

AI-driven Insurance Risk Intelligence Platform

Introduction

Beinsure is evolving from the world's leading Insurance and InsurTech media platform into a B2B intelligence infrastructure for insurers, reinsurers and investors.

We leverage AI to turn fragmented global market data into real-time insights that improve risk pricing, capital allocation and decision-making.

Beinsure.com is a part of the Finance Media.

The Problem

- **Fragmented & lagging data:** Insurance and reinsurance markets still depend on quarterly reports, manual surveys and anecdotal broker feedback.
- **Limited visibility into emerging risks:** Cyber, climate and systemic supply-chain risks evolve faster than traditional analytics can track.
- **Inefficient capital allocation:** Delayed insights lead to mispriced portfolios, missed opportunities and excessive operational costs.
- **Decision-making by gut feeling:** Underwriters and reinsurers lack predictive, evidence-based intelligence at the speed of the market.

Opportunity & Why Now

- Exploding data volumes in regulatory filings, news, earnings transcripts and alternative sources create an unprecedented opportunity for AI-driven analysis.
- Advances in generative AI, NLP and machine learning now allow automation of tasks previously requiring large analyst teams.
- Global insurance premiums exceed $7 tn, and the industry faces mounting cyber and climate losses.
- Regulators and investors demand transparency and ESG compliance across supply chains.
- We already have traction: Beinsure attracts over 3 mn readers annually and is ranked #1 global InsurTech media and #2 global Insurance media by audience.

Our Solution

Beinsure is building a scalable AI platform that delivers real-time intelligence for risk-focused organisations:

- **AI-powered risk monitoring:** Proprietary algorithms continuously scan disclosures, news and regulatory filings worldwide to detect emerging risks before they impact portfolios.
- **InsurTech predictive analytics:** Machine-learning models track capital flows and consumer behaviour to identify high-potential startups and market sub-sectors.
- **Generative AI personalization:** Large language models curate tailored intelligence reports for each client's risk profile (e.g., cyber, cargo, marine or supply-chain).
- **Lean team, enterprise-grade output:** AI automation allows us to produce deep analysis with a fraction of the headcount of traditional consulting firms.

Technology & Methodology

- **Data aggregation & NLP:** Real-time scraping of global financial filings, earnings call transcripts and press releases. NLP models extract rate changes and qualitative signals such as underwriting appetite.
- **Sentiment & capacity proxies:** Analyses of underwriting rhetoric and capacity shifts flag impending “hard” or “soft” market cycles before they are reflected in premiums.
- **Inflation normalization:** Models adjust for macro inflation to isolate the technical rate change.
- **Generative AI engine:** Uses foundation models fine-tuned on insurance data to create personalised briefings and synthesize complex information into actionable insights.
- **Interactive data visualization:** Dynamic dashboards (heat maps, historical benchmarks, LoB comparative matrices) turn data into intuitive decision-support tools.

Key Products & Services (Planned)

These products will be delivered as B2B subscriptions, API access and bespoke analytics packages

Product	Description
Pricing Trend Matrix	AI module aggregating global renewal data and tracking premium rate shifts across lines of business. Provides real-time “market heat maps” to identify hard/soft market phases.
Regulatory Change Pulse	Tracker that monitors global legislation and calculates the impact of new laws (e.g., ESG mandates) on reinsurance profitability.
InsurTech Investment Index	Weekly report predicting which sub-sectors (Life vs. P&C, cyber vs. agri-reinsurance) will see the strongest valuation growth.
Risk Monitoring Engine	Continuous scanning of financial disclosures, news and earnings calls to detect risk signals early and deliver predictive alerts to clients.
Client dashboards	Interactive heat maps, renewal cycle benchmarks and LoB comparative matrices for evidence-based negotiations and portfolio optimization.

Market & Customers

- **TAM:** Global insurance & reinsurance market > $7 tn; InsurTech investment exceeding $20 bn annually.
- **Target customers:** reinsurers, insurers, managing general agents (MGAs), brokers, SaaS, InsurTech, investors, banks and corporates managing self insured risks**.**
- **Initial beachhead:** re/insurance carriers seeking real time pricing signals and investment firms focusing on InsurTech and cyber risk.
- **Competitive landscape:** Traditional consulting & data providers rely on manual processes and quarterly updates; we differentiate with real time AI, lean cost structure and personalised intelligence.

Customers

We are trusted from tech brands

Renowned companies in technology, insurance, blockchain, investment, and finance trust us to promote their brands.



Business Model & Economics

Beinsure is building a scalable AI platform that delivers real-time intelligence for risk-focused organisations:

- **Subscription licences:** Tiered annual plans for access to our AI dashboards, data feeds and personalized intelligence.
- **Enterprise solutions:** Custom analytics projects, regulatory risk assessments and strategic advisory.
- **Data licensing & API:** Programmatic access to proprietary data for integration into clients' underwriting and investment systems.
- **Sponsored content & thought leadership:** Leveraging our media audience to educate the market while maintaining editorial integrity.
- **Planned financials:** Funded with $1M in pre-seed and seed investment; revenue growth will come from B2B subscriptions and enterprise deals.

Performance

Beinsure Performance Metrics by Crunchbase -
https://www.crunchbase.com/organization/beinsure



Traction & Milestones

- **Brand & audience:** Over 3M readers annually and ranked #1 global InsurTech media and #2 Insurance trade media by audience; operating as a trusted source since 2006.
- **Funding:** Raised $1M pre-seed and seed funding from Finance Media and angel investor.
- **Platform relaunch:** Transitioned from traditional media to an AI driven B2B analytics platform in 2022.
- **Early prototypes:** Built MVP modules for pricing trend analysis, regulatory change monitoring and personalised AI reports.
- **Partnerships:** Secured relationships with reinsurers and InsurTech accelerators to pilot analytics.
- **Awards:** Beinsure recognized among top insurance media platforms and continues to receive industry accolades.

Beinsure's profiles

- ✪ Beinsure Crunchbase
- ✪ Beinsure Wellfound
- ✪ Beinsure F6S
- ✪ Beinsure Tracxn

Beinsure Funding by Crunchbase

Funding Rounds | Investors

Total Funding Amount
$1M

Number of Funding Rounds
5

Announced Date	Transaction Name	Number of Investors	Money Raised	Lead Investors	Funding Type
May 2, 2026	Seed Round - Beinsure	2	$300K	Finance Media	Seed
Jul 1, 2025	Seed Round - Beinsure	1	$250K	Finance Media	Seed
Nov 15, 2023	Seed Round - Beinsure	1	$250K	Oleg Parashchak	Seed
Jan 1, 2023	Pre Seed Round - Beins...	1	$100K	Finance Media	Pre-Seed
Mar 1, 2022	Pre Seed Round - Beins...	1	$100K	Oleg Parashchak	Pre-Seed

Beinsure Awards

In 2023-2026, we at Beinsure have proudly achieved new milestones, awards and recognitions, solidifying our position as a leader in the insurance and InsurTech media industries.









Beinsure Media Awards

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- **2026 Corporate Vision Technology Innovator Awards:** Best Insurance & InsurTech Media Platform 2026 – USA (Winner)
- **2026 Corporate LiveWire Innovation & Excellence Awards:** B2B Digital Media Platform of the Year (Winner)
- **2026 Global Startup Awards – North America – Edition 12:** Best FinTech Startup (Nominee)
- **2026 BFSI Insider Awards:** Best Insurance & InsurTech Market Intelligence Platform 2026 – New York (Winner)
- **2026 Wealth & Finance FinTech Awards:** Best B2B InsurTech Media Platform 2026 (Winner)
- **2025 Business Excellence Awards:** Biz Tech Outlook (Shortlist)
- **2025 Northern American Startup Awards Edition 11 :** FinTech Startup of the Year for 2025 (Nominee)
- **2024 Corporate LiveWire Global Awards:** Online Insurance Guide of the Year for 2024/2025 (Winner)
- **2024 Worldwide Finance Awards**: Best Insurance & Investment Technology Guide 2024 – USA (Winner)

Featured in

Beinsure reviews, forecasts & data are featured and cited by reputable media



Team



• **Oleg Parashchak**, Founder & CEO:
Serial entrepreneur and senior media executive, and industry analyst with 25+ years of experience in insurance, digital media, technologies, advertising, and B2B sales**.** Over the course of his career, he has built successful B2B and B2C digital platforms that have strengthened the media and information landscape of the insurance industry.



• **Tetiana Mykhailova**, Commercial Director / CFO
20 years of professional experience in finance, strategy management, accounting, digital marketing and advertising. She has created and built a profitable company, B2B & B2C Digital Platform and Advertising agency. *Expertise*: Finance, M&A, Insurance, Digital.

• **Insurance domain experts:** Former underwriters and consultants ensuring industry grade accuracy and compliance.
• **Advisors:** Leaders from insurance and reinsurance, AI research guiding strategy and governance.
• **Data science & engineering team (planned):** Specialists in NLP, machine learning and generative AI building our proprietary algorithms.
• **Lean operating model:** AI automation allows a small team to deliver insights comparable to those of major consulting firms.

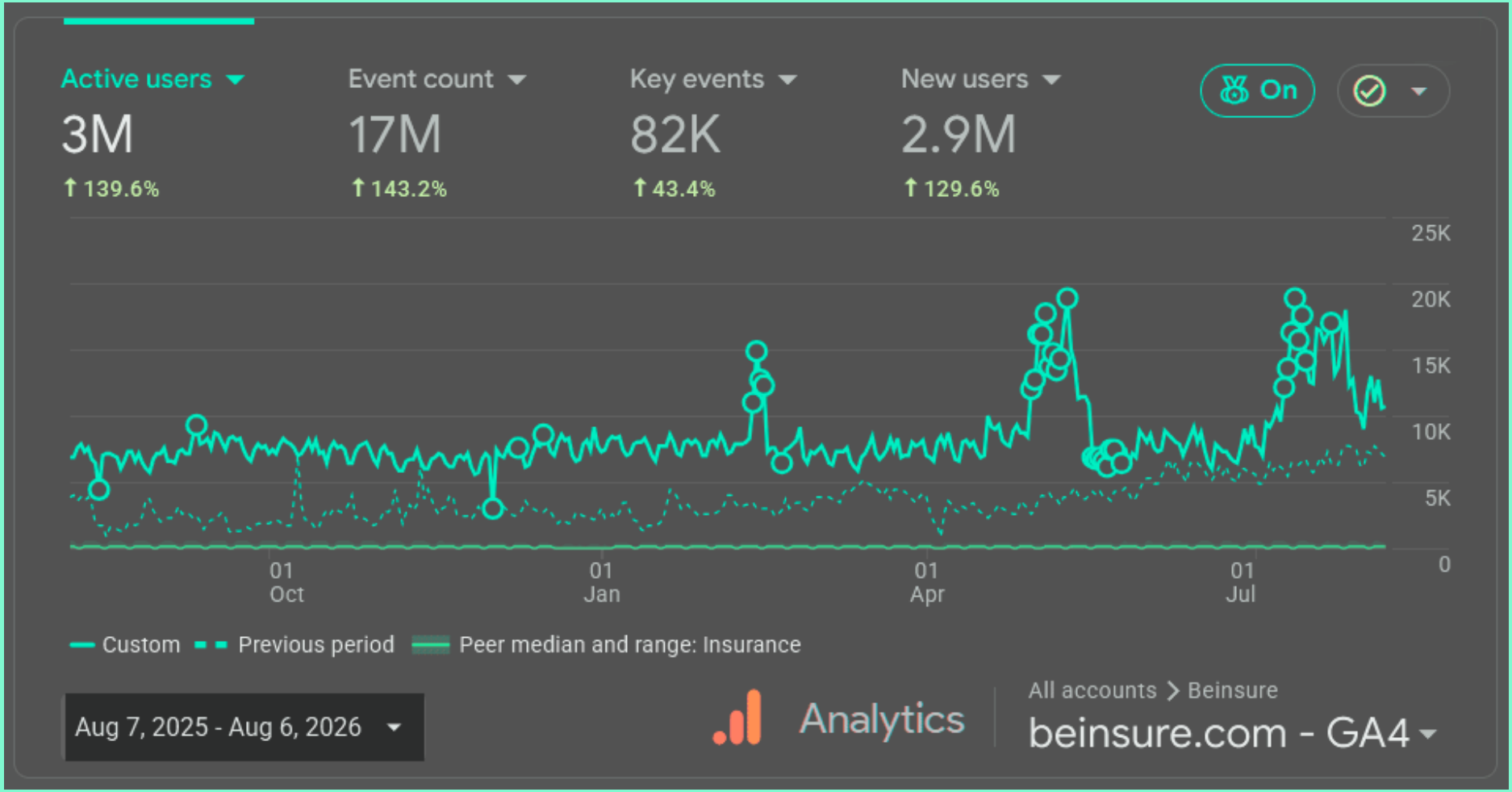
Vision & Impact

- **Mission:** To democratize risk intelligence and build the world's most trusted platform for insurance analytics, enabling insurers, reinsurers and investors to make evidence based decisions.
- **Philosophy**: We believe information is the foundation of transformation. Our philosophy is to provide clarity, accuracy, and accessibility in every piece of content. By combining journalistic rigor with industry expertise, Beinsure fosters transparency, collaboration, and innovation in global insurance and financial markets.
- **Impact:** Better pricing and capital allocation reduces systemic risk, lowers the cost of insurance and supports resilience against cyber and climate shocks.
- **AI for good:** By applying AI ethically and transparently, we align with the World Economic Forum's vision for responsible AI and resilient supply chains.
- **Long term vision:** Become the AI infrastructure layer for global risk markets – a "Bloomberg for insurance" – while fostering an open ecosystem of partners, regulators and academics.

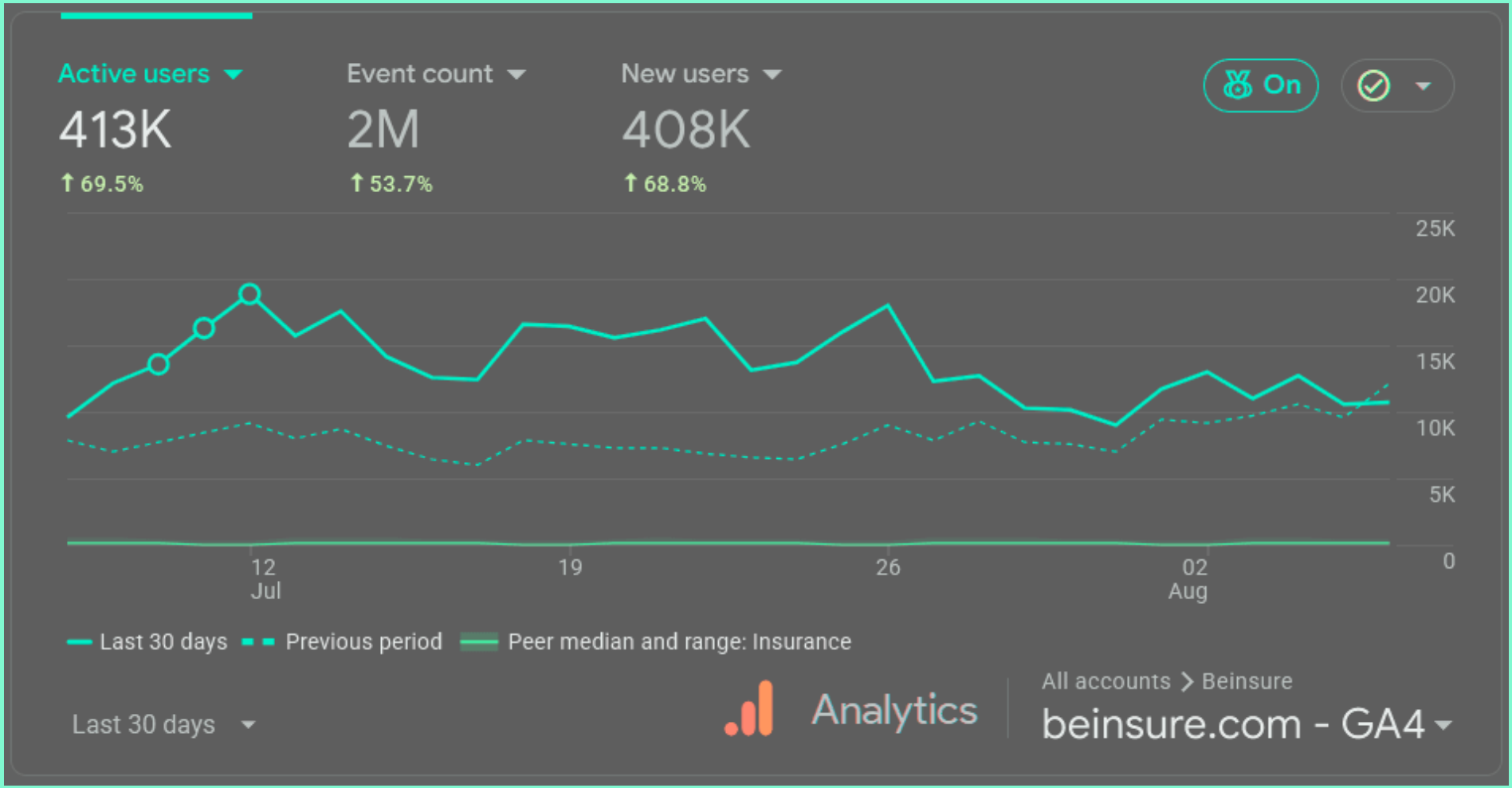
Key Aspects

- **Global Reach:** Aimed at an international audience interested in insurance, reinsurance, insurtech, SaaS and emerging technologies.
- **Editorial Focus:** Covers Insurance, reinsurance, insurtech, AI, blockchain, cybersecurity, and risk modeling in the re/insurance sector.
- **Trusted Source:** Known for unbiased insurance insights, market ratings, insurance market statistics, and data-driven analysis to help users understand insurance and investment needs.
- **Global Audience:** B2B (insurers, reinsurers, investors, tech firms) and B2C (individuals interested in finance, insurance, tech).
- **Technology:** Uses AI and big data for insurance data analysis and market research.

Beinsure Annual Audience: 3M+

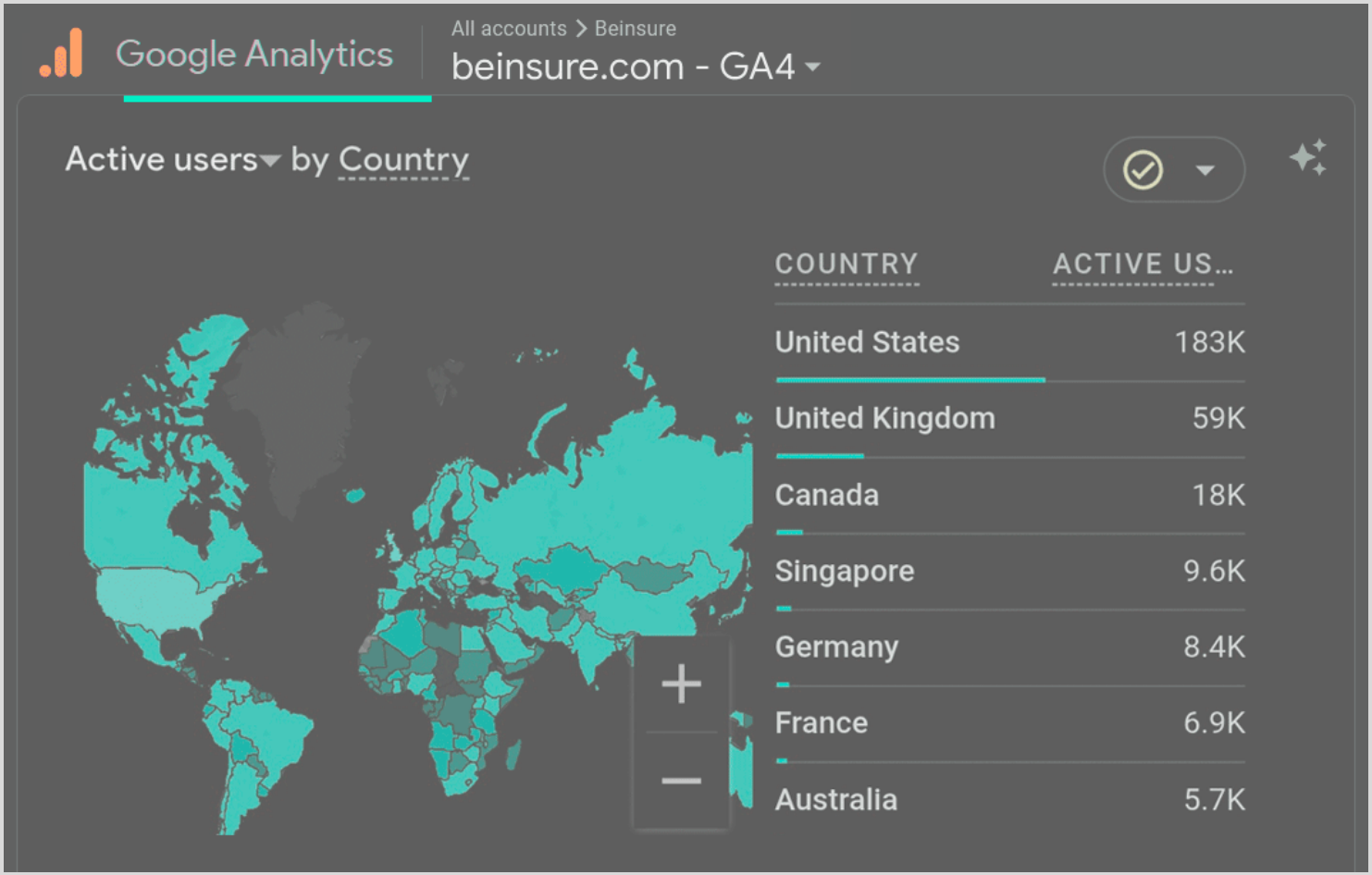


Beinsure Audience by month: 400K+



Beinsure Audience by Region

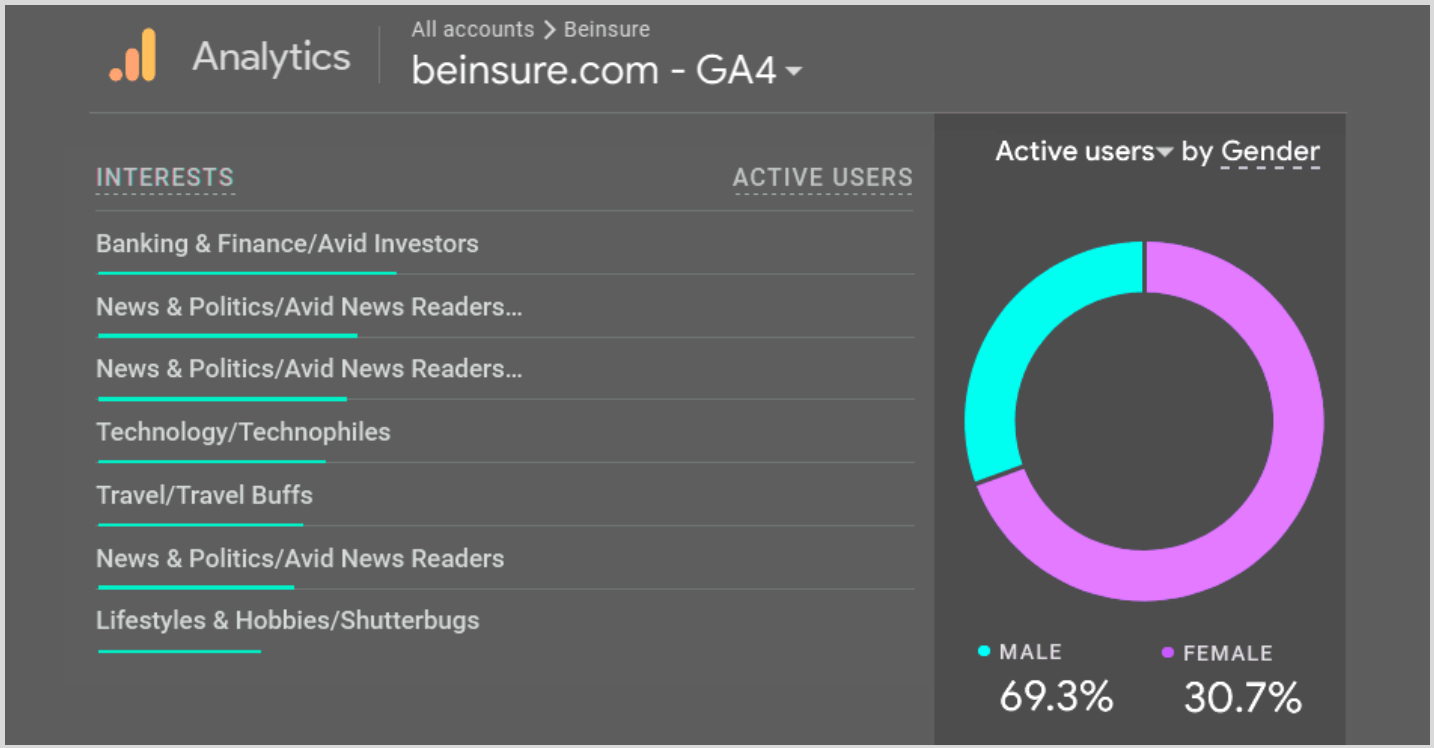
Top 10 countries:
United States 57%, United Kingdom 19%, Canada 7%, India 5%, Germany 3%, France 2%, Australia 2%, Belgium 1.5%, Austria 1.4%, Spain 1.1%



Distribution & Top categories

Audience composition can reveal a site's current market share across various audiences. Beinsure audience is 69% male and 31% female. The largest age group of visitors are 25-34 year olds (30%), 25-44 year olds (50%).

The top traffic source to Beinsure.com is organic search, driving ~70% of visits by month, and direct is ~30% of traffic.



Interests by Category by Google Analytics

35% Finance, Investment, Business, Insurance, Banking & Software Services

Financial Services/Investment Services	10,51 %
Business Services/Business Financial Services	5,70 %
Software/Business & Productivity Software	5,19 %
Employment/Career Consulting Services	5,06 %
Business Services/Business Technology/Enterprise Software	4,81 %
Financial Services/Banking Services	4,56 %
Financial Services/Insurance	4,05 %
	3,42 %
	3,42 %
	3,29 %

7,18 %	News/Business News/Financial Markets News
5,40 %	Arts & Entertainment/Celebrities & Entertainment News
4,94 %	Reference/General Reference/Dictionaries & Encyclopedias
4,78 %	Finance/Insurance
4,71 %	News/Politics
3,94 %	Finance/Investing/Stocks & Bonds
3,70 %	Finance/Banking
3,63 %	Business & Industrial/Business Finance/Venture Capital
3,16 %	Finance/Investing/Currencies & Foreign Exchange/Digital Currencies
3,16 %	Sports/Team Sports/Soccer

Profiles

- Beinsure Crunchbase
- Beinsure F6S
- Beinsure Wellfound
- Beinsure Tracxn

Socials

- Beinsure LinkedIn
- Beinsure BlueSky
- Beinsure Trustpilot
- Beinsure X

Get in touch

- **email:** go@beinsure.com