

## 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](#)