

Build the story before you scale the noise

The insurtech market is moving from disruption-led hype to proof-led growth, with new demands on narrative and visibility.

MHP helps insurtechs move from interesting to understood, trusted and chosen.

Funding is back. Scrutiny is higher. Narrative matters.

The big picture

Funding rose to \$5.1bn in 2025, up 19.5% year on year. But this is not a return to the hype cycle. It is a healthier market with harder questions.

What's changed

- Investors are more selective.
- Deal flow is more disciplined.
- Business models are maturing.
- Embedded insurance and AI-led models are widening the opportunity.
- The market is rewarding focus, proof and credibility over noise.

Why it matters

The old insurtech playbook was built around disruption. The new one is built around relevance. More businesses are succeeding by enabling incumbents, improving distribution, increasing efficiency and delivering better insight across the insurance value chain.

That changes the communications job

Visibility alone is no longer enough. It is not enough to announce a fundraise, a launch or a partnership. Businesses now need to explain why they matter, where they fit, how they create value and why they will win. Communications must do more than create attention. It must build belief.

That is where MHP Group comes in

We help insurtech businesses turn innovation into commercial momentum.

We combine deep insurance, risk and financial services expertise with the creative firepower, integrated delivery and strategic counsel of a leading communications partner.



Nathan Hambrook Skinner
Managing Director
Head of Insurance & Risk

About us



MHP Group: A *fully integrated* communications partner

Strategic comms expertise	Media specialists	Integrated approach	Award-winning work
230	10	67%	60+
Specialists blending strategic comms, corporate storytelling, creative campaigning and industry insight	Our Strategic Media Network includes 10 former national news journalists delivering access, insight and strategic counsel	Of our work is integrated across more than one specialist discipline, meaning we build the best team for your brief	Award wins and nominations in the last two years, including PRCA Large Agency of the Year



The MHP Group *International Partner Network*

From market access to global reputation management, we create for global audiences and activate everywhere.

We deliver hub-and-spoke programmes via the MHP Group International Partner Network.

Our independent model also means we are free to partner with best teams for any brief, in any market, selected from the world's leading independent agency network, TheNetworkOne.

 **MHP Group**
International Partners



10

Partner agencies

20

Major Markets

40+

Global agency of
record relationships



Representative experience across insurance, fintech and adjacent growth businesses

Established incumbents



Canopus

Raised visibility around key corporate milestones and leadership moves, reinforcing Canopus' standing as a credible, globally relevant specialty insurer.



Beazley

Unified corporate and equity story around relevance, resilience and specialty risk; Risk Resilience platform; 330% increase in media coverage.



Tokio Marine

CEO and broader executive profiling to articulate long-term vision, strategic direction and value creation.

High growth disruptors



Policy Expert

Sharpened the story around digital insurance relevance, helping the brand communicate clearer customer value in a competitive market.



marshmallow

Marshmallow

Fundraising narrative and growth story; 60+ pieces of coverage around the Series C milestone.



Artio

Mission-led proposition and visibility-building for a Lloyd's-approved innovator in carbon markets insurance.

Seed to scale



Wayflyer

Defined Wayflyer's global growth story, supporting funding, expansion and employer brand as it scaled from Irish start-up to \$1.6bn unicorn.



Sokin

Clarified Sokin's international growth narrative, helping build profile around expansion, partnerships and differentiated payments capability.



Zilch

Strengthened Zilch's positioning by connecting innovation, consumer relevance and growth into a clearer, more investable market story.



What we can
deliver for you



Sharper communications for a changing insurtech market

As funding returns and business models mature, most insurtechs cluster into three broad groups – each facing different commercial pressures and communications challenges at every stage of growth.

Our offer is built for ambitious seed-to-scale businesses across these three broad groups, each with distinct storytelling needs as funding climates, partner expectations and regulatory scrutiny change.



Insurtech enablers

Claims, workflow, fraud, underwriting and infrastructure tools that help carriers, brokers and MGAs operate better.

Challenge

Avoid sounding functional or invisible; link product capability to business impact.

01



Digital distributors

Businesses selling existing insurance in a new way, often through digital journeys, specialist propositions or embedded experiences.

Challenge

Balance innovation with trust, service, compliance and underwriting credibility.

02



Analytics and risk intelligence

Data, AI and modelling businesses that improve pricing, prevention, portfolio insight and customer understanding.

Challenge

Translate technical value into language investors, buyers and media can understand quickly.

03

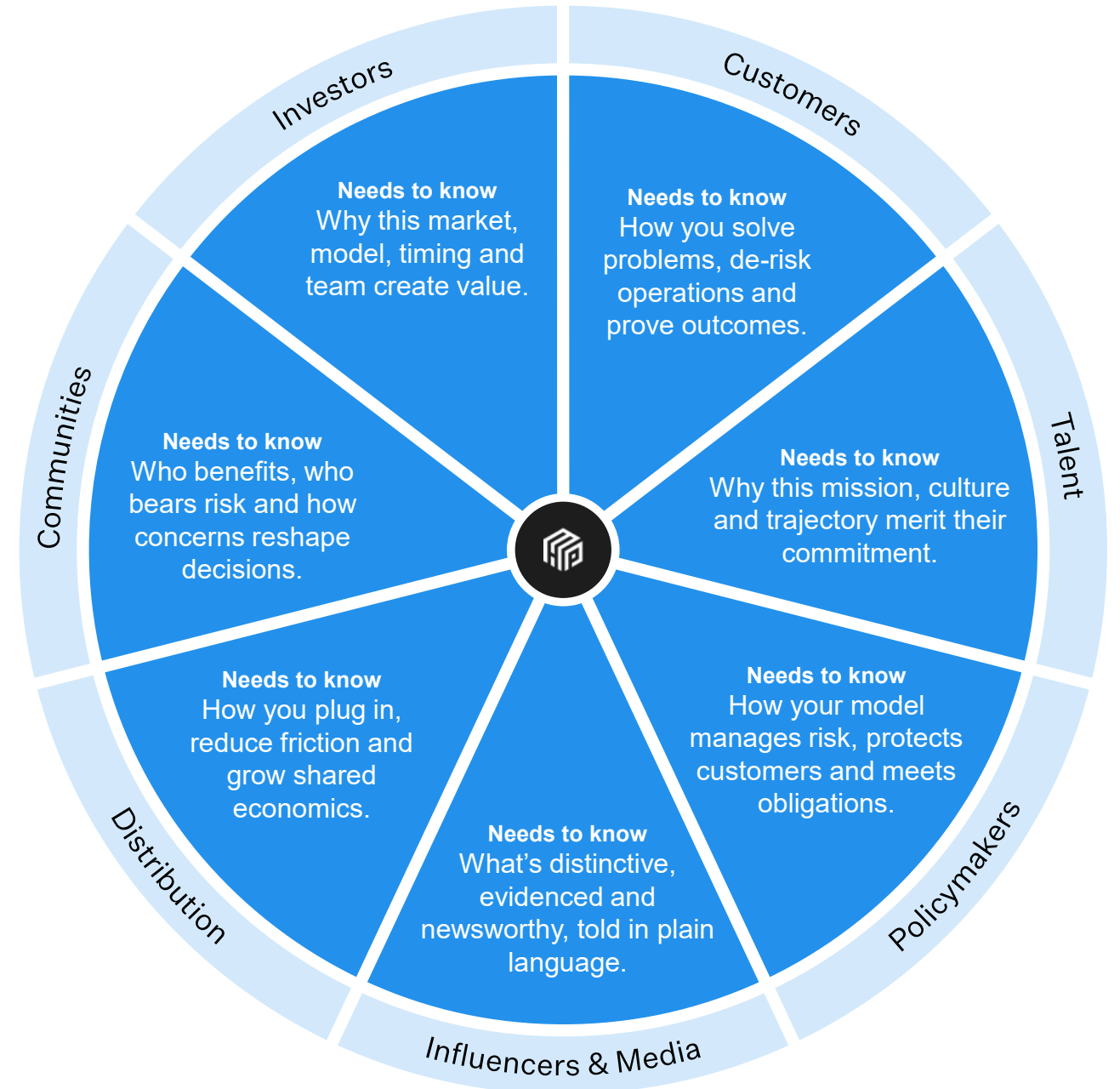


Across all your audiences

Different audiences need different proof. Investors want conviction, customers want clarity, talent wants purpose, and regulators want assurance. Our strategy aligns narrative, channels and proof points to each group – building confidence with investors, trust with customers, relevance with talent, and assurance with regulators. The result is not just stronger visibility, but stronger **outcomes**:

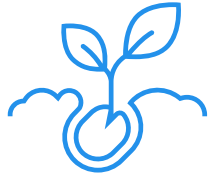
- better understanding,
- sharper differentiation,
- deeper trust
- and greater commercial momentum in a more selective market.

"The winners will be the businesses that explain their value fastest and prove it most credibly with all their stakeholders."



From seed to scale to exit

At every stage, the job of communications evolves: first to be understood, then to be believed, and later to be valued properly.



Seed/ early stage

Situation

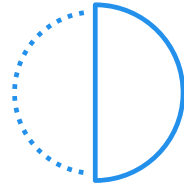
Strong proposition, founder energy and early proof points.

Problem

The story is often too technical, too broad or too feature-led.

Need / Payoff

Sharper positioning, founder narrative and launch story create early credibility.



Series A/ B

Situation

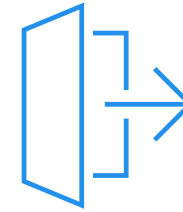
Product-market fit is emerging and competition is intensifying.

Problem

The original startup story no longer supports broader stakeholder needs.

Need / Payoff

Comms turns funding, hires, launches and partnerships into proof of momentum.



Scale to pre-exit

Situation

Visibility and scrutiny increase across media, investors, regulators and talent.

Problem

Without narrative discipline, value can be discounted and milestones misread.

Need / Payoff

A stronger equity story and reputation strategy help protect and create value.



Find out more

Get in touch

We can provide a scalable solution for ambitious insurtechs that need senior strategic counsel, crisp messaging and credible market visibility without a heavy agency commitment.

Our three-step model:

1. Workshop

A 60-minute session with us on market, model, milestones and stakeholder priorities.

2. Narrative development sprint

Engage us for a positioning audit, audience mapping, message house, founder story, proof architecture and 90-day communications roadmap.

3. Growth comms retainer

Optional retained programme including full media relations, executive profiling, thought leadership, fundraising and launch support, LinkedIn and owned-content support, and reputation counsel.



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