

HEALTH TECHNOLOGY

BUSINESS INSURANCE CASE STUDY

FEEBRIS LTD

Feebris is an AI company developing world-class machine learning algorithms for precision detection of complex respiratory conditions in the field. Diagnosing these conditions typically requires an experienced pulmonologist, blood tests and imaging, but Feebris' software platform connects to existing medical sensors, and can be used intuitively by non-doctor users, outside the clinic, to detect respiratory issues early and avoid complications and hospitalisations.

Feebris started discussions with [ETR](#) during the very early stages of product development, which showed a very clear and considered approach to managing their risk. [ETR](#) set up an initial video call to discuss various aspects that should be considered during the early stages. This covered everything from risks associated with funding rounds, right through to implementation of insurance policies once Feebris became exposed to risk from their tech service. Feebris are embarking on an exciting journey, which has already seen them secure contracts overseas and successfully raise funding to take this amazing product to market.

Fast-forward 6-8 months, [ETR](#) have now provided Feebris with a range of insurance products from A rated UK insurers, as well as providing options for additional purchases for Feebris to consider before the next stages of growth. We're excited to be involved with this amazing solution, that could truly change the way healthcare is delivered in the community.



“ As a founder of a ground-breaking healthtech startup, I spend a lot of time thinking about the ways we could inadvertently harm a patient. We do everything we can during product development to eliminate or minimise these outcomes, but there will always be some risk. However, these aren't always obvious, and it's hard to know where we're exposed. This is why I really like working with Steve at [ETR](#). First, he sat down with me to understand the ins and outs of our business; then he highlighted risks and built a package of insurance policies specific to our needs, explaining everything along the way. Steve knows the health tech sector, and as a founder himself he gets what it's like to run a business. I genuinely rate Steve, and if you're in any doubt I am sure a half hour chat with him will change your mind.

[Adam Bacon, Founder](#)