



**MEDIA CONTACT:**

Eric Olson  
515.453.2105

eolson@strategicamerica.com

**MākuSafe Named “Innovator to Watch” By Digital Insurance Magazine**

*Company’s technology recognized as solution for reducing work comp claims and keeping workers safe*

**DES MOINES, IOWA (Jun. 9, 2019)** — Des Moines-based workplace safety wearable and data analytics company MākuSafe continues to draw recognition from the Insurtech industry with the company’s recent recognition as one of “30 Innovators to Watch” by Digital Insurance, a leading insurance industry publication.

Insurtech is proving to be more than just the latest trend in the insurance sector, with worldwide investment in Insurtech companies crossing the billion-dollar mark in both 2017 and 2018. The breadth of innovation in the companies creating solutions for insurance companies shows no sign of slowing growth in 2019. Announced in conjunction with Digital Insurance’s annual conference in June, the “Innovators to Watch” list is a who’s who of technological progress. MākuSafe’s wearable technology and data analytics suite placed alongside programs from such companies as Tesla, Allianz, State Farm and others.

“The trepidation that insurance companies originally had with Insurtech companies has largely worn off,” said Digital Insurance editor-in-chief Nathan Golia. “Insurers now see Insurtech companies as their partners in transformation, not enemies to be feared. Insurance experts are finding their voice to communicate a new vision for their industry.”

The MākuSafe solution relies on the company’s patented wearable armband technology to monitor environmental conditions, and hazardous human motion data to provide real-time insights. This increases employee safety by gathering real-time environmental data to provide insights for manufacturing facility and safety managers. The accompanying MākuSmart cloud platform uses machine learning to identify trends, improve worker health, safety and productivity in actual time. In addition, that data helps workers’ compensation insurance carriers, agents and brokers engage with their policyholders for effective loss control and risk improvement based on proactive data before claims occur.

“We are honored to be included among some of the leading names, not just in Insurtech, but in global business,” said MākuSafe CEO/Co-Founder Gabriel Glynn. “Each day on this planet thousands of employees suffer a workplace injury. Many don’t go home at the end of the day. That results in more than \$1.2B paid out weekly in the U.S. alone. We’re creating a product to change that, and it’s exciting to see companies embrace what we are doing.”

In honoring Glynn and CTO/Co-Founder Mark Frederick, Digital Insurance’s panel of experts reflected on how the company’s combination of wearable technology, data collection and trend analytics reflects this next phase of progress.

“They create data that we can put in front of our clients that can drive a change in behavior,” said Abel Travis, VP and head of underwriting for AF Group, whose company is piloting the use of MakuSafe technology.

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**About MākuSafe**

MākuSafe is an Insurtech SaaS/Data & Analytics company based in America's Heartland. Our mission is to improve worker health, safety, and productivity while reducing worker compensation claims and mitigating workplace risks. Founded in 2016, MākuSafe developed proprietary wearable technology that gathers real-time environmental and motion data from workers. Our cloud platform, MākuSmart, then uses machine learning to identify high-risk trends in the facility. The portal auto-records near-misses, proactively targets resources to specific conditions & occurrences, and streamlines compliance reporting. MākuSafe delivers its solution through insurance carriers, agents & brokers and currently has \$4.6 Million in contracted sales. Learn more at <https://youtu.be/wXcgMJz4LoI> (video) or <https://makusafe.com/news>