



Website: [lami.world/](http://lami.world/)  
Founded in: 2019  
Operational in: Kenya

# Democratizing access to tailored, flexible insurance

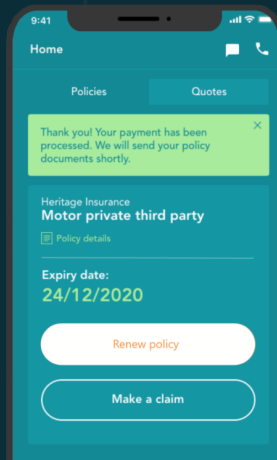
## About Lami

Lami offers an end-to-end digital insurance platform and API that enables companies across sectors to easily offer insurance products to their users, through a seamless digital experience. Its API allows underwriters to connect with consumer-facing companies that can provide embedded insurance as a value add for existing customers, many of whom are uninsured.

## Why Lami

Across Africa, insurance penetration rates remain extremely low, leaving many vulnerable to financial stress due to unexpected emergencies. Lami's aim is to reach 50 million customers by 2025 through the Lami API and underwrite over \$1 billion in GWP.

**Lami will play a central role in providing a safety net for Africa's population by using technology to deliver flexible insurance products anywhere and to anyone.**



## How it works

Lami is for businesses who expect a seamless insurance operation that empowers them to mitigate risks for themselves and for their customers.

- 1 Lami works with business partners to develop insurance products that meet the needs of its customers.
- 2 The business partner orders insurance policies digitally, via web portals or APIs.
- 3 Customers file and track claims online, and information is shared with insurance companies in real time.
- 4 The business partner monitors the operation through dedicated dashboards.

## Who we are



**Jihan Abass**  
Founder and CEO

A former commodities trader at Toyota Corporation, Jihan is also a board member for several startups and is involved in non-profit organisations. She holds a degree in Finance from the City University of London and an MBA from the University of Oxford.



**Roy Perlot**  
CFO

An experienced M&A adviser and investor in the African VC & PE space working at Morgan Stanley and Helios, Roy was also part of the leadership team at scale-up Messagebird, a global leader in CPAAS. He has an MBA in Finance and Investments from Rotterdam School of Management.



**Youssef Gaigi**  
CSO

A fintech and insurtech business strategist, Youssef previously worked with Lehman Brothers, the World Bank and multiple startups. Youssef is a Fulbright scholar and holds an MBA from Boston University.



**Eunice Kinungi**  
COO

A seasoned underwriter with over 15 years of experience with leading companies, including UAP-Old Mutual, Eunice holds a Masters Degree in Management.

## Key statistics + impact:

Traction

**2700+**

customers

Funding raised

**USD \$250K**

Policies sold

**3500+**

What our customers are saying:

"We are delighted to partner with Lami to facilitate the access to insurance seamlessly to our consumers in Kenya."  
Nelly Mwine, Head of Financial Services, JumiaPay Kenya

## Key partners



## Awards + recognition

Selected by **Founder Friendly Labs**

**Best InsurTech in Africa** in the Insurtech Connect 2020

Selected by **Catalyst Fund accelerator**