whereas *Product Development, Pricing & Underwriting* with 16 percent (+3 %) and *Claims & Customer Service* with 14 percent (–1 %) are less prominent. Finally, only four InsurTechs concentrate on *Asset Management*, accounting for 0.7 percent of all companies (+0.5 %).

Within Europe, Switzerland continues to be the fourth-largest InsurTech ecosystem, with Zurich and Zug domiciling 86 percent of the Swiss InsurTech companies. Compared to European InsurTechs, the patterns in terms of the associated value chain categories are similar. However, the decline in companies focusing on *Marketing & Distribution* (–6 %) and the increase in *Product Development, Pricing & Underwriting* (+7 %) appear to be stronger. In addition, with 69 percent of Swiss InsurTechs targeting international customers, the European average of 58 percent is significantly exceeded.

In Chapter 1, we discuss our methodological approach and the applied definition of InsurTech. Chapter 2 concentrates on a detailed analysis of the European InsurTech landscape and its changes. We then provide an overview of the InsurTech ecosystem in Switzerland in Chapter 3 and reveal the changes in the landscape compared to last year's report. Finally, we summarise our key findings in Chapter 4.

We wish you a stimulating read.

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1. InsurTech Ecosystem

In this chapter, the definitions and methodological framework required to classify InsurTech companies are provided. Additionally, the research process to aggregate InsurTech company data is briefly described.

1.1. Definition of the Term InsurTech

In this report, we rely on the following definition of InsurTech:



InsurTech is defined as technological solutions for innovative products, services, and processes in the insurance industry, improving, complementing, and/or disrupting existing offerings. Hence, InsurTech companies are firms whose main activities, core competencies, and/or strategic focus lie in developing those solutions.

Hence, in order to be considered an InsurTech company, it must offer insurance-specific solutions and demonstrate a certain level of innovation. In order to be added to our database, the organisation must be registered in the commercial register of either one of the countries of the European Union, Switzerland, Liechtenstein, the United Kingdom, or Norway. As a last criterion, we limit our attention to businesses which maintain an active website that enables us to get publicly accessible data. Please note that, although adhering to the aforementioned definition, several businesses from the FinTech, HealthTech, PropTech, LegalTech, etc. spaces are not included as their primary focus lies not on insurance.

1.2. Framework to Classify InsurTechs

While the criteria provided in Section 1.1 aids in the identification of in-scope organisations, a structured approach to differentiate between these businesses is required, to make any generalisation about potential

clusters. For this, the architecture in Figure 1.1 is suggested. The value chain is represented on the horizontal axis, while the technology applied by InsurTech companies is represented along the vertical axis. Regarding the latter, the ranking of each technology from first to last reveals its level of innovation (in terms of maturity).

Within the value chain area, companies are categorised according to the specific part of the value chain to which their solutions contribute. Consequently, each company is assigned either to *Marketing & Sales*, *Product Development*, *Pricing & Underwriting*, *Claims & Customer Service*, *Asset Management* or *Infrastructure*. The companies in the *Marketing & Sales* category provide marketing solutions or distribution channels for insurance companies. The *Product Development*, *Pricing & Underwriting* category is associated with InsurTechs which offer products or services to insurance companies, either in product development, pricing, or underwriting. Next up, *Claims & Customer Service* consists of companies that provide claims management solutions and enhanced customer service efficiency for insurers. To be included in the *Asset Management* category, InsurTech companies must offer solutions for asset management and/or asset liability management. Finally, we assign all companies that either cannot be assigned to any other category or that offer solutions in at least two different categories of the defined value chain to the *Infrastructure* category.

The second area, Technology, aims to classify the identified InsurTech companies according to the technology they primarily use. This area consists of *Process Digitisation/Automation/Robotics*, *Analytics/Artificial Intelligence*, *Internet of Things*, *Distributed Ledger Technology* and *Quantum Computing*. Since a distinction between these categories is more obvious than in the value chain area, they are not further explained.

Finally, it is important to note that organisations are assigned to one value chain and one technology category only.

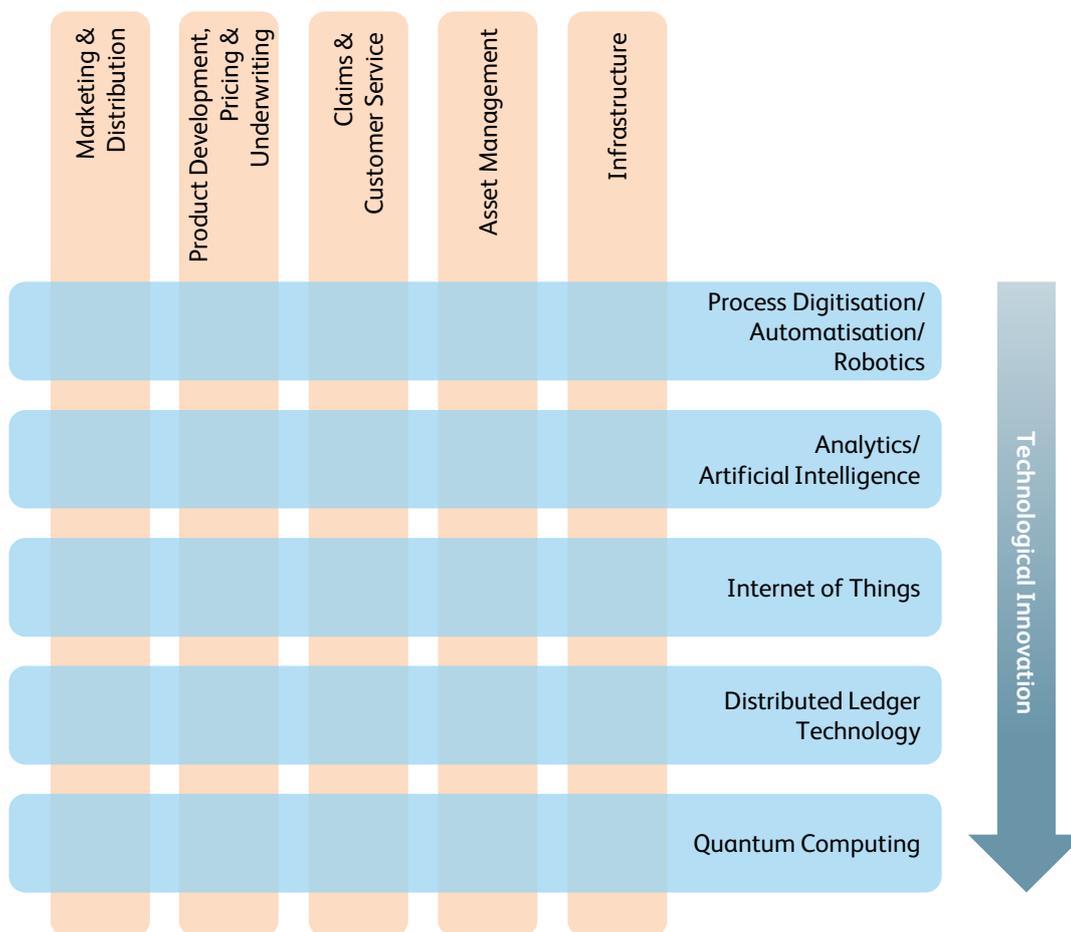


Figure 1.1: InsurTech Grid, value chain area & technology area

1.3. Gathering of Company Data

First, the InsurTech companies identified in the IFZ InsurTech Report 2021 had to be reviewed and reclassified, in order to detect any substantial changes in a company's business model. For each company, its website and the respective commercial register entry were checked to decide whether the InsurTech will also be included in this year's report. Furthermore, to be included in this report, a company must have been founded after 2009 and not later than August 2022. Second, additional InsurTechs were researched to extend the existing database, not only for the years 2021 and 2022, but also for previous years. Third, newly included companies meeting the specified conditions (i.e., InsurTech

definition, active website & foundation after 2009) described in Section 1.1 were classified according to the InsurTech Grid, based primarily on information on a company's website. Furthermore, in regard to the stakeholders of an InsurTech, its line of business and main customer segments were identified. We propose to divide the line of business into *Property & Casualty*, *Life & Health* and *Reinsurance*. Note that a company can be active in one or multiple lines of business. The customer segments are neither mutually exclusive, but this report distinguishes between B2B and B2C customer segments and geographically by national and international markets¹.

¹An InsurTech serving customers internationally is also expected to be active in its domestic market.

2. European InsurTech Landscape

In this chapter, we first provide an overview regarding the distribution of the in-scope European InsurTechs according to the InsurTech Grid, followed by the net distribution of the newly included and excluded companies in our database. Second, the year of incorporation of the currently active InsurTechs are analysed. Third, the domiciles of the companies are considered in relation to the size of the respective national population. Finally, the distributions of the InsurTechs by line of business and customer segments are described.

The InsurTech Grid presented in Figure 2.1² displays the distribution of European InsurTechs in regard of their value chain and technology area, as of August 2022.

When analysing the distribution of the 598 identified InsurTechs along the value chain, 43 percent are associated with the *Infrastructure* category, which includes companies offering solely infrastructure services³ but also the ones being active along the whole value chain. 26 percent of the InsurTechs are focusing on *Marketing & Distribution* followed by the categories *Product Development, Pricing & Underwriting* and *Claims & Customer Service* with 16 and 14 percent of InsurTechs associated, respectively. The smallest value chain category, in terms of active InsurTechs, *Asset Management*, combines a share of only one percent.

²Since no European InsurTech currently applies concepts of *Quantum Computing*, this category is excluded from further analyses.

³For example a white-label insurance platform.

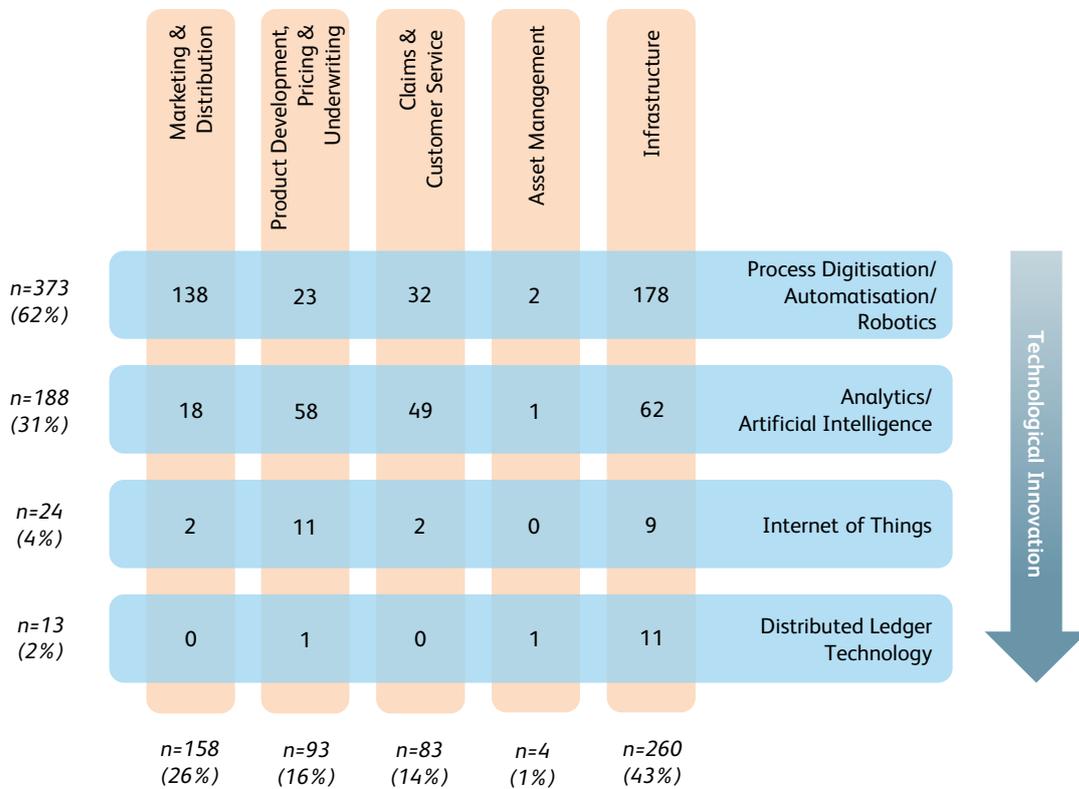


Figure 2.1: Distribution of European InsurTechs according to the InsurTech Grid (n=598)

With regard to the technology areas⁴, a stronger concentration is evident as 62 percent of the InsurTechs use *Process Digitisation/Automatisation/Robotics* and 31 percent of the companies rely on *Analytics/Artificial Intelligence*. The categories associated with the highest technological innovation, i.e., *Internet of Things* and *Distributed Ledger Technology*, reach only a share of four and two percent, respectively.

The intersections of the value chain categories and technology areas reveal further insights. The intersection with the highest number of companies are assigned to the value chain categories *Infrastructure* and *Marketing & Distribution* overlapping with the technology area *Process Digitisation/Automatisation/Robotics* with 178 (30%) and 138 (23%) InsurTech companies.

⁴Note that due to rounding differences, the percentages reported for the technology areas in Figure 2.1 do not sum up to 100.

Interestingly, for the value chain categories *Product Development, Pricing & Underwriting* and *Claims & Customer Service*, the largest shares of companies are displayed intersecting *Analytics/Artificial Intelligence* with 58 companies (10%) for the former and 49 companies (9%) for the latter category. The less often associated technology areas *Internet of Things* and *Distributed Ledger Technology* show rather distinct patterns too. *Internet of Things* seems most promising for the value chain categories *Product Development, Pricing & Underwriting* with eleven companies and *Infrastructure* with 9 companies associated. *Distributed Ledger Technology* seems primarily applicable for eleven companies active in the *Infrastructure* category.

Note that zero companies are present, combining *Asset Management* with *Internet of Things* and *Marketing & Distribution* with *Distributed Ledger Technology*.

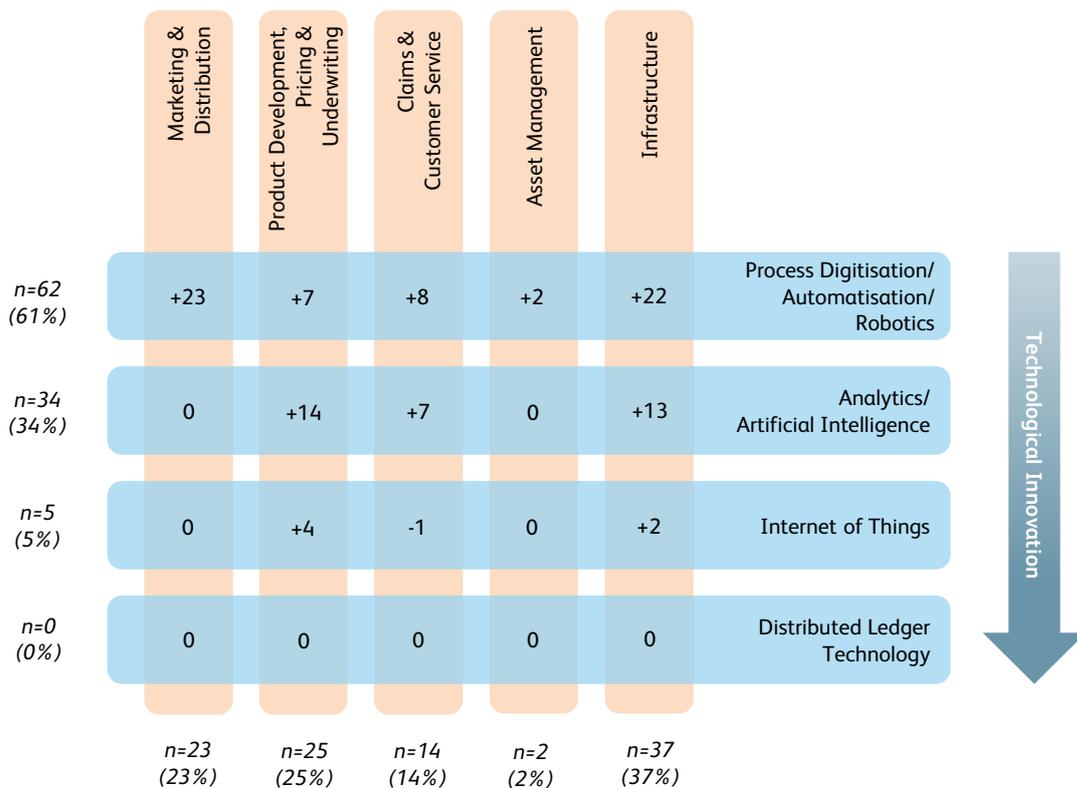


Figure 2.2: Net distribution of included and excluded European InsurTechs according to the InsurTech Grid as of August 2022 (n=101)

As mentioned in Section 1.3, the sample of this year’s InsurTech report increased significantly by 20 percent, based on 45 exclusions and 146 newly included InsurTechs. The net-distribution of the in- and excluded companies in our InsurTech database is illustrated in Figure 2.2⁵. When comparing the displayed net-distribution along the value chain and technology areas to the distribution of the whole sample reported in Figure 2.1, a few observations seem to be striking. Concerning the value chain area, only the categories *Product Development, Pricing & Underwriting* and *Asset Management* reached a higher share than in the complete sample with 25 percent (+9 %) and two percent (+1 %), respectively. The category *Claims & Customer Service* preserved its share of 14 percent, however, *Marketing & Distribution* accounts for 23 percent (-3 %) and *Infrastructure* for 37 percent (-5 %). In the technology area, especially *Analytics/Artificial Intelligence* reaches a higher share with 34 percent (+3 %), followed by *Internet of Things* with 5 percent (+1 %). The share of the area *Process Digitisation/Automatisation/Robotics* decreased slightly to 61 percent (-1 %), whereas the *Distributed Ledger Technology* is unrepresented with zero percent (-2 %). Of the 45 excluded companies, 27 entities (60 %) were either dissolved or in liquida-

tion according to the respective business register, or their website seemed inactive as of August 2022. Seven excluded companies (15 %) seemed to have changed their business model, and three InsurTechs (7 %) were acquired by large corporations.

Figure 2.3 reports the number of currently active European InsurTech companies per year of incorporation⁶. The left graph shows the number of incorporations by year along the value chain, whereas the right graph shows the number of incorporations by technology area. Apart from a slight drop in 2013 the number of newly founded InsurTech startups seemed to grow from 2010 until 2017. Although, the trend declined after 2017, the years between 2015 and 2019 might still be considered as boom years with at least 60 incorporation per year, reaching a peak in 2017 with 111 new companies. The interpretation of the declining trend in recent years is more challenging, as startups might need some development time until they become publicly known. When comparing the number of incorporations of this year’s report with last year’s report, especially the year 2020 shows a substantial growth from 15 to 39 active InsurTechs in our database. Although a decline in the number of incorporations since 2017 cannot be neglected, the Insurance market still seems

⁵Note that due to rounding differences, the percentages reported for the value chain area in Figure 2.2 do not sum up to 100.

⁶According to the respective commercial register entry.

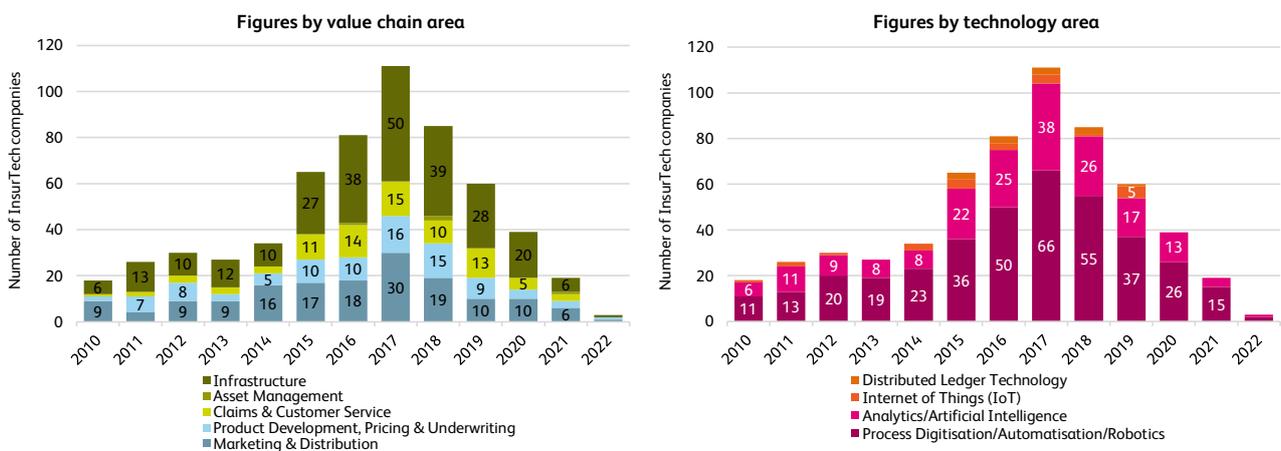


Figure 2.3: Number of currently active European InsurTech companies per year of incorporation by value chain (left graph) and technology area (right graph) (n=598)

to attract more new competitors than in the early years of the analysed time period.

In regard of the value chain categories displayed in the left graph of Figure 2.3, *Infrastructure* and *Marketing & Distribution* predominate as shown previously in the InsurTech Grid in Figure 2.1. This is equally true for the most associated technology areas *Process Digitisation/Automatisation/Robotics* and *Analytics/Artificial Intelligence*. Only in the years 2014 to 2019 lesser mature technologies as the *Internet of Things* were applied more frequently.

The heatmap displayed in Figure 2.4 provides an overview of the number of InsurTechs per country, based on the location of the headquarters of a company. The United Kingdom, Germany, France, and Switzerland stand out within the European landscape. This finding is showed in detail in Figure 2.5, displaying the number of European InsurTechs by country and value chain (left graph) and by country and technology area (right graph).

The UK is leading the InsurTech ecosystems with 168 companies (28%), followed by Germany with 103 companies (17%), France with 72 companies (12%) and Switzerland with 58 companies (10%). More than 15

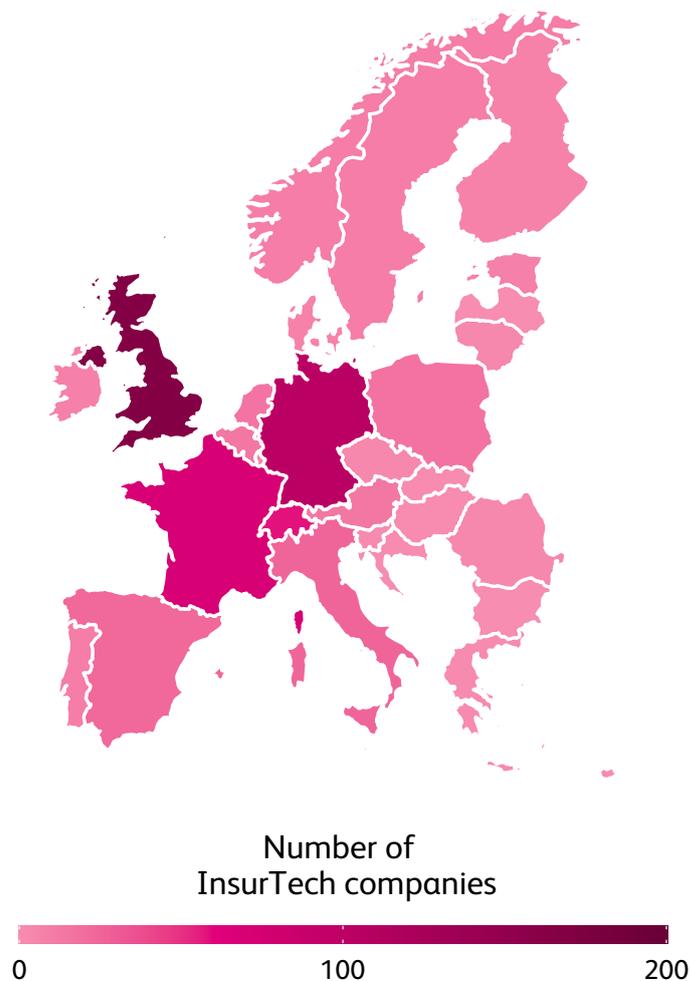


Figure 2.4: Heatmap of European InsurTechs (n=598)

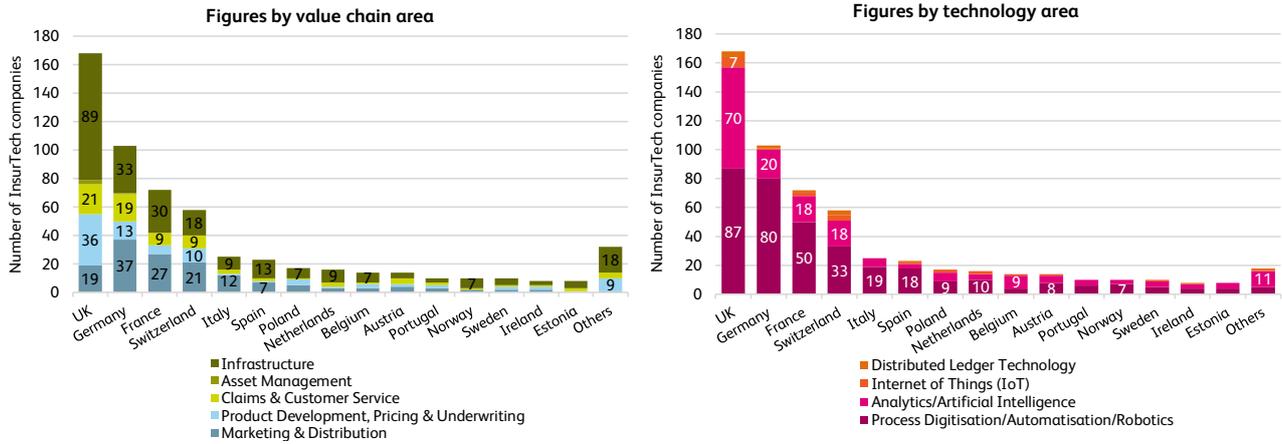


Figure 2.5: Number of European InsurTechs by country of headquarters and value chain (left graph) and by country of headquarters and technology area (right graph) (n=598)

InsurTech headquarters are located only in four other European countries. In Italy 25 companies (4%) are domiciled, 23 in Spain (4%), followed by Poland and the Netherlands with 17 and 16 companies (3%), respectively.

The left-hand graph of Figure 2.5 shows that in the InsurTech ecosystems of the UK, Spain, Netherlands, Norway, and Estonia significantly more companies are associated with the value chain category *Infrastructure* than the average (43%), accounting for more than 50 percent of their domiciled InsurTechs. On the opposite, the countries Italy (48%), France (38%), Germany (36%) and Switzerland (36%) show a significant higher share of companies in the *Marketing & Distribution* category than the average of 26 percent.

When analysing the InsurTechs by country of headquarter and technology area in the right graph of Figure 2.5, companies domiciled in the countries Belgium (64%), Estonia (50%) and the UK (42%) seem to focus over proportionally on *Analytics/Artificial Intelligence*. Concerning the technology *Internet of Things*, the UK (7 companies), Switzerland (4 companies) and France (3 companies) account for roughly 60 percent of the associated InsurTechs. The UK and Switzerland are also leading the InsurTech ecosystems with regard to

the *Distributed Ledger Technology*, with four and three companies, respectively.

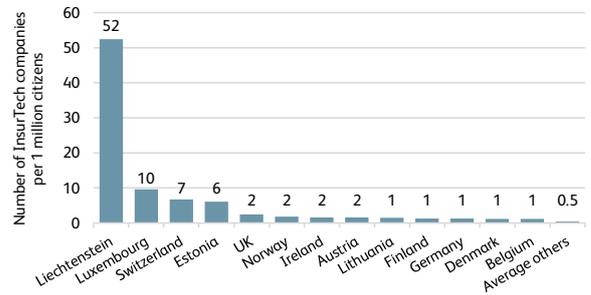


Figure 2.6: Number of European InsurTechs per one million inhabitants

A different picture is revealed when analysing the number of European InsurTechs per one million inhabitants, depicted in Figure 2.6. Most of the larger InsurTech ecosystems identified in Figure 2.5 show only a ratio of two or less InsurTech companies per one million inhabitants. Here, it becomes apparent that the size of a country’s population and its market potential can play a significant role for InsurTech companies.

Regarding the newly in- and excluded companies in our database, 35 of the excluded companies (78%) were

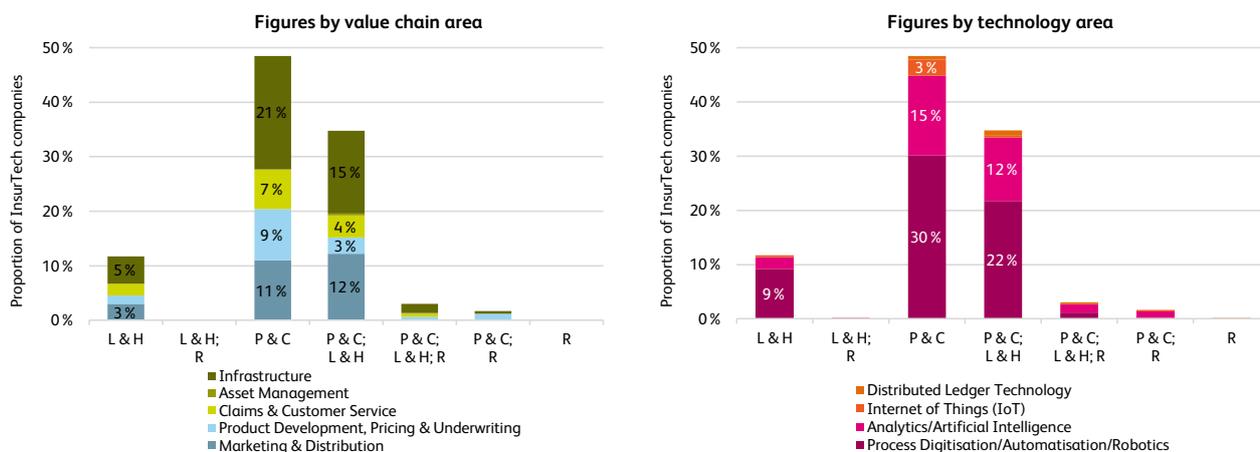


Figure 2.7: Proportion of European InsurTech companies by line of business and value chain (left graph) and by line of business and technology area (right graph) (n=598)

founded between 2015 and 2019, years in which relatively high numbers of new InsurTech companies had been founded. Not surprisingly, the largest InsurTech ecosystems UK, with thirteen companies (29%), and Germany, with six companies (13%), are leading this ranking too. Of the newly included InsurTechs, 106 (75%) were founded after 2016, which speaks for the hypothesis that it might take a few years until an InsurTech becomes publicly known. Almost as expected, the UK with 45 InsurTechs (31%) and Germany with 20 InsurTechs (14%) are leading here as well. The third and fourth most recently included InsurTech companies are domiciled in Poland and Switzerland, twelve companies in the former and eleven in the latter country, likely covering a greater share of the InsurTechs in these countries.

An evaluation of the proportion of European InsurTech companies by line of business can be found in Figure 2.7⁷, the left-hand graph again considers the value chain area, whereas the right-hand graph takes into account the technology area of the InsurTechs. The largest share of companies (48%) are active in the *Property & Casualty* business line, followed by 34 percent providing solutions for *Property & Casualty* and

Life & Health risks. Solely *Life & Health* solutions are made available by twelve percent of the InsurTechs in this report's sample. Only *Reinsurance* solutions as well as *Life & Health* and *Reinsurance* solutions are only offered by one company each. However, *Reinsurance* in combination with *Property & Casualty* and *Life & Health*, or solely in combination with *Property & Casualty* are offered more frequently by 18 (3%) and ten companies (2%), respectively.

Breaking down the line of business in combination with the associated value chain categories in the left graph in Figure 2.7 companies active in *Property & Casualty* insurance report over proportional shares in the categories *Product Development, Pricing & Underwriting* and *Claims & Customer Service*. InsurTechs with a *Property & Casualty* and *Life & Health* offering seem to focus more on *Marketing & Distribution*. *Life & Health* InsurTechs show a disproportional share in *Claims & Customer Service*, whereas the interpretation for business lines in combination with *Reinsurance* or only *Reinsurance* is less informative due to a relatively low sample.

Turning to the line of business in combination with technology areas, depicted in the right graph in Figure 2.7, as expected, *Property & Casualty* InsurTechs show a large share in the *Internet of Things* area with 18 out of 24 companies, account-

⁷The abbreviations in Figure 2.7 are as follows: L & H = *Life & Health*; P & C = *Property & Casualty*; R = *Reinsurance*.

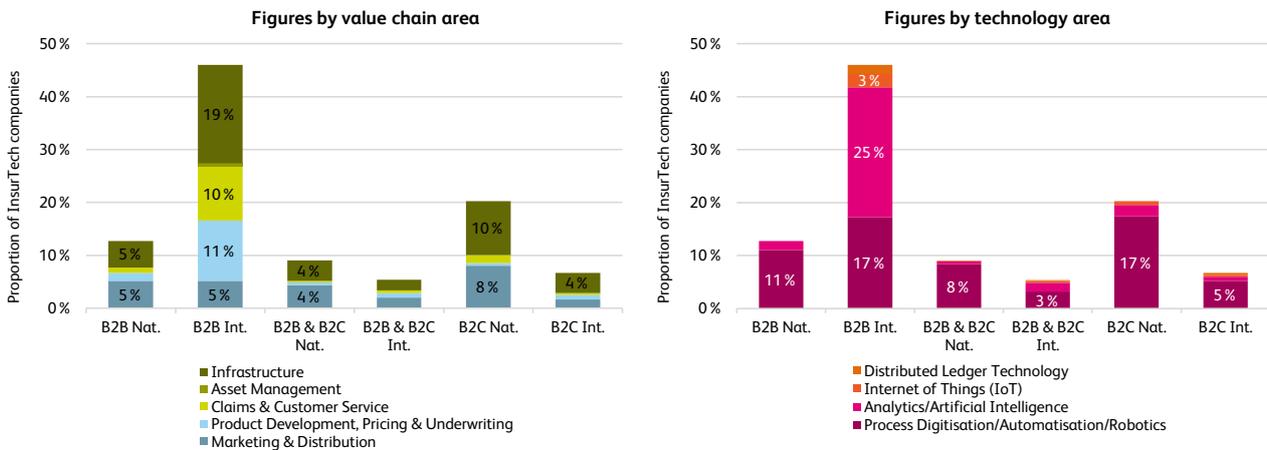


Figure 2.8: Proportion of European InsurTech companies by customer segments and value chain (left graph) and by customer segments and technology (right graph) (n=598)

ing for three percent of the total sample. *Life & Health* InsurTech are mainly relying on *Process Digitisation/Automatisation/Robotics* technology, which seems reasonable given their disproportional share in *Marketing & Distribution*, as this combination might emphasise that efficiency is of great importance in their part of the value chain.

Analysing the proportion of European InsurTechs by customer segments (see Figure 2.8) it becomes apparent that two third of the InsurTechs are either targeting business customers internationally⁸ (46 %) or retail customers nationally (20 %). The third-largest share with thirteen percent is occupied by InsurTechs, focusing on B2B Customers nationally. The combination of the two customer segments B2B and B2C is seemingly more popular as a national strategy reaching a nine percent share, as opposed to an international strategy with a share around five percent. Roughly seven percent of the InsurTechs are targeting international retail customers. Taking into account the described distribution, it might be possible that most InsurTechs have to focus either on B2B or B2C customers.

⁸An InsurTech serving customers internationally is also expected to be active in its domestic market.

Looking at the value chain categories frequented along the customer segments (left graph), the InsurTechs focusing solely on B2B clients mostly seem to be associated with all the value chain categories except *Infrastructure*, which also includes companies active along the whole value chain. On the opposite, InsurTech companies only offering B2C products show a larger share in the category *Infrastructure* than the expected average of 43 percent.

The distribution of the InsurTechs by customer segments and technology area in the right graph of Figure 2.8 shows rather clear patterns as well. National InsurTechs have a stronger focus on *Process Digitisation/Automatisation/Robotics*, whereas international InsurTechs with B2B customers make up for 78 percent of the companies relying on *Analytics/Artificial Intelligence* and 63 percent on *Internet of Things*. The B2B internationals also dominate the *Distributed Ledger Technology*, with 10 out of 13 entries in total (77 %). That said, it seems that international competition might demand sophisticated technological innovation from these B2B international InsurTechs.

3. Swiss InsurTech Landscape

As described in Chapter 2, Switzerland is the fourth biggest InsurTech ecosystem in Europe. 58 InsurTechs are domiciled in Switzerland, accounting for approximately ten percent of the companies in the sample. This chapter evaluates the InsurTech landscape in Switzerland in more depth. The 58 InsurTech companies in Switzerland comply with the criteria defined in Chapter 1, as of August 2022. The value chain focus and technology used of these companies are displayed in the InsurTech Grid in Figure 3.1⁹.

With regard to the value chain of the InsurTechs, approximately 36 percent (21 companies) focus on Mar-

keting & Distribution, followed by 31 percent (18 companies) concentrating on Infrastructure solutions. The areas Product Development, Pricing & Underwriting and Claims & Customer Service reach similar shares, in which ten (17%) and nine (16%) companies are active, respectively. When analysing the primarily used technologies, a stronger concentrated distribution is apparent, as seen for all European InsurTechs, led by Process Digitisation/Automatisation/Robotics with approximately 57 percent (33 companies). In order to innovate the insurance industry, 31 percent (18 companies) relying on Analytics/Artificial Intelligence. Only four companies use Internet of Things technology and three companies Distributed Ledger

⁹Since no Swiss InsurTech is currently active in Asset Management, this value chain category is excluded from further analyses.

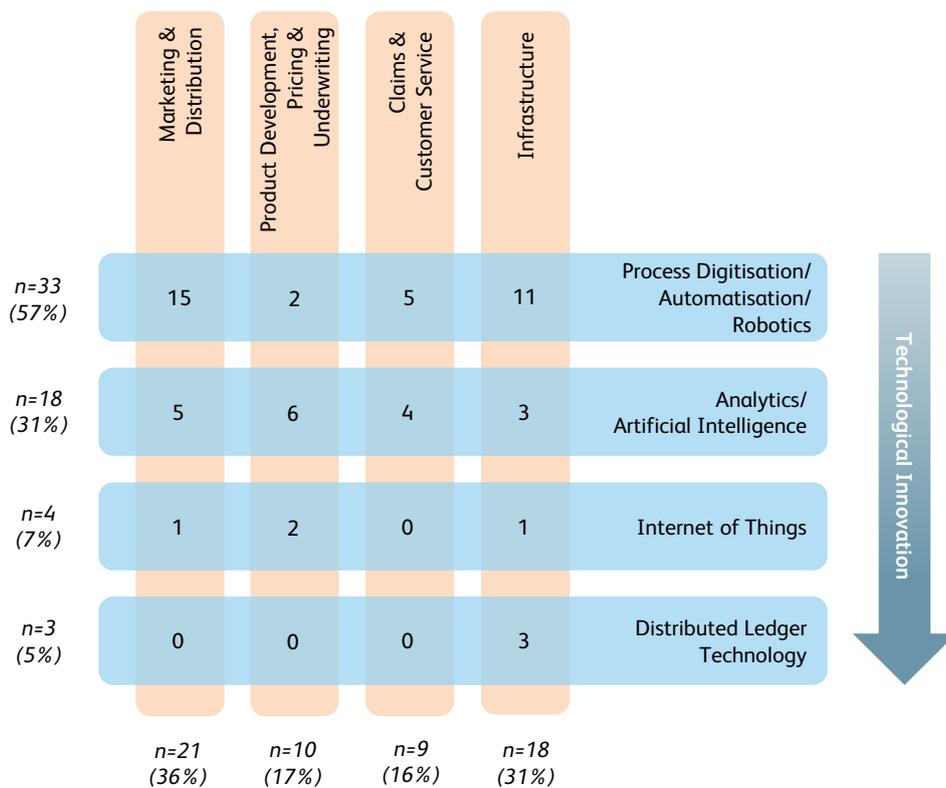


Figure 3.1: Distribution of Swiss InsurTechs according to the InsurTech Grid (n=58)

Technology, similar to the shares associated in the IFZ InsurTech Report 2021.

Regarding the combinations of value chain categories and technology areas, the largest shares are associated with the combination of the technology area *Process Digitisation/Automatisation/Robotics* and the categories *Marketing & Distribution* with 15 companies (26%) as well as *Infrastructure* with eleven companies (19%). Similar to the whole European sample (see Chapter 2), the value chain category *Product Development, Pricing & Underwriting* is preferably combined with *Analytics/Artificial Intelligence*. In Switzerland, *Distributed Ledger Technology* is only combined with *Infrastructure*, whereas across Europe, a few different combinations are present.

The number of Swiss InsurTechs in-scope of this report increased by 16 percent compared to last year’s report, lowering the average increase of 20 percent across all European InsurTechs. Specifically, for this year’s report, three Swiss InsurTechs were excluded and eleven newly added. The reason to exclude two of the InsurTechs was that they are currently in liquidation, whereas the third InsurTech was excluded due to the lacking InsurTech focus in its SaaS business model. Of the newly included companies, three were founded in 2021 and one in 2022, however, one company only relocated to

Switzerland in 2021 but reports activity as an InsurTech from 2013 onwards.

In Figure 3.2 the numbers of currently active Swiss InsurTechs are illustrated by year of incorporation, where the left graph describes the value chain categories and the right the technology areas in further detail. The number of incorporations in Switzerland follow a similar pattern as the European InsurTechs. However, the number of incorporations decreased not only in 2013, but also in 2014. Furthermore, the peak of company incorporations is reported for 2018 as opposed to 2017 for the European InsurTech landscape. In terms of the associated technology areas, the year 2014 marks the introduction of the *Internet of Things* and *Distributed Ledger Technology* in InsurTech business models.

The ten cantons in which InsurTech companies are currently domiciled are visible in Figure 3.3. It is shown that 38 companies (66%) are located in Zurich and 12 companies (21%) in Zug, enriching two of the financial hubs of Switzerland. Furthermore, InsurTech companies active in the value chain category *Claims & Customer Service* are only based in Zurich and Zug. Basel-City and Geneva are each home to two InsurTechs, whereas the other cantons only attracted one InsurTech each.

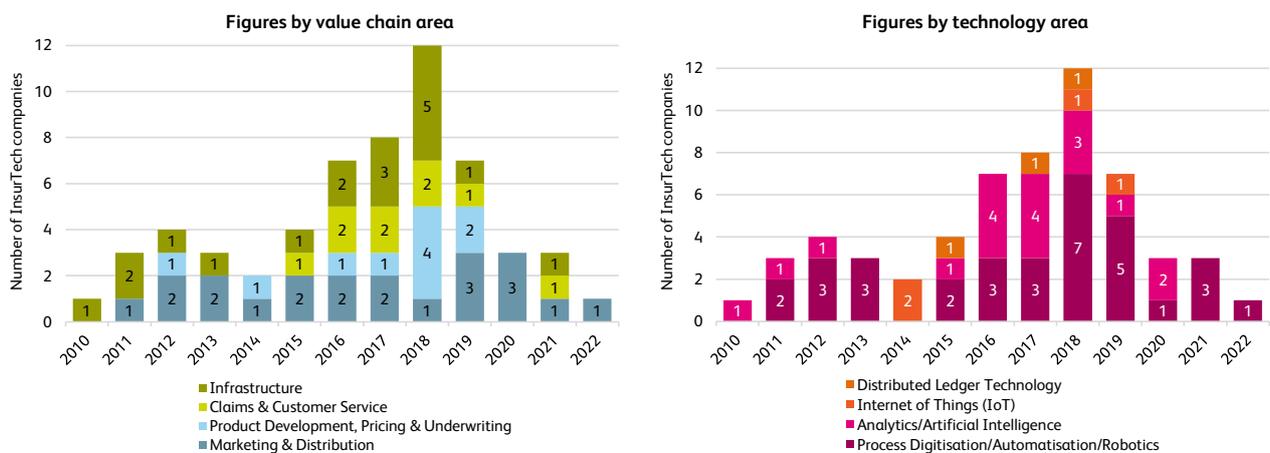


Figure 3.2: Number of currently active Swiss InsurTech per year of incorporation by value chain (left graph) and technology area (right graph) (n=58)

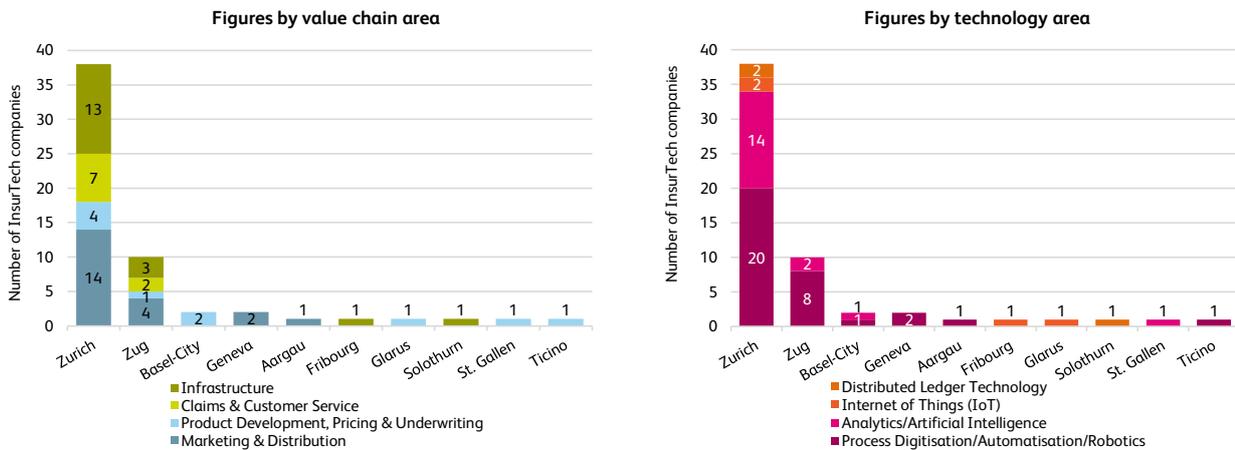


Figure 3.3: Number of Swiss InsurTech companies by canton and value chain (left graph) and by canton and technology area (right graph) (n=58)

When analysing the proportion of Swiss InsurTechs by line of business in Figure 3.4 it can be seen that 25 companies (43 %) offering *Property & Casualty* and *Life & Health* solutions, followed by 23 companies (40 %) offering only *Property & Casualty* solutions. As for all InsurTechs in the whole European sample, InsurTechs providing *Life & Health* products come in third place with six companies (10 %) and business lines combinations with *Reinsurance* are rather seldom too. The main difference to the European InsurTech landscape is that

Property & Casualty and *Life & Health* solutions lead the combination of business lines and not solely *Property & Casualty* solutions.

In Figure 3.5 the distribution of Swiss InsurTechs by customer segments is illustrated, in the left graph combined with value chain categories and in the right graph combined with technology areas. The most frequent business model is B2B International with 52 percent, exceeding the European average of 46 percent. The

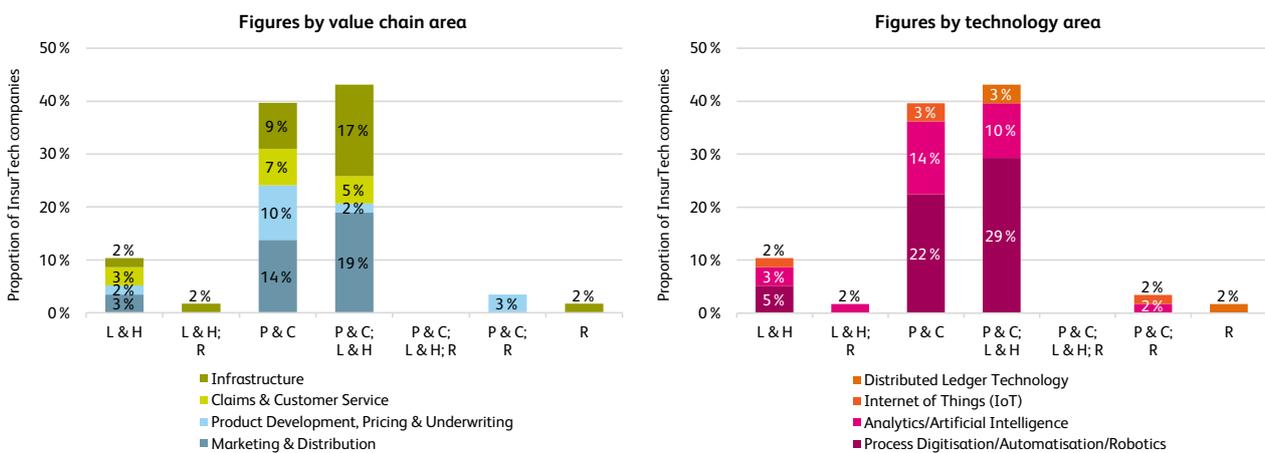


Figure 3.4: Proportion of Swiss InsurTechs by business line and by value chain (left graph) and technology area (right graph) (n=58)

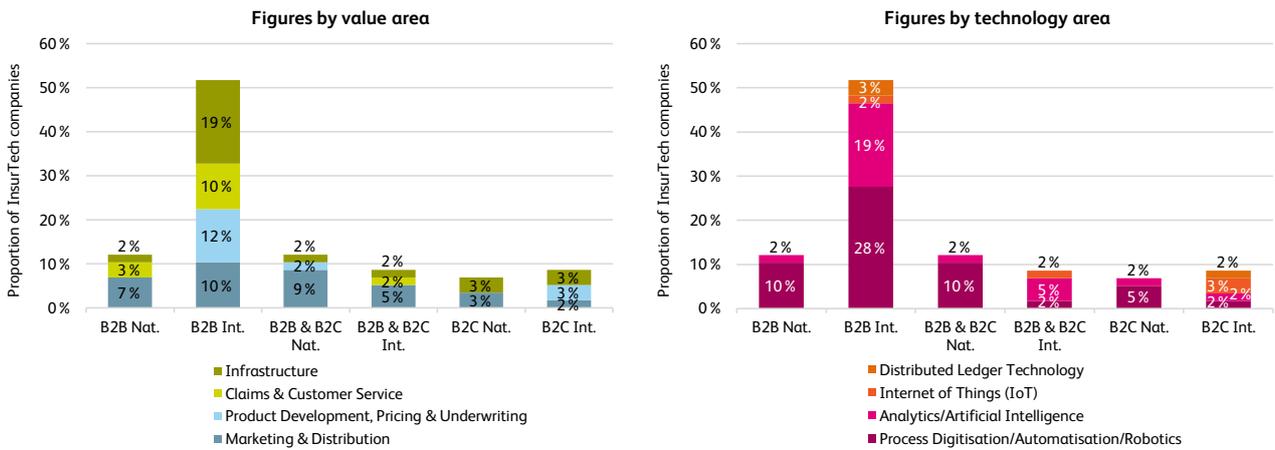


Figure 3.5: Proportion of Swiss InsurTechs by customer segments and value chain (left graph) and by customer segments and technology area (right graph) (n=58)

segments B2B national and B2B & B2C national both reach a twelve percent share, closely followed by the segments B2B international and B2B & B2C international with nine percent each. Solely B2C national customers are only targeted by four InsurTechs, accounting for seven percent of the Swiss sample. In combination with technology areas, the less mature areas *Internet of Things* and *Distributed Ledger Technology* are

only applied by InsurTechs with an international clientele. Furthermore, only one of the newly in-scope Swiss InsurTechs is targeting national customer segments, given the strong international focus of Swiss InsurTechs this might not be a coincidence. Furthermore, in last year’s report 62 percent of the InsurTechs were aiming at customers in a cross-border-context, as opposed to 69 percent in this report’s sample.

4. Conclusion & Outlook

In summary, we can briefly summarise the following key findings and statements based on our IFZ InsurTech Report 2022.

The InsurTech ecosystems in the UK, France and Germany preserve their leading positions within Europe.

Together, the three InsurTech hubs account for 57 percent of the companies in this report's sample. Specifically, 168 InsurTechs (28%) are domiciled in the UK, 103 (17%) in Germany and 72 (12%) in France.

The number of InsurTechs in-scope increased by 20 percent compared to last year's report. The ins and outs of the InsurTech database are mainly located within the UK and Germany. However, countries such as Poland are likely covered in more depth.

The InsurTechs are more widely distributed among the value chain categories in comparison to the associated technology areas. The value chain categories *Infrastructure* (260 companies) and *Marketing & Distribution* (158 companies) unite 70 percent of all 598 InsurTechs, whereas the technology areas *Process Digitisation/Automatisation/Robotics* (373 companies) and *Analytics/Artificial Intelligence* (188 companies) account for 94 percent of the sample.

Less mature technologies are primarily associated with two value chain categories. The *Internet of Things* is mainly utilised in *Product Development*,

Pricing & Underwriting (11 companies) and *Infrastructure* solutions (9 companies). *Distributed Ledger Technology* is only applied frequently in the value chain category *Infrastructure* (11 companies).

A decline in new incorporations cannot be neglected, nonetheless, the insurance market stays attractive.

Since 2018, the number of newly founded, currently active InsurTechs is decreasing. However, the numbers remain higher than in earlier years of the analysed period (2010 to 2022). Interestingly, the year 2020 showed substantial growth from 15 to 39 InsurTechs compared to last year's report. In addition, this sudden increase might indicate low visibility of only recently founded InsurTechs.

The majority of Swiss InsurTechs is domiciled in Zurich and Zug. 86 percent of all Swiss InsurTechs that are in-scope are either located in Zurich (38 companies) or Zug (12 companies). As the proximity to a financial centre seems to be important, Geneva follows in third place, being home to two InsurTech companies.

Swiss InsurTechs often follow an international strategy. 69 percent of the Swiss InsurTech companies target customers in different countries, as opposed to 58 percent of all European InsurTechs. Interestingly, the less mature technologies *Internet of Things* and *Distributed Ledger Technology* are only applied by Swiss InsurTechs with an international clientele.

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