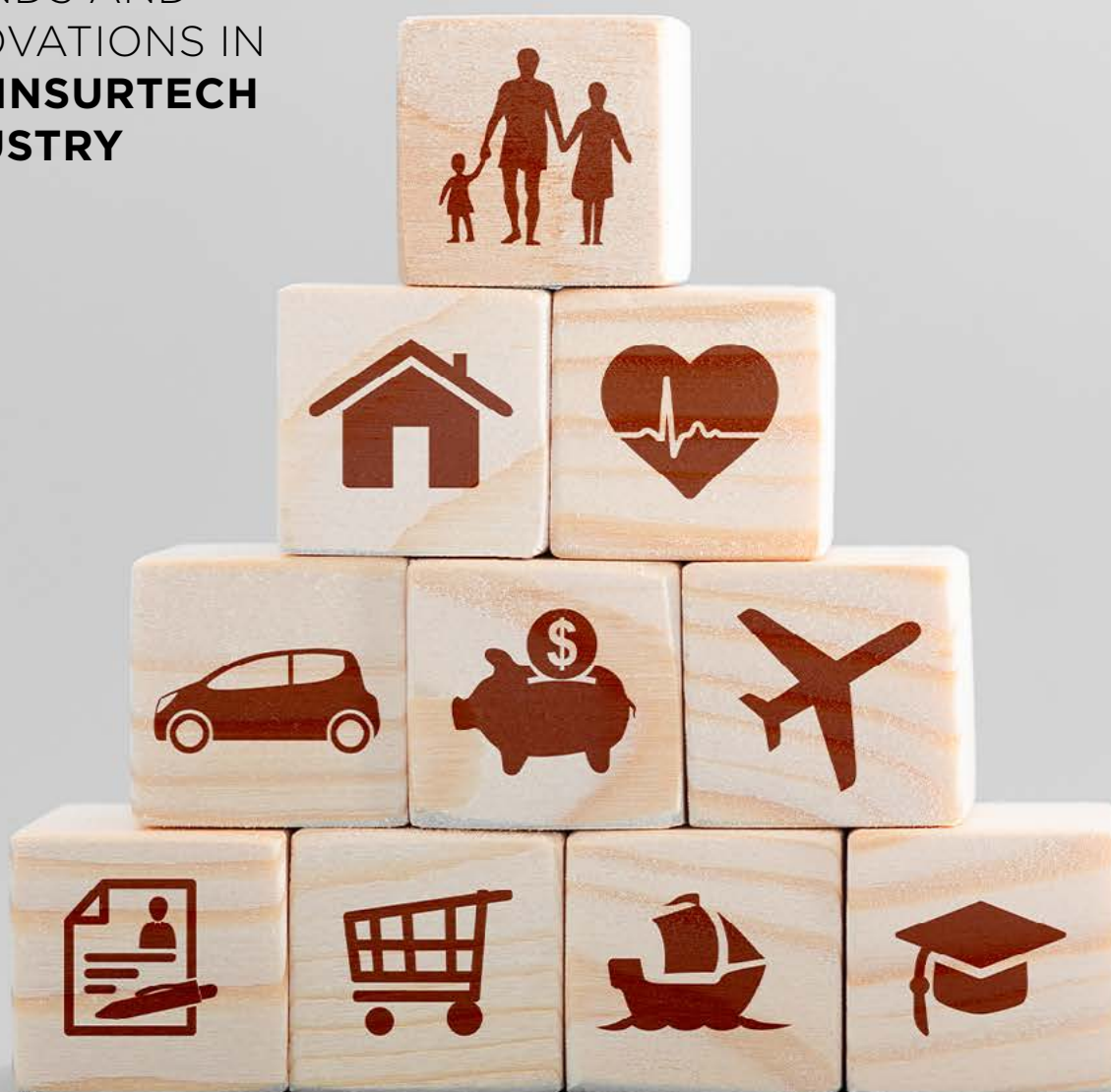
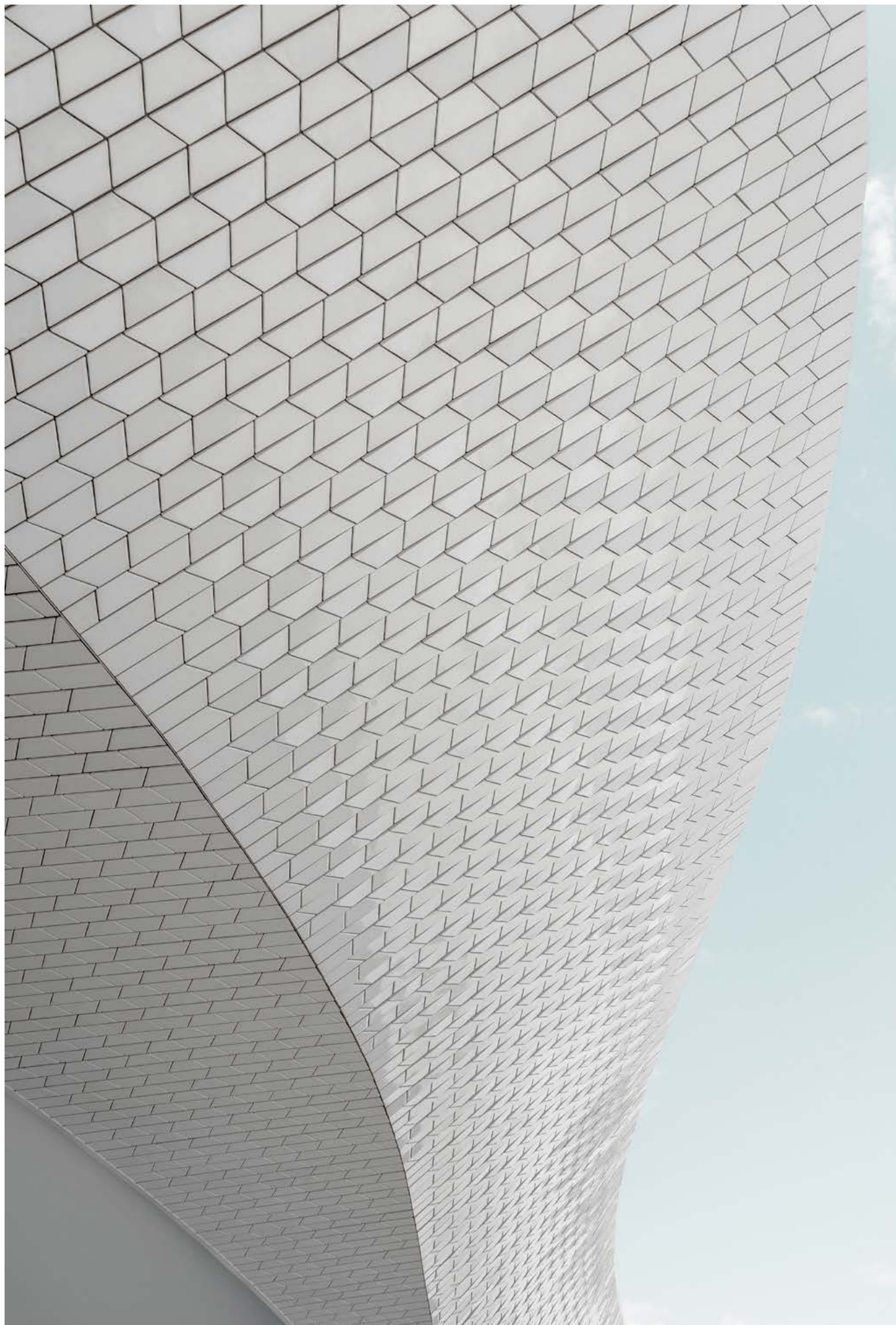


INSURANCE

I N D U S T R Y I N S I G H T S

DISCOVERING
TECHNOLOGY
TRENDS AND
INNOVATIONS IN
**THE INSURTECH
INDUSTRY**





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About Valuer.ai

Valuer is an AI-driven platform that helps large corporations, investors, and accelerators discover innovative companies that match their strategic needs. Valuer believes that to stay competitive in today's disruptive landscape, companies must embrace new ideas and entrepreneurship into their innovation setup.

Valuer's data-driven platform is specifically designed to phase out costly and time-consuming accelerators and management consultancies and replace them with novel workflow solutions that identify and assess relevant startups and SMEs at speed.

Founded in 2017, Valuer has a rapidly-growing network of researchers, experts, and advisors from all over the world and has worked with BMW, Siemens Gamesa, Novozymes, Grundfos, and Spirent, among other prominent organizations.

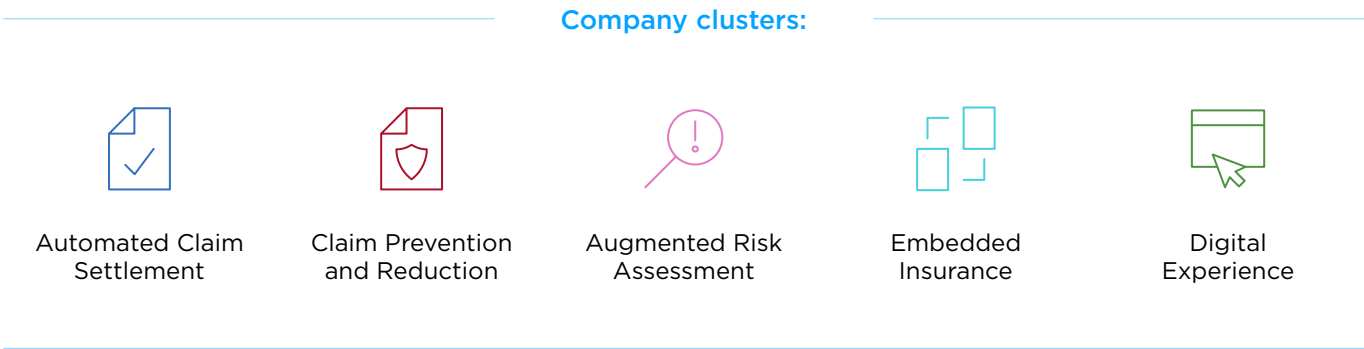
About the Industry Insights reports

Published monthly, each Industry Insights report focuses on the emerging trends and disruptive technologies within a specific industry. Enriched with original data from the Valuer platform, the publications provide corporations with valuable information about key innovation areas that can help them accelerate within a competitive and rapidly changing environment.

Each Industry Insights report demonstrates how Valuer's AI algorithms can identify and prioritize innovation hotspots to help corporations recognize relevant emerging technologies. For this purpose, each publication includes one case study of a young company that ranks high within the platform's calculations.

Using the Valuer Platform to Find Innovation Within the Insurance Industry

We used the Valuer platform to identify the 200 companies most relevant to five InsurTech-related areas:



Finding innovative InsurTech companies

The process starts with Valuer processing its database of more than 600,000 companies to identify all potentially relevant to the InsurTech industry. The descriptions of all initially relevant companies are then processed by Natural Language Processing (NLP), which finds patterns impossible to recognize with tags and regular search mechanisms. At this point, the number of organizations identified is narrowed down to approximately 3000 most relevant ones.

The platform then references the companies to the four focus areas listed above. By choosing the ones nearest to a projected point, it selects roughly 200 for each focus area and groups them in clusters (see color codes on the cluster illustration, Image 1.)

Grouping companies from different areas

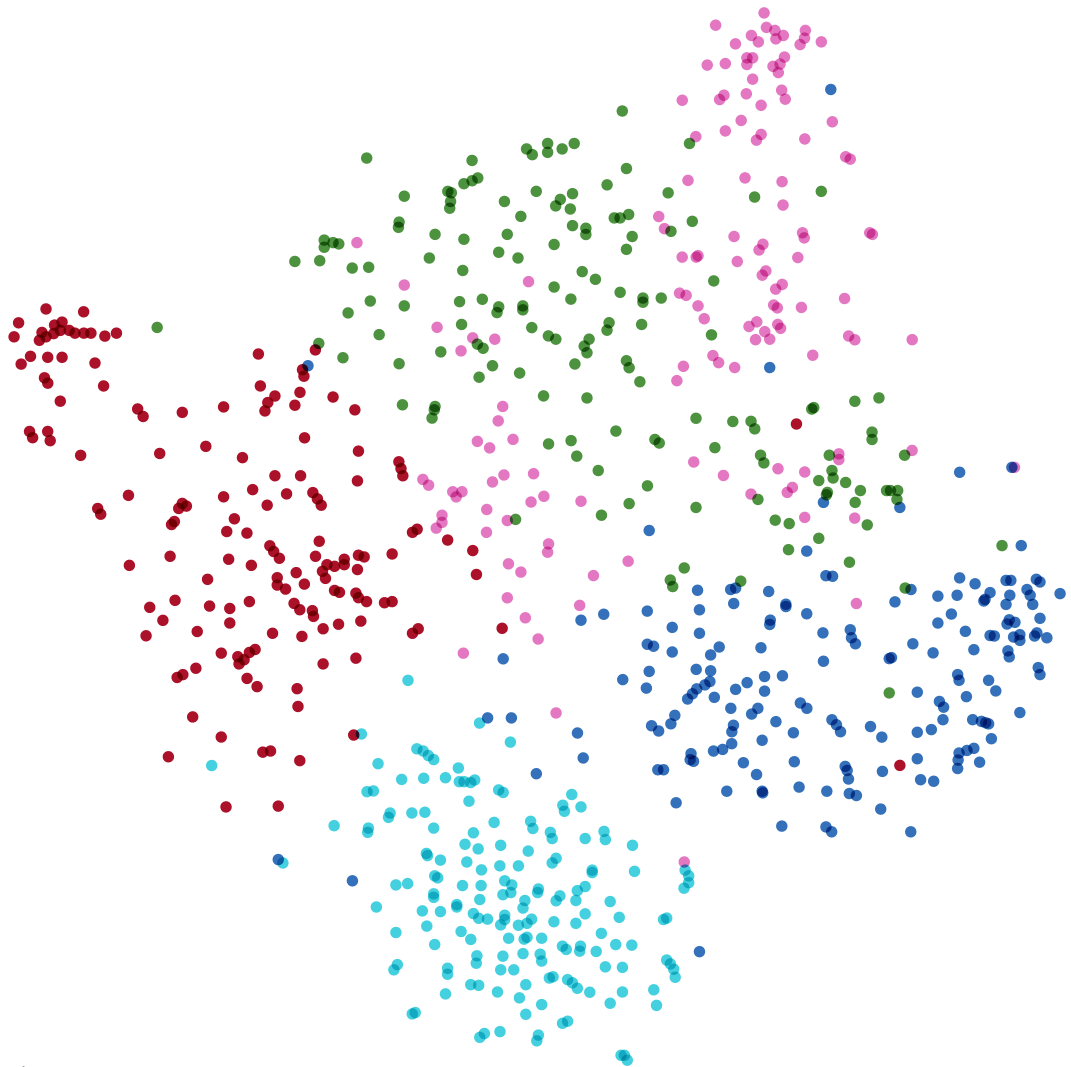
The illustration shows the clusters of companies (represented with dots) colored depending on their projection area. Their proximity to other companies depends on the commonalities of the products or solutions they provide.

Even though the platform processes the clusters in 1024 dimensions, we've included a 2D interpretation for demonstration purposes (this is also why some dots may seem very distant from their projection areas). The rendered image lets us make several straightforward interpretations.

Observations and company trends

We can draw several insights from the company clustering image, including:

1. Overall the clusters have distinct groupings which may indicate unique market approaches and technologies within these areas.
2. "Claim Prevention and Reduction" is mostly a standalone cluster, but it offers similarities with the cluster of "Augmented Risk Assessment", which is populated within a very close range. The same pattern is recognized within the clusters of "Automated Claim Settlement" and "Digital Experience".
3. "Augmented Risk Assessment" is a fragmented group that has candidates mainly within two areas, suggesting a range of quite similar solutions provided within the field.
4. "Embedded Insurance" is the most distinct cluster which indicates the use of unique technologies or approaches.
5. "Digital Experience" is quite scattered but has the most overlap with the distinct "Augmented Risk Assessment" cluster. This technology may be used in combination with a variety of the other clusters but especially the "Augmented Risk Assessment" cluster.



CLUSTER SECTORS

- Automated Claim Settlement
- Claim Prevention and Reduction
- Augmented Risk Assessment
- Embedded Insurance
- Digital Experience

Image 1: Valuer platform's clustering of InsurTech companies

Ranking the Insurance technology trends

Finding the company areas that demonstrate the highest potential

The platform uses four parameters to assess the clusters’ potential, market opportunity, degree of fit, and innovativeness:

- **Success potential:** The AI platform uses historical data from each company to evaluate the group’s overall chance for future success.
- **Market maturity:** The AI platform analyzes companies’ technologies to estimate the group’s overall potential to generate profit. The algorithm analyzes the companies’ financial history, the potential of attracting customers, and their technology’s maturity to compare it to the market’s general development and trends.
- **Degree of fit:** The AI platform uses Natural Language Processing (NLP) to grade how well a cluster of companies aligns with the customer’s challenges.
- **Innovativeness:** The AI platform looks for original and previously unseen combinations of business models and technologies to grade how generally innovative a cluster is.

	Success Potential	Market Maturity	Degree of Fit	Innovativeness	Total
Digital Experience	89	85	81	74	329
Embedded Insurance	84	84	79	75	322
Augmented Risk Assessment	81	80	75	79	315
Automated Claim Settlement	82	72	77	81	312
Claim Prevention and Reduction	76	70	71	81	298

Table 1: Valuer platform’s evaluation of companies from different InsurTech areas


Finding Innovative Companies That Match Specific Corporate Needs

Valuer offers three delivery models rooted in our extensive company database powered by machine learning algorithms.

The products are designed to match customers at different digital innovation workflow stages and whether they are interested in discovering new disruptive markets or learning about specific technologies and innovative business models.

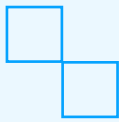
INNOVATION RADARS

Valuer’s Innovation Radar is a matchmaking tool that structures and curates companies based on the customer’s corporate innovation needs. Once an Innovation Radar is complete, the customer receives a selection of case studies of innovative companies.




INNOVATION THEMES

Suitable for large organizations interested in exploring untapped markets relevant to their focus area, the Innovation Themes delivery gives customers access to in-depth data projections and technology trends within market niches.



STRATEGIC INSIGHTS

A bite-sized edition that brings together parts from Valuer’s two main deliveries: Innovation Radar and Innovation Themes. The result is a combination of in-depth data analysis and case studies of specific companies.





AKUR8

YEAR OF INCEPTION: 2018
LOCATION: Paris, France
FUNDING: 42,000,000 USD
EMPLOYEES: 55
WEBSITE: akur8-tech.com

SECTORS

Software
Financial Services

SUB SECTORS

Artificial Intelligence
SaaS
InsurTech



Executive Team



Samuel Falmagne
Co-Founder & CEO

Prior to co-founding Akur8, Samuel Falmagne served at InsurTech Shift Technology as Head of Sales. At Shift, he was instrumental in the successful internationalization of the company. Before that, he spent 15 years at IBM, where he held several sales and leadership roles. Falmagne holds a Master's Degree in Enterprise Management from the Solvay Business School and a Master's Degree in Communications, Journalism, and Related Programs from the Université Libre de Bruxelles.



Guillaume Béraud-Sudreau
Co-Founder & Chief Actuary

Guillaume Béraud-Sudreau holds three master's degrees in actuarial science, cognitive science, and engineering. He held various research and analyst positions across several companies and laboratories, including Quantitative Research Analyst for Societe Generale and Lead Data Scientist for AXA. He started researching the potential of AI for insurance pricing as Head of R&D at AXA Global Direct, which led him to establish Akur8.

Customers



Source: [Akur8](#)



Company Overview

Akur8 is an InsurTech company that develops a proprietary AI-driven insurance pricing platform designed to automate modeling for non-life insurance carriers while keeping full transparency and control over the models created. Industry experts Guillaume Béraud-Sudreau and Samuel Falmagne founded the company in 2018 with the vision to disrupt and bring innovation to the insurance industry. Headquartered in Paris and with offices in London and New York, Akur8's diversified team of 55 employees works towards providing robust pricing sophistication to insurers who want to stay ahead of the competition.

Business Model

The company operates on a B2B model, targeting non-life insurance professionals of all sizes and empowering their actuaries and pricing teams to make better and time-efficient decisions. Since its inception, Akur8 has acquired more than 30 customers across 10 countries, with its platform recording more than 350 active users across international pricing teams. As a SaaS platform business, Akur8 generates revenue on a subscription model, whereby the pricing is tailored according to the size and demands of the client's application. Potential clients can run a free-of-charge 2-week pilot using their own data sets to measure the solution's impact on their workflow.

Value Proposition

Envisioning a revolution in insurance pricing, Akur8 utilizes proprietary artificial intelligence and machine learning technology to enhance insurers' pricing processes. Some key advantages of this approach is that each pricing model generated by the platform is fully transparent, auditable, and editable. Besides, through this solution, insurers can enjoy the added benefits of AI technology such as automation and process optimization, while also having full control over it, which is essential to insurance regulators worldwide. This is what sets Akur8 apart from conventional (typically black-box) AI platforms.



Product Portfolio

Akur8 provides a modular insurance pricing SaaS platform that is cloud-based and built using their proprietary “Transparent AI” technology. The proprietary algorithms bring numerous benefits to insurers, with emphasis on efficiency, performance, and transparency in rate modeling. The solution enables generating risk and demand models based on conventional model structures that actuaries know and use, and that are production-ready. An added benefit is that Akur8’s solution doesn’t require additional IT integration due to its plug-and-play approach.

Technology Overview

Akur8’s proprietary “Transparent AI” technology, which is specifically designed for insurance rate-making, is the backbone of the platform. The combination of actuarial modeling and data science allows for generating production-ready models based on Generalized Additive Models (GAMs) and Generalized Linear Models (GLMs). This approach challenges traditional black-box machine learning models like Gradient Boosting Machines (GBMs), which entail regulatory and adverse-selection risks, by providing a fully transparent output.

Akur8 opted for machine learning as a core element in their solution to enable automation of the rate-making process, allowing model building for its clients on par with GBMs or Random Forest in terms of performance. As a result, it provides the best middle ground between high performance, control, and interoperability.

Additionally, Akur8 allows its clients to process larger data sets by incorporating external data into their platform, which further improves the predictive power of the models.

All of this is built onto an extensive and modular platform consisting of several modules that are built on top of each other to provide more value.

Market Opportunities

Due to the strict regulations and the sensitive nature of the information it works with, the insurance industry needs to adopt innovation at scale and adapt it to its core businesses and processes to remain relevant and competitive. This has caused a demand for a rapid digital transformation imperative in the \$6 trillion-worth industry, making technologies like AI and ML compelling choices for companies that plan to



improve their operations. McKinsey estimates a potential value of up to \$1.1 trillion should the insurance industry fully apply the AI technology, impelling many businesses to “exploit” this potential and develop [AI] solutions that will disrupt the industry.

Akur8 is one of those companies that embody AI in insurance price modeling, providing clients with a more efficient and transparent approach in their pricing optimization. Consequently, the company is vying for its spot on the global InsurTech market, valued at \$2.72 billion in 2020 by Grand View Research. Their projections showcase a CAGR of 48.8% for the 2021-2028 forecast period, on account of the increasing need for digitization of insurance services and the simplification of the claims processes.

Achievements and Future Plans

Since its inception in 2018, Akur8 has rapidly gained recognition from the insurance industry due to the proposed benefits of its automated modeling platform. In two years of operations, they’ve managed to land more than 30 customers across Europe, Asia, and the Americas. Examples include global leaders such as AXA, Generali and

Munich Re, Canopi, Matmut, etc. One of their latest collaborations is with wefox Insurance, reinforcing their service levels to customers while also enlarging Akur8’s presence in Germany.

Akur8 has also attracted investors and recorded total funding of nearly \$42 million. The latest Series B of \$30 million was closed in mid-2021, with new investors leading the round and previous investors (BlackFin Capital Partners and MTech Capital) reinvesting in the company. Akur8 plans to allocate these funds towards strengthening its international expansion, focusing on its US footprint and its presence in the APAC region. Additionally, they plan to accelerate their product development pipeline to cover the full pricing suite, develop US-tailored features, and create more value-added features to enhance the platform’s existing modules.

“We are humbled by the trust that our clients and investors have placed in Akur8. Building the future of insurance pricing powered by Transparent AI has been our goal since the first day of R&D. Now this vision has become reality and we can’t wait to accelerate our growth to become the global reference in insurance pricing,” stated Guillaume Beraud-Sudreau, co-founder and Chief Actuary at Akur8.

Harness The Innovation Economy with Valuer

Visit www.valuer.ai and learn how we can help you find innovative technology and explore untapped markets

