

CASE STUDY

Pet insurance startup goes from zero to launch in three months



BENEFITS

- With a nimble and effective PAS in place, Lassie was able to focus on sales and marketing instead of building out a tech team to complete an internal build or complicated onboarding.
- They steadily increased their GWP into multi-millions of dollars and a successful Series A raise within the first year.
- Lassie is now expanding to other countries in Europe.

CUSTOMER PROBLEM

Lassie is an insurtech for pet insurance that was trying to raise capital pre-launch. Like many startups, they were doing their best to thread the needle between building/finding a robust policy admin system and launching an innovative product. Using seed capital to build an internal PAS required evidence of an innovative product, and showing an innovative product required a functioning PAS. More importantly, what they choose to prioritize at the outset would affect their tech and product options down the road.

LOOKING FOR A PAS

Lassie considered every policy admin system on the market available to SMEs. Ultimately, they chose ReSpark because of its transparent product capabilities, robust public documentation, and genuine emphasis on customer support. The Lassie team appreciated ReSpark's quick onboarding progression that put the timeline in their own hands rather than delivering a slow moving 'complete' solution from the start, as it matched with their overall get-to-market goals.



"We chose to work with ReSpark because it showed transparency during the sales process and a no-nonsense approach to policy administration. They had a willingness to tailor the product to our needs in quick iterations, which was key for getting off the ground quickly. The development team was always available, solution-oriented and fun to work with."

- Sophie Wilkinson

Co-founder and COO of Lassie

WORKING WITH RESPARK

ReSpark helped Lassie go from having just a pet insurance product roadmap (they didn't even have ratings yet) to writing policy in 12 weeks. They set up a sandbox that had the full suite of ReSpark features as soon as the onboarding was scheduled, provided support for any questions from Lassie's dev team quickly via direct message, worked on custom report generation and any other requests to finalize the test product. As soon as everything worked as it should, ReSpark transferred the instance over to production in less than an hour and the product was live.