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PRACTICAL GUIDE FOR BROKERS

Insurtech, explained with *no buzzwords*

What insurtech is, how much money is coming in and where, what it brings to brokers and customers, and the six startups worth keeping on your radar.

A Foliume guide | 2025 edition | 6 minute read

Insurtech refers to companies that use technology to improve, simplify or reinvent the insurance experience. These startups focus on making insurance faster, more digital and easier for both customers and professionals.

Their tools usually involve artificial intelligence, machine learning, automation, big data and predictive analytics, mobile-first solutions, cloud platforms and APIs. Just as fintech transformed financial services, insurtech is now reshaping how insurance is bought, sold, managed and experienced.

01 THE MARKET

The size of the insurtech market *in 2025 and 2026*

Investment in insurtech keeps flowing, but with an ever clearer focus. According to global Q3 2025 data:

$1.01bn	75%	76
in total insurtech funding in the quarter	of all capital went to AI-centred companies	deals, the lowest volume since 2020

- More than 470 million dollars went to commercial insurance focused solutions.
- Reinsurers and insurers backed 51 tech investments.

> The pattern is clear: fewer deals but much stronger investment in AI-driven insurtechs, which remain the growth engine of the sector.

02 WHAT IT BRINGS

Benefits *and applications*

The insurance industry is one of the last major sectors to fully digitalise. Customer expectations have increased, yet many carriers and agencies still rely on outdated workflows. Insurtech companies help bridge that gap.

FOR INSURERS AND BROKERS

- Automation of repetitive tasks.
- AI-powered pricing and underwriting.
- Improved operational efficiency.
- More time for client relationships and advisory work.

FOR CUSTOMERS

- Faster claims and onboarding.
- Fully digital insurance journeys.
- Personalised policies.
- Clear and transparent communication.

Applications across insurance sectors

SECTOR	HOW INSURTECH HELPS
Auto	AI-powered pricing based on driving behaviour, usage-based models and automated claims processing.
Home	Digital-first home insurance with prevention tools and faster response to incidents.
Life	Fully digital onboarding, customised quotes and instant coverage with no paperwork or in-person exams.
Commercial	Tailored coverage for freelancers, startups and small businesses with simplified quoting and purchasing.
Pet	Mobile-first platforms and coverage tailored for pet owners.

Challenges insurtechs face in 2026

- Regulatory complexity.
- Integration issues with legacy systems.
- Building trust with customers and partners.
- Achieving sustainable long-term growth.

03 EXAMPLES

Six insurtech startups *to watch in 2026*

COVU

AI-powered operational support for agencies, aimed at reducing administrative work and improving the client experience. Recently raised 12.5 million dollars in Series A financing.

Foliume

An AI platform built for insurance brokers and agencies. It eliminates repetitive work without replacing existing systems. At the centre is Wilbert, the AI agent that quotes, renews, opens claims and deals directly with insurers, with the team approving from the same board.

Agentero

Connects agents with modern carriers and offers a unified digital portal for managing relationships, distribution and book-of-business operations.

Glovebox

A hybrid digital experience for policyholders through its app and portal: documents, payments, claims and a direct line to their agency.

Life5

Spanish insurtech specialising in fully digital life insurance, with simple onboarding and fast, mobile-friendly processes.

Vouch

Insurance designed specifically for AI-driven startups, covering risks associated with models, algorithms and data.

04 GETTING STARTED

Checklist and tips *to get started*

Quick checklist for agencies and brokers

- Are your processes still manual?
- Do you review and adjust rates automatically?
- Do you offer a fully digital experience?
- Do your agents spend more time on admin than advising clients?

If you answered yes to any of these questions, it may be the right time to explore how insurtech can take work off your team's plate.

Getting started with insurtech

01 **Evaluate your current processes**

And identify the repetitive tasks.

02 **Prioritise customer experience and simplicity**

It is what sets apart the insurtechs that work.

03 **Choose tools that can scale with your agency**

Avoid solutions that fall short within a year.

04 **Train your team**

To use the new technology effectively.

05 **Run pilot tests**

Measure results before rolling out widely.

06 **Stay informed**

About industry trends and new insurtech solutions.

CONCLUSION

The future of insurance is digital, *and it has already started*

Insurtech is not one thing. It includes AI assistants, automated workflows, digital distribution, smart underwriting and much more. Each company tackles a different part of the insurance journey.

They all share the same purpose: making insurance faster, easier and more customer-friendly.

With these steps, your agency will be ready to offer a more modern, competitive and efficient service.

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The guide tells you what to do. *Foliume* does it with you.

Your team and AI agents on the same board to quote, serve clients and deal directly with insurers. You approve, Wilbert executes.

Meet Wilbert →

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