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EMC Joins the Global Insurance Accelerator

DES MOINES, Iowa (Oct. 6, 2016) — EMC Insurance Companies has joined the Global Insurance Accelerator (GIA), a business accelerator focused on developing and growing innovative insurance-centric startups. As an investor, EMC will help fund the insurance technology startups accepted into GIA's program. EMC will also commit staff and company expertise to help mentor startups through the critical early stages of business growth, recruiting and onboarding initial customers, potential launch situations and seeking additional funding.

"As an insurance carrier, it is to our benefit to invest in the Global Insurance Accelerator," says Bruce Kelley, president and chief executive officer of EMC. "The GIA is fostering innovation and building solutions to support the insurance industry. EMC was founded more than 100 years ago as a solution for workers' compensation coverage in Iowa, and now we are investing in solving key contemporary issues in our industry such as data sharing, security and risk management."

Originally modeled after horizontal technology accelerators which provide seed funding and business assistance to startups in exchange for equity, the GIA is focused solely on insurance. As a part of the GIA, EMC will be exposed to the newest industry-specific technology trends ahead of competitors and will be better able to evaluate future engagement with, and potential investment in, emerging technologies. The GIA is based in Des Moines, Iowa, the same location as the EMC Home Office.

"The addition of EMC gives us another very strong partner in Des Moines," says Jeff Russell, president and chief executive officer of Delta Dental of Iowa and the GIA board chair. "They enable us to continue expanding the GIA offerings through our cohorts and mentoring program."

ABOUT THE GLOBAL INSURANCE ACCELERATOR (GIA)

Created in 2014 as an initiative of the Greater Des Moines Partnership, the Global Insurance Accelerator is the world's first startup accelerator focused on the global insurance industry. The mentor-driven program is backed by major carriers and brokerages, and its mentors consist of current and former industry leaders and executives. To learn more about the GIA, visit www.globalinsuranceaccelerator.com.

About EMC Insurance Companies

EMC Insurance Companies is among the top 50 insurance organizations in the country based on net written premium, with more than 2,100 employees. The company was organized in 1911 to write workers' compensation protection in Iowa. Today, EMC provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. Operating under the trade name EMC Insurance Companies, Employers Mutual Casualty Company and one or more of its affiliated companies is licensed in all 50 states and the District of Columbia. For more information, visit www.emcins.com and www.CountonEMC.com.

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