

Insurance for Start-Ups & Small Businesses

What you need and when you need it.





About Me

- Background
- Entrepreneurial Experience
- Roles at Kuzneski Insurance Group
- Angel Investor
- Spare Time

Insurance Basics

What is it?



How do you get it?



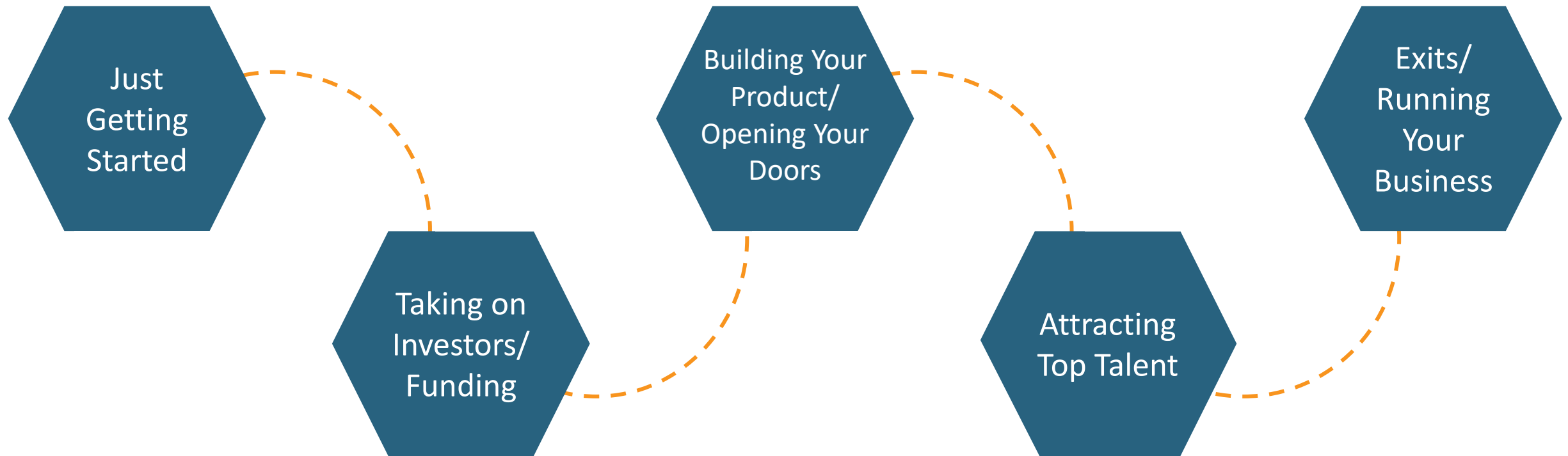
Why do you need it?



What does it cost?



Startup/Small Business Life Cycle





Just Getting Started

- First question to ask yourself – is this business idea insurable?
- Who says you need insurance?
 - Landlords
 - Universities
 - Your clients/vendors
 - The state
 - Your employees
 - Your investors/bank
- What coverage do they typically want you to have?
 - General & Product Liability
 - Workers' Compensation
 - Employee Benefits
 - Cyber Security
 - Auto Insurance

Taking on Investors/Funding

What coverage *should* they require?

Directors & Officers (D&O)



Key Person Life Insurance







Opening Your Doors



Building Your Product



General Liability



Product Liability



Tech E&O

Attracting Top Talent

- **What coverage do *employees* want?**
 - Employee Benefits
 - Health Insurance (Medical)
 - Dental
 - Vision
 - Life/Disability
 - Voluntary Benefits
- **What coverage do *you* want?**
 - Workers' Compensation
 - Employment Practices Liability Insurance
 - Consistent Policies and Procedures





Exits

- What happens to your insurance if you sell or shut down?
 - Continue as is or merge in
 - Do you need to replace personal coverage?
 - Tail Coverage
-

Running Your Business

- What you need to do to maintain your insurance?
 - Update changes with your carrier
 - File claims immediately
 - Pay your bill
 - Review and renew your coverage annually
 - Continually review processes and policies

Q u e s t i o n s ?



L a u r i e K u z n e s k i

Kuzneski Insurance Group

www.kuzneski.com

laurie@kuzneski.com

THANK
YOU!

kuzneski.com

