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INVESTMENT YEAR: 2018

REALISATION YEAR: 2018

SECTOR: Services

SME health insurance plans provider

Equipsme provides health insurance plans designed with SME's in mind, enabling businesses with two to 249 employees to provide health support plans to the whole of their workforce. Every plan holder receives a home health check and has 24/7 access to a private GP service. Diagnosis and treatment are provided by leading private health insurance provider AXA PPP.

Unlike traditional private health insurance, Equipsme is designed to give its customers something of tangible value from the beginning whilst providing a cost-effective and tailored benefits package for businesses who want to support their staff.

We invested to support Equipsme to scale up its distribution, focused on the 95% of companies which don't offer private medical insurance.

This injection of capital is a demonstration of confidence from our investors, not only in the strength of our product but in the potential it has to help protect the health of UK businesses. It gives us the impetus we need to accelerate our growth plans, both through our existing distribution partners and alternative channels.

Matthew Reed
Managing Director, Equipsme

The right tools for growth

Customer acquisition & retention



We supported Equipisme to scale up its distribution, focused on the 95% of companies which don't offer private medical insurance.

Acquire & retain customers →

Equipisme timeline

2017 Equipisme founded

2018 Livingbridge invests

2018 Livingbridge realises investment



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