

FUSE —
CAPITAL

CASE STUDY



2023

Meet Wrisk

Wrisk is a UK-based B2B insurtech on a mission to redefine how car insurance is delivered in today's digital-first world. Founded in 2016, the company provides a cloud-based embedded automotive insurance platform purpose-built for Auto OEMs, insurers and distributors.

Its proprietary pricing engine draws on a wide range of data sources, including telematics, to power dynamic, usage-based policies—like the UK's first pay-by-mile insurance product with RAC. Wrisk operates as both a managing general agent (MGA) in the UK and a Platform-as-a-Service (PaaS) globally, combining tailored product design with seamless policy and claims administration, and real-time insights via Wrisk IQ, its in-house analytics suite.

As Wrisk entered a new phase of growth, the company was poised to scale its MGA model across the UK and launch its platform into the US market.

The Opportunity

With FY22 revenues reaching £2.4 million—a 45% increase on the previous year—Wrisk was in advanced commercial discussions with top-tier automotive clients, including Volvo, Jaguar Land Rover and Mercedes. To sustain this momentum and capitalise on these high-value opportunities, the business set out to raise £3 million in growth capital.

The goal: to scale operations, convert enterprise clients, and fuel US expansion—without giving up equity too early.

The Challenge

While Wrisk had all the hallmarks of a future category leader—strong product, credible traction, and a clear vision—it faced barriers to traditional financing.

The business was still loss-making, and its revenue was concentrated across a few strategic contracts. Although these relationships were deeply embedded, translating that strength into lender confidence was far from straightforward. Moreover, without fresh funding, Wrisk risked stalling critical commercial conversations—or being forced to raise equity prematurely at a subpar valuation.

The Solution

Wrisk partnered with Fuse Capital to find a capital structure that would match its growth ambitions without compromising operational focus or founder control. Fuse Capital acted as a true extension of Wrisk's leadership team—educating stakeholders, preparing a compelling investment narrative, and managing the end-to-end funding process. The result was a bespoke £2 million facility from Flow, a lender selected for its ability to look beyond the numbers and back the company's strategic roadmap. Structured as a bullet repayment loan with minimal covenants, the facility allowed Wrisk to service only interest for three years—freeing up cash to invest in business development, talent, and new markets.



The Outcome

The impact of the funding was immediate. With added runway and no capital tied up in repayments, Wrisk secured multiple enterprise clients and saw year-on-year revenue grow by 142% in FY24.

The deal didn't just unlock growth—it provided the space to scale smartly and approach future equity raises from a position of strength.

Fuse Capital's Impact

Fuse Capital delivered far more than funding. From the earliest conversations to final close, the team worked shoulder-to-shoulder with Wrisk to ensure a deal that was strategically sound and operationally flexible.

In a challenging market, Fuse Capital delivered a highly tailored solution that empowered Wrisk to execute at speed—and on its terms.

This was a collaborative effort powered by our best-in-class specialists across deal structuring, modelling, and execution—bringing together insight, precision, and deep lender knowledge to get the deal done.

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Fuse Capital's involvement was invaluable to the process of raising capital in a challenging market

Nimeshh Patel
CEO, Wrisk

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Looking to raise capital that fuels, not slows—your growth?

Fuse Capital helps close the right deal at the right
time, with the right partner.

Let's talk!



For more information or to discuss your funding needs, please contact us at:



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