

EARLY METRICS' RATING

51 / 100

Rating conducted in January 2017

ANALYSIS

MANAGEMENT **50 / 100**

Excellent match between team and project, required skills are mastered.
Part time commitment to the enterprise.

PROJECT **50 / 100**

Fast execution speed, even more outstanding considering the part-time work model.
The project has no commercial validation.

ECOSYSTEM **57 / 100**

Strong market growth, the insurtech market will grow 10% annually until 2020.
No financial or commercial barriers to entry.

For more information: [Early Metrics](#)



[KIPPIE](#)

Founded: June 2017
Country: United Kingdom
Sector: FinTech and InsurTech

Technical maturity: Pre MVP
Commercial maturity: Pre Revenue
Fundraising: £ 130K- £ 300K

MANAGEMENT

[Isaac Ramonet](#)
Strategy and Operations

[Kan Yilmaz](#)
Product development

PROJECT

Summary

KIPPIE is an artificial intelligence powered chatbot which provides smart onboarding solutions for insurers. This white-label platform will offer relevant in-chat up-sells and detailed analytics from clients.

Key metrics

- 1 Number of engaged clients
- 1 Number of engaged partners
- 2 Types of targeted insurances

Targets

- Property and casualty insurances
- Life insurances

Business model

- Up-front yearly flat fee (£ 360K)
- Percentage of the revenue generated through the platform (not defined)

Financials (£)

	Revenue	EBITDA
Ongoing	0	-37560
N+1	720000	692140
N+2	2160000	1643500
N+3	6480000	4354500

ECOSYSTEM

[SPIXII](#)

[Pypestream](#)

[Mulesoft](#)