



**FOR IMMEDIATE RELEASE: 23.03.2021**

## **Launch of the First Interactive InsurTech Map**

**Showcasing more than 140 InsurTechs in order to better connect the ecosystem, increase its visibility and empower stronger collaboration.**

**Zurich, 23<sup>rd</sup> of March 2021**

**House of InsurTech Switzerland (HITS), F10 and Kickstart have joined forces and are thrilled to announce the launch of the InsurTech Map on March 23<sup>rd</sup>, 2021.** The InsurTech Map is enabling a virtual and interactive place to highlight startup entries and relevant innovative solutions across the insurance value chain. With startups from all over Germany, Switzerland and Austria, the map is a guide for corporates and investors to find innovative startups to collaborate with.

“Due to the current lack of reliable data and information on incorporated startups in the InsurTech space, there was a need to create a dynamic and dedicated space to provide visibility for these innovative companies,” said **Ruth Armalé, Head of Open Innovation at [HITS](#)**. “The creation of this map has been made possible through the joint collaboration of valuable partners [Swisscom](#), [Clara](#) (formerly Fintechdb) and [Hochschule Luzern](#).”

“At Kickstart we help scaleups connect and collaborate within innovation ecosystems. The interactive Insurtech map co-created with our alumnus [Clara](#) (formerly Fintechdb) and partners including HITS and F10 enables exactly that, and will be continually updated to fast track outreach for startups regionally and globally.” **Katka Letzing, Co-Founder & CEO, [Kickstart](#)**.

“The InsurTech Map is closely aligned with F10s mission to empower collaboration in the ecosystem to shape the future of banking & insurance. We are excited to launch this dynamic and growing platform providing much needed visibility in the InsurTech space together with HITS and Kickstart.” **Andreas Iten, [F10](#) Co-Founder**.

During the last months, the three initiators worked closely together with partners to identify and validate the startups included in this first release of the InsurTech Map. In order to reflect the fast-changing ecosystem, the map will keep growing with new startups added in quarterly intervals not just in DACH, but eventually all of Europe.

This initiative has been kindly co-sponsored by [Generali](#), [Swiss Life Labs](#) and [Innopeaks](#).

We would like to grow the insurtech ecosystem even further, so if you would like to have sponsorship opportunities, please contact us and become part of the initiative.

### [InsurTechMap](#)

If your startup is not included in the list, [please get in touch](#) and submit your startup directly to be included in the next release.

### [About HITS- House of InsurTech Switzerland](#)

House of Insurtech Switzerland AG (HITS) is a subsidiary of Generali (Switzerland) Holding Ltd. And has operated as an independent limited company since December 1<sup>st</sup>, 2019. HITS is an InsurTech hub based in Zurich, where startups can collaborate on customer-centric solutions for corporations. With early-stage investors and partners from within the InsurTech sector as well as universities, it creates the perfect environment to make innovation really happen.

### [About F10](#)

F10 is a global innovation ecosystem with offices in Zurich, Singapore, Madrid and Barcelona. With its incubators and accelerators covering the fields of FinTech, InsurTech, RegTech and DeepTech, F10 supports and guides startups in transforming their ideas into successful companies while stimulating collaboration with international organizations.

### [About Kickstart](#)

Kickstart is one of Europe's largest zero equity, multi-corporate ecosystem innovation platforms that runs a scale-up program for high-growth startups with a goal to accelerate deep tech innovation in Switzerland and beyond. Kickstart is committed to building bridges and bringing various organizations such as scaleups, corporates, cities, foundations and universities together and to this date has established over 170 deals in the form of partnerships.

### **For further information contact:**

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