



Connecting innovators

## Reinventing the insurance industry

**hr** | equarium

Insurtech innovation pool

Hannover Re's online platform brings together insurtechs and digital innovators with insurance companies ready to shape the future of our industry.

Digital disruption, shifting demographics and evolving buyer preferences have created a challenging operating environment for insurers. Today, more than ever, product and distribution innovation are crucial factors for insurers to stay ahead of their competition and to meet consumer needs. Although insurtechs are offering a wide range of solutions and services along the insurance value chain, many insurance companies find it challenging to cut through the noise in order to find the best-fit solution. Start-up insurtechs, on the other hand, require direct access to insurance decision-makers to market their solutions at lowest possible cost.

hr | equarium allows insurtechs to market their solutions to insurance companies worldwide. In turn, insurers have direct access to a pool of services and solutions, as well as business cases demonstrating successful implementations around the globe.

You can pitch your solutions and services on [equarium.hannover-re.com](https://equarium.hannover-re.com) without any restrictions. Your solutions however should be market-ready, legally compliant and targeted at insurance companies. Hannover Re reviews solutions for these base requirements only. They do not undergo a formal vetting or quality assurance process. However, users, i.e. the Hannover Re client community, can rate all solutions and services provided.

Hannover Re's established partners with market-proven solutions and high-quality content may additionally be certified with our seal of approval: "verified by Hannover Re".

### Your benefits

- Direct access to insurance companies around the world
- Easy and cost-efficient marketing
- Access to Hannover Re's insurance expertise and local market knowledge
- Unique opportunity to bundle your solutions with those of other vendors or partners

## How to promote your solution on hr | equarium in 3 easy steps

In only three steps, you can pitch your solution. Register, fill out the questionnaire and set up your site, uploading images, files and videos as you like. We will review and release your pitch as quickly as possible, usually within 48 hours.

1

Register with [equarium.hannover-re.com](https://equarium.hannover-re.com)

2

Create and submit your solution with just a few clicks

3

Reviewed and released by Hannover Re

## Join our network now

Partnerships with innovation leaders help insurance companies expand their service offerings and grow their business. We are building an ecosystem of innovative vendors and partners in order to advance the insurance industry. Become part of it and pitch your solution now.

hr | equarium is the first-choice platform for insurtechs looking for a zero-cost marketing opportunity with direct access to one of the largest client bases in the industry.



[equarium.hannover-re.com](https://equarium.hannover-re.com)