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Feb 1 · 12 tweets · [amiasmg/status/1488634425277808640](https://twitter.com/amiasmg/status/1488634425277808640)

Today we're excited to announce our investment in [@heyint](#), along with [@Deciens](#) [@nyca](#). A thread on guarantees and innovation.

<https://twitter.com/heyint/status/1488536657318064129?s=20&t=RIG7THo5TpC3afluPE36wg>

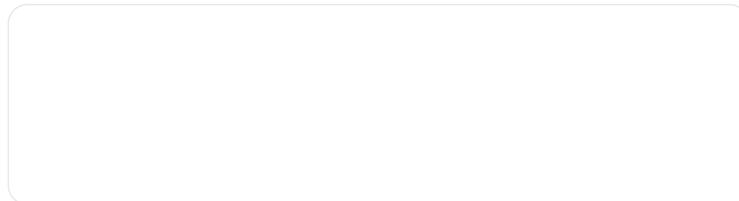
Henry Ford probably never said “If I had asked people what they wanted, they would have said faster horses.” hbr.org/2011/08/henry-...

But it really is true that people thought cars were just a scary fad.

When @matheusriolfi started to take [@turo](#) international he faced a similar problem ... car-sharing with strangers didn't just need insurance for legal reasons, but because the whole customer experience was untested and new.

This is a problem for all start ups -- how do you get customers to sign up for something brand new?

Insurance coverage and other guarantees have a long history in brand building for startups and insurgents – from George Forman’s Meineke commercials



to AirBnB’s continued improvement of their host and guest coverages

At Tint [@mriolfi](#) and [@jeromeselles](#) realized that this time-consuming and regulated process could be built as a flexible platform -- an operating system for insurance and guarantees.

Tint helps them find insurance coverage for market places, crypto deposits, P2P motorcycles, RVs, and foreign contractors, but also structures that risk in ways that allow their customers to self-insure or simply offer responsible guarantees.

Even when insurance companies or outside capital
DON'T WANT to underwrite the risk.

Tint's capabilities allow startups to guarantee their innovative promises -- moving the risk of trying something from the customer to the company. For Tint, guarantees COMPLETE the value prop.

Their vision has captured the imaginations from product and leadership teams of startups that have raised well more than \$1B dollars – companies like [@deel](#) and [@Outdoorsy](#), and their product is nimble enough to work even with seed stage market places like [@RidersShare](#)

QED is proud to lead a \$25M Series A for Tint to support its cadre of exciting and innovative customers and bring the magic of guarantees and insurance to thousands of startups over the next decade

qedinvestors.com/blog/why-qed-i...

We believe Tint is building a digital Lloyds of London, attacking a huge market. (Lloyd's alone transacts over \$50B in insurance premium each year.)

They are building the infrastructure and the market for innovative insurance to support innovative companies; helping startups cross the bridge between an interesting promise and product market fit.

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