

Webrock Ventures InsureTech portfolio company Olik signs partnership with Brazil's leading ticket provider, Guichê Web

Webrock Ventures today announces that its portfolio company Olik has entered into a partnership with Guichê Web, Brazil's leading ticket provider. Within the first month of collaboration, Olik has successfully sold over 12,000 insurance policies.

"Olik exemplifies the type of innovation and scalability we seek in our portfolio companies that underpins our business model. We are proud to support the company and look forward to their continued growth in one of the most exciting and expansive insurance markets in the world," says Joakim Pops, CEO and Co-founder of Webrock Ventures.

This partnership highlights Olik's ability to integrate seamlessly into high-demand sectors such as entertainment and tourism, reinforcing its position as a leading innovator in the Insurance as a Service (IaaS) space.

Building on this success, Olik has rapidly expanded its network of IaaS partners, including Guichê Live, FutebolCard, and others. These partnerships are complemented by two additional agreements set to launch in the coming weeks, driving continued growth in one of the largest and most dynamic insurance markets in the world.

In addition to its IaaS offering, Olik has also made significant strides in the SaaS (Software as a Service) segment. The company has become a trusted technology partner to leading insurance providers, including Seguros Unimed, Fairfax Seguros, Starr International Brasil Seguradora, Sabemi Seguradora, and Beyond Seguros. With over 150 insurance companies operating in Brazil, Olik is strategically positioned to expand its footprint across multiple verticals.

"2025 will be a transformative year for Olik. We expect substantial growth, not only in our customer base but also in revenue, driven by our strong foundation across IaaS and SaaS offerings. With profitability in sight as early as the first quarter of 2025, Olik is well positioned for long-term value creation for our partners and customers," says Marcio Magnaboschi, CEO and Founder of Olik.

About Olik

Olik's cutting-edge software bridges insurance companies with distribution channels through a seamless, fully digital experience. The company provides innovative IaaS (Insurance as a Service) solutions for distributors and SaaS (Software as a Service) tools tailored for insurers, driving efficiency and unlocking new growth opportunities in the insurance ecosystem.

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About us

Founded in 2018, Webrock Ventures is a venture studio that starts and builds companies in Brazil in partnership with successful Swedish tech companies. Brazil has over 215 million people and is one of the world's largest economies and the population is among the most digitally engaged in the world. Webrock leverages established Swedish companies' proven business models and technology to gain a head start in Brazil's fast-growing digital industry that matures later than in Sweden. By bringing together ideas, capital, resources, and talent, Webrock acts as a co-founder, building growth companies from the ground up. With a 35-60 percent ownership stake in its portfolio companies, Webrock ensures substantial value for a limited initial investment. The company's share WRV is traded on Nasdaq First North Growth Market with Redeye AB as Certified Adviser.

For more information, please visit: <https://webrockventures.com/>