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Orus Raises €5M and Reinvents Professional Insurance for Small Businesses

Less than a year after its founding, Orus — the neo-insurance startup targeting small businesses — has raised €5 million from Frst, Partech, Portage Ventures, and around twenty business angels, including Pierre-Olivier Desaulle (former CEO of Hiscox Europe), Raphaël Vullierme (CEO of Luko), Christophe Triquet (former founder of MeilleureAssurance), and Arthur Waller (CEO of Pennylane).

This seed round will enable the startup to double its workforce by the end of the year to accelerate its commercial growth and launch new products.



Professional Insurance: A €70 Billion Market Still Largely Undigitized

While personal insurance began its digital transformation several years ago with the rise of fully digital players like Luko, Leocare, Lovys, and Acheel, professional insurance remains largely dominated by traditional players.

Major insurers have historically overlooked the micro and small business (TPE/SME) segment, often considering it too costly to serve with tailored products and experiences. As a result, 24 million European micro and small businesses (99% of all companies) still struggle to find simple, flexible, and suitable coverage.

It is to solve this critical problem that Côme Dartiguenave, Tom Le Bras, and Samuel Rossille founded Orus in May 2021. They were joined by Amin Toussi as Head of Insurance in March 2022.

“We believe insurance is a social good that protects businesses. TPEs and SMEs are the lifeblood of our economy and must be able to access offers that are truly tailored to their needs. Our mission is to create simple, efficient, and affordable insurance, so professionals can focus on their core business” summarizes Côme Dartiguenave, co-founder and CEO of Orus.

Orus: 100% Online Professional Insurance to Protect TPE/SME Businesses in Just a Few Clicks

Orus chose to break away from traditional insurers by creating exclusive products tailored to each business sector, along with a 100% digital, seamless, and transparent customer journey.

Its first offering, designed for food service professionals, was co-developed with insurer Wakam. It allows customers to get insured in under 5 minutes, fully online, with no commitment, and consolidates all essential coverage into a single policy. This includes core guarantees (civil liability, theft, fire, water damage, electrical damage, etc.) and optional protections like legal assistance and business interruption insurance.

Orus leverages technology to tackle the complexity of professional insurance: balancing large volumes with the need for highly specific coverage across very different professions.

“Our technology enables us to offer products, assistance, and prevention services to as many professionals as possible, with a smooth experience and affordable pricing” says Côme Dartiguenave.

Orus optimizes the underwriting journey and offers clients real-time, competitive pricing. The neo-insurer also emphasizes customer service: by developing its own back-office system, internal tools, and automating as many processes as possible, customer service agents save time and can provide better advice and more human support during key moments (onboarding, contract lifecycle, renewals, and claims).

New Investors to Fuel Orus' Growth

Within its first month of operation, Orus convinced dozens of restaurant owners to insure their businesses entirely online. This momentum will be amplified by the €5M funding round announced today:

“Orus is tackling the professional insurance market, which is more complex due to the variety of insurance products, but also more value-generating. Clients are more loyal and willing to pay a fair price for an efficient and transparent service. Orus has built an exceptional and complementary team to deliver a competitive product tailored to the diverse needs of its customers” explains Alison Imbert, Principal at Partech.

The capital raised will allow Orus to accelerate growth and double its workforce by the end of the year. The company plans to launch new products in the coming months to rapidly cover the majority of industry sectors and become a leader in professional insurance in Europe.

About Orus

Orus develops exclusive, tailor-made insurance products for professionals in partnership with insurers like Wakam.

The startup was founded in May 2021 by a team with deep experience in insurtech, technology, and insurance: Côme Dartiguenave and Tom Le Bras (both former investors at Partech), Samuel Rossille (former CTO of Kapten, Frichti, and JobTeaser), and soon joined by Amin Toussi (former Head of P&C partnerships and reinsurance at Generali).

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Insurtech Orus raises €11 million in Series A funding to expand its professional insurance services in Europe



Orus' team at the insurtech's offices in Paris

October 10th, 2023, Paris – One year after announcing its first funding round and the launch of its first insurance product, French insurtech [Orus](#) has raised €11 million in Series A funding.

The round is led by European funds Notion Capital and VR Ventures/Redstone, with previous investors Frst, Partech, and Portage also participating. The round also features several senior business angels from across the insurance space, including Thierry Daucourt (Axa), Grégoire Rastoul (Leocare), et Albert Malagarriga Fandos (Elma).

Becoming French professionals' favourite insurance inside 12 months

Founded in 2021, Orus quickly established itself in the professional insurance market with the launch of its first product for restaurant owners in June 2022. Tested and highly praised by its first target group, the insurtech quickly expanded its offering to freelancers, retailers, as well as SMBs in general. Orus currently offers tailored policies for thousands of professions.

Orus' promise is to provide simpler, fairer, and more efficient insurance for all professionals. A vision that has already won over 5,000 customers in less than a year. The French startup is already the highest-rated professional insurance company, with an average rating of 4.8/5 on TrustPilot.

Orus' solution combines online onboarding in three minutes, tailored contracts, and a digitalised claims management process that allows for reimbursement in a matter of hours.

On its way to becoming the European leader

The Orus team already has 25 employees and plans to double its workforce in the coming year. The company is currently looking for tech, data, and insurance hires to launch new offerings, improve the subscription experience, and support professionals in risk prevention.

The startup also plans to expand its offering in the coming months to provide decennial insurance, self-employed health insurance, and workers' compensation. By offering a complete range of products to policyholders, the company can support all their insurance needs.

With the backing of more international funds, Orus is signalling its intention to continue shaping the professional insurance market on a European scale and is planning to expand into a new territory in 2024.

Côme Dartiguenave, Co-founder and CEO, Orus: "We are extremely proud to announce this funding round with Notion, VR Ventures/Redstone, with the participation of Partech, Frst, and Portage. It is a great sign of trust in our execution

and in our vision to better protect SMBs. This funding round will allow us to expand our team with industry experts, to continue to develop our product, and to empower our distribution channels to build a European leader."

Alison Imbert, Principal, Partech: "We don't fund projects, but teams. This is where Orus stands out with a concentration of talent, an excellent execution and an obsession with customer satisfaction making it for us the best company to quickly conquer the European market."

Itxaso del Palacio, General Partner, Notion: "At present, insurance products are mainly designed for large corporations and don't satisfy the needs of the SMBs. Orus is providing a new generation of insurance solutions that are modular and can be purchased in real-time, allowing small-business owners to build and pay only for the policies they need. The team has a clear understanding of the distribution channels and we believe they are well positioned to grow into new European markets with this funding round."

Timo Fleig, General Partner, VR Ventures/Redstone: "The professional insurance market in Europe is of considerable magnitude, and there is still a lot to be done to tap into its potential. We are impressed by Orus's growth in the French market in just one year, and we are convinced that they are the most competent team to effectively conquer the European markets in the years to come."

About Orus

Orus' mission is to better protect independents, small and medium-sized enterprises with simpler, fairer, and more efficient professional insurance. Co-founded in 2021 by Côme Dartiguenave (CEO), Tom Le Bras (COO), and Samuel Rossille (CTO), Orus offers a comprehensive range of tailored online insurance products (general liability, business owners' policy, decennial liability insurance, workers' compensation and health insurance). The company currently counts a team of 25 talents, a portfolio of over 5,000 clients, and is already the highest-rated professional insurtech in France by its policyholders. After announcing a €5 million seed funding in 2022, Orus raised a €11 million Series A funding round in August 2023 with Notion Capital and VR Ventures/Redstone, with the participation of existing investors Frst, Partech, and Portage.

