Insurtech UK

A Roadmap for UK Insurtech Growth
The next mile...

Updated Autumn 2026

The UK is a global leader in insurance innovation. Working with government and regulators we've secured changes set out in our original Roadmap to support insurtech firms with strong domestic growth and international expansion. Now is the time for the next mile: to unlock outstanding obstacles for ambitious founders as they start and scale insurtech successes of the future.

Access to Finance

Enterprise Investment Scheme: HM Treasury should expand EIS eligibility to start-up/scale-up firms in the insurance sector, or avoid a cliff-edge by allowing a three year transitional period for continued eligibility when Managed General Agents (MGAs) transition to become a fully-authorised insurer

Advance Subscription Agreements: HM Treasury should re-extend the long-stop date for ASAs back to 12 months, removing the additional pressures reducing this to 6 months has created to conclude accelerated funding rounds

Barriers to growth

Value Added Tax: HMRC should allow VAT clawback for insurtechs currently ineligible, for the first three years of development or where evidence demonstrates genuine tech spend, to ensure a level playing field with other sectors and allow reinvestment back into scaling firms

Business Asset Disposal Relief: HM Treasury should re-extend the BADR cap higher to at least £20 million to encourage proven founders who have successfully started, scaled and exited a business to continue their entrepreneurial journey in the UK

Regulatory Framework

Appointed Representatives: HM Treasury should progress proposed changes to strengthen the AR regime to ensure its ongoing ability to provide market access for start-ups and embedded insurance

Artificial Intelligence: FCA should work together with industry to iterate best practice for AI implementation and governance, enabling responsible innovation and strong consumer outcomes

Captives regime: PRA and FCA should implement proposals for the new UK regime by 2027, allowing businesses to effectively manage their risks, particularly in new, emerging business/technological areas

The UK insurtech sector

359
insurtech firms

2nd
globally for insurtech investment

7%
increase in insurtech firms y.o.y

8%
increase in funding y.o.y

60,000
jobs supported across the UK

£5bn
approx annual contribution to GDP

(Source: McKinsey, 2024 & 2025)

Introducing insurtechs

Personal insurance: Lemonade, ManyPets, LAKA, pikl

Life & Health: yulife, seamlis HEALTH, equipsme

Business insurance: superscript, konsileo, envelop

Enablers: pricing, claims, distribution: Wrisk, Concirrus, artificial., Vitesse

Visit www.insurtechuk.org for our full member directory of dynamic start-up and scale-up insurtechs in the UK

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