

## Digital Fineprint - Turning Social Data into Insurance Data

### Company Fact Sheet for Press

Digital Fineprint is a London-based InsurTech start-up using social media to help insurers sell more effectively online. The company started out of Oxford University, won “Best Start-up in the UK” at Grad Factor and eventually partnered up with Allianz and Eos Ventures to explore new ways to sell insurance online. The first product launched is “Social Autofill”, which analyses data from different social networks (incl. Facebook and

LinkedIn) to suggest the right insurance product and price for the user. The proprietary algorithm for reaching the right insurance customers on social media was entirely developed in-house. Digital Fineprint is working on an extended product offering, which includes various tailor-made solutions as well as alternative ways of one-click insurance sales (such as using image analytics).

### Executive team

Digital Fineprint’s executive team consists of four professionals with long-standing expertise in insurance and social media. All team members have extensive working experience in various geographies and hold advanced degrees from world-class universities.

<u>Name</u>	<u>Function</u>	<u>Professional background</u>	<u>Linkedin</u>
Bo-Erik Abrahamsson	CEO	ex Twitter, P&G, Oxford MBA ’16	<a href="#">Link</a>
Hong Zhou	CTO	ex Schlumberger, PhD in Machine Learning	<a href="#">Link</a>
James Stuart Clarke	Head of Sales & Innovation	10 yrs in insurance sales & partnerships	<a href="#">Link</a>
Austin Wellbelove	Lead Software Developer	8 yrs experience as software developer	<a href="#">Link</a>

### Board members

Sam Evans (Eos)  
Erik Abrahamsson

### Investors

Eos Venture Partners (lead investor)  
Angel investors

### Partners

Allianz Accelerator  
Hiscox

### Business model and product development

The team of Digital Fineprint is constantly working on its product offer in order to make online insurance sales even more effective. In addition to the first product “Social Autofill”, which analyses social media data to recommend insurance products and enable a simple and streamlined online sales process, the team is currently preparing the launch of “Selfie Insurance”, which provides insights on the inquirer based on image analysis. For further details about the future product roadmap please reach out to [press@digitalfineprint.com](mailto:press@digitalfineprint.com)

### Facts and outlook about Digital Fineprint

Digital Fineprint will be closing its seed funding round in December 2016 and will announce new partnerships in early 2017. Due to realized and anticipated further business growth, the company is increasing the size of the developers’ team and will move to a new office location in central London in January 2017.

### Funding

Detailed information on the successful closing of Digital Fineprint’s seed funding round will be announced in December 2016.

## Press releases

- Nov. 2, 2016: “Insurers, please don’t try this at home” – Why insurers need expert help with social media analytics [Link](#)
- Oct. 25, 2016: Entering Hong Kong with Allianz [Link](#)
- Sept. 4, 2016: Eos Venture Partners Signs Up As Lead Investor [Link](#)
- May 26, 2016: Life Insurance Portal [Link](#)
- May 23, 2016: Digital Fineprint Enters Allianz Accelerator [Link](#)
- May 23, 2016: Digital Fineprint wins “Best General Startup in the UK” [Link](#)

## Media coverage

- Dec. 3, 2016: Startup of the week: Digital Fineprint youTalk-insurance [Link](#)
- Sept. 3, 2016: Startup of the week: Digital Fineprint Oxbow Partners [Link](#)
- July 5, 2016: Oxford Startup Digital Fineprint teams up with Allianz Tech City News [Link](#)

## Social media links

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Crunchbase](#)
- [Angellist](#)
- [Vimeo](#)

## Press contacts

- Bo-Erik Abrahamsson  
[erik@digitalfineprint.com](mailto:erik@digitalfineprint.com)  
+44 (0) 79 46 280 185
- James Clarke  
[james@digitalfineprint.com](mailto:james@digitalfineprint.com)  
+44 (0) 78 35 254 335