

InsurTech Analysis: Executive summary

Wesurance



SaaS insurance mall

Connecting insurers to online business partners



<https://www.wesurance.com.hk>



What it offers?

- Place the right insurance product at the right time
- Insurance mall solution

How is it different?

Helping e-commerce add insurance to their offer

Management team

- Eddie Chang
- Natalie Fong

Tech deployed

- APIs
- AI
- Data analytics

Funding , revenue, client and scale

- 20 insurers partners
- Operating in Hong Kong, Singapore and Indonesia
- Tier 1 e-commerce platform partners
- Team of 12

What to look out for

- With a recent pivot into partnering with e-commerce giants, scale is the key to success
- Risk of other players coming to impede on their new-found arena: e-commerce, tech or insurance

Further Info

[JETCO partnership](#)

[popcorn moment](#)

[MGA model \(before pivot\)](#)

TDI point of view

Wesurance has found a sweet spot in enabling online high-traffic partners to add insurance (iMall) to the wide array of products it offers. Can it build the necessary scale?