

Business Profile

SUBJECT LINE: Story Idea: A Portland start-up finds success by building community... and having your back when your luggage gets lost

Good afternoon [NAME],

I'm writing to share a story idea about a Portland-based travel insurance start-up that is finding success through a commitment to community-building.

In the insurance industry, success comes from "lead generation" – the ability to initiate conversations with potential clients who eventually becoming paying customers. Typically, insurance companies rely on a mix of paid advertising and traditional networking events to grow their client base.

Out of their WeWork offices in Portland, Oregon, [Wanderwell](#) is taking a different approach by seeking out collaboration and community first, and letting the "leads" follow. For example, Wanderwell has joined with fellow B Corps to host events at WeWork that help to bring people closer to their community. Recent partnerships include "lunch and learn" events with Portland-based ergonomic furniture maker Fully on the topic of integrating wellness into the workplace and a tasting event with Nossa Familia that highlighted the partnership the local coffee roaster has established with [local non-profit Carpe Mundi](#) to connect and fund international educational experiences for first-generation college students.

The bonds Wanderwell has established with local partners extend beyond one-off events. When Nossa Familia is planning a trip to South America to source coffee beans, Wanderwell recommends the right travel insurance to ensure the trip is a success, even if luggage gets lost or someone needs to see a doctor.

"We see our role as community ambassadors for Wanderwell, not necessarily insurance agents," says Wanderwell co-founder Lauren Shey. "On a daily basis, we're either connecting a nonprofit to a business in the B Corp community or 1% for the Planet community or planning an event at WeWork so someone learns about our business."

The Wanderwell team believes that strong communities and a healthy environment are essential to the success of the travel industry, and they've placed that belief at the center of their business model. As [a certified B Corp](#), Wanderwell donates 10% of its revenue to nonprofits affiliated with the 1% for the Planet campaign (2% of which is used for direct carbon offsets).

"When any of us travel, it is almost a given that we're creating a negative environmental impact," says co-founder Erin Fish. "But at the same time, travel breeds environmental consciousness. As a business that services global travelers, we believe we have the obligation to

affect positive environmental change. That's why we've built into our business model a mechanism to offset the negative environmental impacts of travel, without asking anything extra of our clients."

Please let me know if you have any interest in writing about Wanderwell and how their collaborative approach is helping the company find success. I'm happy to schedule an interview.

Sincerely,

Taylor Robertson

Travel Publications

SUBJECT LINE Story Idea: Shaking up travel insurance with transparency and heart

Good afternoon [NAME],

I'm writing to share a story idea about a small travel insurance start-up that is on a mission to help travelers see the world with confidence—and give them a solid back-up plan if things go South.

For many travelers, whether on a week-long business trip or a gap year abroad, travel insurance can be a life saver. However, globetrotters can easily wind up with an insurance plan that leaves them stranded because they assume that everything, including medical coverage, is included in every plan.

Housed in WeWork's Pioneer Place offices in Portland, Oregon, one startup is finding success with a shakeup of the traditional approach to travel insurance. [Wanderwell, a new social enterprise travel insurance agency](#), works with travelers from all walks of life to help them understand what exactly is covered—and just as important—what isn't.

Traditional insurance companies frequently bury the specifics of what their travel plans cover. Some cover medical costs, but only in emergency situations. Hiding this information creates confusion and increases the chances of travelers being unable to treat serious injuries or losses while away from home.

Wanderwell pulls back the curtain on travel insurance, engaging in a conversation with their clients to help them understand the ins and outs of each travel insurance option, keeping more travelers and their belongings safe and secure.

"We pick the plans and vet them to see which are the best options to present to our clients," says Lauren Shey, co-founder of Wanderwell. "We're not just going to throw something on our

website for our clients to pick on their own. We curate the best of the best and take the time to really talk to our customers about their needs and what all the different plans look like.”

Wanderwell also recognizes that strong communities and a healthy environment are essential to the success of the travel industry. Their clients include nonprofit groups sending staff or volunteers overseas and businesses traveling abroad to source tea, coffee, and cocoa beans. As [a certified B Corp](#), Wanderwell donates 10% of its revenue to nonprofits affiliated with the 1% for the Planet campaign (2% of which is used for direct carbon offsets).

“When any of us travel, it is almost a given that we’re creating a negative environmental impact,” says co-founder Erin Fish. “But at the same time, travel breeds environmental consciousness. As a business that services global travelers, we believe we have the obligation to affect positive environmental change. That’s why we’ve built into our business model a mechanism to offset the negative environmental impacts of travel, without asking anything extra of our clients.”

Please let me know if you have any interest in speaking with the folks at Wanderwell about their collaborative approach to travel insurance and their efforts to create a safer and more ethical environment for travelers around the world. I’m happy to assist in scheduling an interview.

Sincerely,

Taylor Robertson