

# 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?



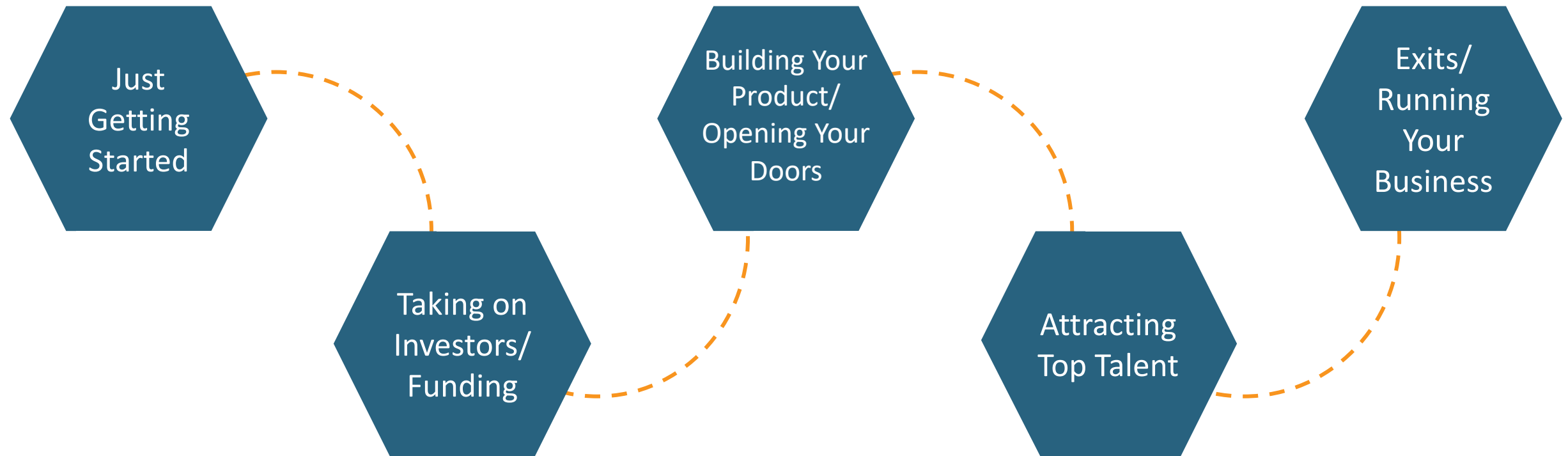
Why do you need it?



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





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**Opening Your Doors**



**General  
Liability**



**Tech E&O**

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**Building Your Product**



**Product  
Liability**

# 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

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**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

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THANK  
YOU!

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