

Sharely's Embedded Insurance Model

Business Model Innovation Analysis

strategic management & innovation in insurance

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1. What is Sharely?

Switzerland's largest peer-to-peer rental platform.

Sharely's mission: "People don't need to own things to use them"

65'000+
Users

30'000+
Active lenders

2013
Founded Zürich

B2B
Partner

Miete, was du brauchst, wann du es brauchst

Die grösste Schweizer Mietplattform
für Gegenstände aller Art.
Einfach und nah.

Vertikutierer, Hochdruckreiniger, Drohnen...



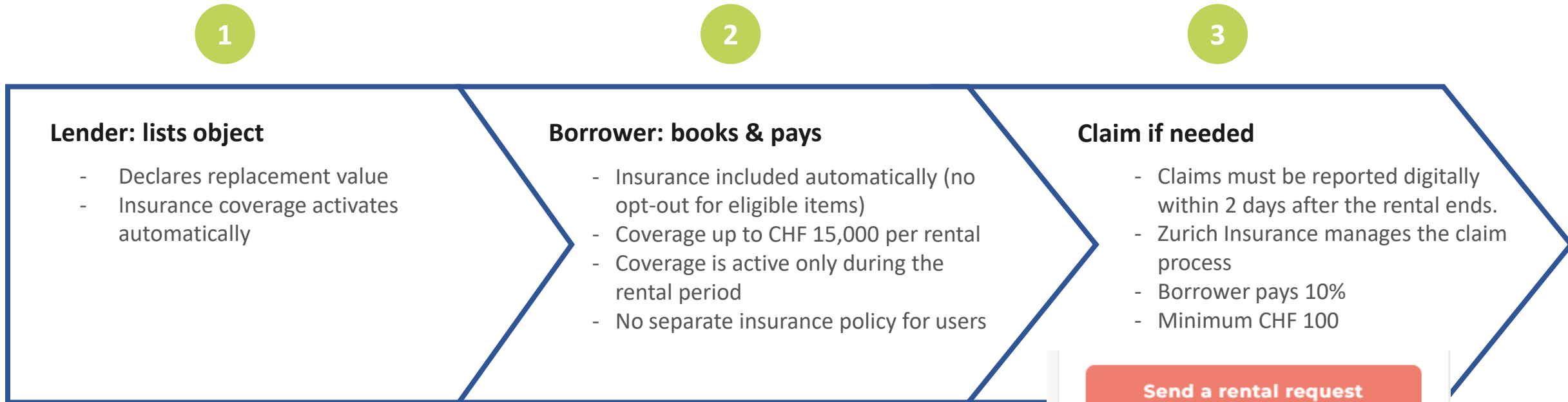
[Oder lade einen Artikel hoch](#)

Item	Distance	Price / Tag	Rating
Rüttelplatte	10 km	CHF 26.60	5.00 (5)
WALLSCANNER D-TECT 200 C PROFESSION	23 km	CHF 19	5.00 (18)
Sharely Gutscheine	23 km	CHF 10	
Motorrad Anhänger	119 km	CHF 33.85	5.00 (21)

Artikel der Stunde

2. How Sharely Integrates Insurance into Peer-to-Peer Rentals

Insurance coverage is automatically integrated into every rental transaction.



The insurance is no longer sold separately - it becomes part of the user experience.

Send a rental request	
15.80 x 6 days	
Rental Fee	CHF 78.00
Insurance and processing fee	CHF 14.90
Total	CHF 92.90

2. Why Sharely's Model Is a Business Model Innovation

Sharely changes all four core dimensions of traditional insurance: WHO, WHAT, HOW and VALUE

Dimension	Traditional Insurance	Sharely × Zurich Embedded Model
WHO	Individual policyholder purchases annual insurance coverage directly from an insurer	Lender is insured automatically through the platform. Borrower pays insurance fee. Sharley is the policy holder.
WHAT	Insurance sold as a standalone financial product	Insurance integrated invisibly into the rental transaction.
HOW	Insurance distributed directly by insurer or broker	Sharely distributes passively through the platform rental activity. Zurich carries the risk as sole underwriter.
VALUE	Revenue generated through annual premiums and longterm customer contracts	Transaction-based revenue for both Sharely (platform fees) and Zurich (premiums). No long-term customer contract required.

Key Innovation: Insurance is no longer sold separately, It is integrated directly into the platform ecosystem.

3. Research Approach

Building the SWOT through complementary strategic frameworks

01

Magic Triangle

Gassmann (2020)

- Assesses whether Sharely represents a true BMI
- Analyses changes across WHO, WHAT, HOW and VALUE dimensions

02

PESTEL

Macro-environment analysis - Johnson et al. (2017)

- Sharely operates in a trend market shaped by digitalisation, sharing economy and embedded finance
- Captures external drivers and risks influencing future growth potential

03

Competitor Analysis

Porter (1980)

- Identifies who competes with Sharely's embedded model: traditional insurers, P2P platforms and uninsured alternatives
- Reveals key gap: private liability insurance does not cover rented objects. Sharely's core differentiation

Each framework contributes a specific perspective that feeds into the final SWOT analysis..

4. SWOT

Synthesizing four analytical perspectives:

Strengths

- **Fully embedded user experience:** Insurance is automatically integrated into every rental transaction. Low administrative effort. Coverage is activated only when needed, improving flexibility and usability.
- **Builds trust in peer-to-peer rentals:** Reduces perceived risk when renting valuable objects between strangers. More active users.
- **Fills a genuine insurance gap:** Private liability insurance explicitly excludes damage to borrowed or rented objects.

Weaknesses

- **Dependence on a single risk carrier:** The model relies heavily on Zurich as insurance partner.
- **Limited transparency:** Key details such as covered risks, conditions and premium calculation are not communicated during the booking process.
- **No opt-out:** The insurance is mandatory for eligible items.
- **Claim process:** Damage must be reported within 2 days from the lender.

Opportunities

- **Upsell through optional coverage:** Renters could select additional inclusions (e.g. theft, transport) at booking. Increasing revenue.
- **Data-driven insurance personalization:** Platform data enables future risk-based pricing and targeted products.
- **Expansion into additional platform ecosystems:** The model could be transferred to other sharing economy platforms.

Threats

- **Private insurers extend coverage:** If established Swiss insurers extend their policies to include damage to rented objects. The mode becomes financially unattractive for frequent renters.
- **Regulatory tightening:** FINMA and EU-level requirements may force costly product redesign and disclosure obligations.
- **Price-driven user Migration:** Mandatory embedded fees could push cost-sensitive users toward Facebook Marketplace or private arrangements.

Discussion & Q&A

Thank you

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