

reThought Completes Its Oversubscribed Series B Financing

IAP Served As Exclusive Financial Advisor To reThought Insurance Corp. (“reThought”)



**Completed Its Series B Financing
Led By**



*The undersigned acted as exclusive
financial advisor to reThought*



January 30, 2023

Transaction Overview

- **On January 30, 2023, reThought announced that it has completed its Series B financing**
- **The financing round was led by IA Capital Group**
 - Existing investors also participated in the round, including:
 - *Hudson Structured Capital Management, Telstra Ventures, and ArcTern*
- **Proceeds will be used to enhance reThought’s proprietary underwriting technology**
- **reThought is a tech-enabled MGA that specializes in commercial flood coverages**
 - Founded in 2017 by Cory Isaacson and James Rice
 - Developed a state-of-the-art model platform for predictive flood risk analytics
- **IA Capital Group is a venture capital firm focused on insurtech and fintech**
 - Two-decade track record of successfully partnering with growth stage companies
 - Focus on North American-based companies with at least \$2m in annual revenue

Insurance Advisory Partners’ Role

- **IAP was retained by reThought as its exclusive financial advisor**
- **Produced detailed marketing materials**
- **Explored universe of potential investors for reThought**
 - Leveraged unique, close industry relationships
 - In-depth understanding of investor appetite
- **Provided reThought with insight and guidance around structure and terms**

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