

.sensa

Hi, We're Sensa Your Auto Insurance Partner

Sensa is the only car insurance offering 24/7 premium lifesaving services with every policy - at no extra cost!



Proven Success & Technology

Founded in 2018, Sensa's windshield tag sensor and advanced Accident Detection & Analysis Response technology (ADR) was first marketed as a whitelabel product through insurance carriers across Europe (Allianz, Achmea). Sensa calculates vehicle damage and bodily injuries to equip auto insurers with real-time data from the scene of an accident. With over 35,000 satisfied policyholders (\$30M book value) the company is now deploying its own policies in the U.S. enjoying a significant and proven competitive advantage with its successful product. A- Rated by AM Best, Sensa is a Standard & Preferred Monoline Auto Carrier, currently available in 4 states (Illinois, Texas, Indiana, and Ohio) with additional states coming soon!!

Solid Foundation

Sensa's Founders - Inspired by Medicine, Realized through Innovative Technology

Itay Bengad, MD, Sensa CEO and Cofounder, introduced the "bedside" point of care principle to the auto insurance sector with "carside" accident care. **Eli Zerah**, VP R&D and Cofounder, and **Gilad Avrashi**, CTO and Cofounder, bring engineering and machine learning expertise to Sensa.

American Insurance Expertise

To bring our policyholders the best, we partner with the best. **Incline P&C** acts as Sensa's carrier partner. Global giant **Swiss Re** reinsures all Sensa policies. **Milliman USA** provides all actuarial services.

In-house, Sensa insurance experts include **Roger Pare** in the role of Chief Underwriting Strategist. Roger Pare, formerly Chief Underwriting Officer at Hanover Insurance, brings 35 years of insurance experience. **Thomas Hulerman**, former COO at Zurich Insurance, leads Sensa's claims supervision.

Working together, Sensa uses innovative technology to launch an unprecedented insurance offering.

Committed Investors

Financial investors include **Bessemer Venture Partners** - lead investor in LinkedIn, Shopify, and Yelp, among others - and **Target Global** - lead investor in Zego, Bird, and Lyft, among others. Strategic investors include **Volvo**, **Hyundai Motors**, and **Nationwide**.

Our Investors:



Sensa.
Live life in the safe lane

Danny Vehovic
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