

Case Study: Internationalization of an InsureTech start-up

Based in Berlin, **FinLeap** is a company builder specializing in the financial services industry. Its aim is to support startups in creating sustainable, customer-oriented, technologically strong companies.



Challenge

How attractive are the markets in target countries for a FinLeap venture in terms of size, structure, customer journey and operative implementation to create sustainable growth?



Methods

- Identification of enablers and hurdles within the existing business model
- Qualitative and quantitative analysis of each market along identified enablers and hurdles
- Performance of expert interviews to validate the results
- Analysis of expected customer lifetime values and customer acquisition cost



Results

- Market attractiveness demonstrated
- Markets divided into two clusters
- Markets clearly prioritized
- Adjustment requirements shown for each market
- Concrete recommendations made for market entry

With a clear strategic analysis enable2grow provided clarity on market attractiveness as well as recommendations which we will implement in the near future.

Dr. Carolin Gabor, Managing Director, FinLeap

