



Category	Original Venture Scanner Category	Description
Commercial Insurance	Enterprise/Commercial Insurance	Companies that offer insurance plans to businesses, including corporations, startups, and freelancers.
	Reinsurance	Companies that provide insurance products to other insurance companies, helping them hedge their bets and streamline their costs.
Insurance Customer Acquisition	Insurance Comparison/Marketplace	Companies that serve as a marketplace for consumers to buy insurance of any kind (car to home to health), or compare different insurance providers.
	Insurance User Acquisition	Companies that help insurance companies find and manage new leads and then to acquire those leads as clients.
Insurance Operations	Consumer Insurance Management Platforms	Companies that enable consumers to manage their insurance and claims, including mobile apps that allow users to file claims right at the spot of an accident.
	Insurance Data/Intelligence	Companies that collect, process, and analyze data analytics and business intelligence for the insurance industry.
	Insurance Infrastructure/Backend	Companies that help insurance companies with their day-to-day operations, including customer relationship management (CRM) agents, communication tools, and claim filing tools.
P2P Insurance	P2P Insurance	Companies that offer peer-to-peer insurance, in which a group of policyholders jointly pay for the insurance of an item that they mutually own, share or rent (such as a car, a house, or media equipment).
Personal Insurance	Auto Insurance	Companies that offer car insurance, including car telematics products which detect your mileage and driving behavior to customize your insurance plan.
	Employee Benefits Platforms	Companies that help enterprises build or acquire employee benefits platforms that deliver healthcare and other insurance products to their employees.
	Life, Home, Property and Casualty Insurance	Companies that offer life, home, and property insurance, as well as other kinds of insurance such as disability and marriage insurance.