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Press Release

InsurTech Hub Munich Opens Startup Applications for SCALE AI Programme

The InsurTech Hub Munich (ITHM), a leading global collaboration platform for the technological transformation of the insurance industry, announces the application phase for AI focused startups to participate in its SCALE AI Innovation Programme.

The SCALE AI Programme was launched in 2024 to support the insurance industry to strategically integrate and scale AI technology, go beyond proof-of-concepts, and establish high-quality end-to-end processes. AI and technology experts as well as insurance specialists from ITHM's members and partners network will select the most impactful startups to drive innovation forward in three key areas for insurers: customer experiences and service, optimizing insurance distribution, and claims management and processing.

Miriam Hook, Managing Director at ITHM: "The Programme is expertly designed to fast-track startups to success and to offer them a comprehensive suite of multi-step methodologies, concierge services, and excellent access to commercial opportunities through exposure to and connections with key players in the insurance industry. We invite startups from all over the world, including those based in the DACH region, to participate in our Scale AI Innovation Programme. This is a great opportunity for them to enter the German market and make a significant impact by transforming the insurance industry across its value chain."

Estefania Rodriguez Migliarini, Programme and Startups Relation Manager at ITHM added: "Through personalized mentoring, coaching, and significant business development efforts, we strive to ensure that participating startups, whether from within the industry or cross-industry, can confidently tackle the industry's challenges and deliver much-needed solutions to enhance insurance operations."

The Programme offers startups the opportunity to tailor solutions for key challenges within the insurance value chain, including accelerating claims processing, analyzing unstructured data, upskilling employees in AI, implementing AI in customer service, and leveraging analytics to detect risks, fraud, or anomalies in claims, while also addressing regulatory compliance.

The ITHM offers an outstanding opportunity free of charge for selected startups. This includes an industry-specific curriculum, networking with venture capitals and other startups, and commercial opportunities with leading insurers and tech firms. Startups will receive highly personalized business development support, mentorship on industry challenges, and the chance to explore the German market. Participants will join in a hybrid format, with two in-person sessions: one in Munich in September and the Final Gala and ITHM Innovation Night in November.

To participate in the Programme the startups should apply by July 12, 2024 through the application [form](#).

The selected startups will take part in the ITHM's Scale AI Innovation Programme. To find out more about the Programme explore ITHM's website at the [link](#).

About InsurTech Hub Munich (ITHM)

The InsurTech Hub Munich (ITHM) is the cooperation platform for the technological transformation of the insurance industry. ITHM's mission is to enable effective collaboration between insurers, technology companies, startups, universities and investors to drive and accelerate digitalization. Through topic-focused innovation programs, world-class thought leadership studies and exclusive community events, ITHM creates the right environment for business innovation. Expert communities from the industry, excellently structured processes and an outstanding global network are important elements for building the most relevant platform for the technological transformation of the insurance industry. The InsurTech Hub Munich is part of the Federal Government's Digital Hub Initiative and is financially supported by the Bavarian Ministry of Economic Affairs, Regional Development and Energy:
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