

Introducing SafetyWing: Building a Country Online with Nomads and Travelers

Since SafetyWing was founded in 2017, the company has successfully established itself in the travel and insurance sectors. Like many other big-name insurers that we are all familiar with, the company set out to provide comprehensive travel and health insurance for those adventuring outside of their home country.

However, even from the very beginning, SafetyWing's sights were not set on becoming another traditional broker. Instead, it wanted to appeal to the new generation of travelers and digital nomads that enjoy fluidity in their adventures and value flexibility above all else. For this reason, it began to focus on the digital nomad communities that can be away from home for months at a time and those travelers that weren't quite sure exactly when they would set foot on home turf again.

Aside from SafetyWing's desire to be successful as a business entity, underpinning its business model was the company's mission; removing geographical borders as a barrier to equal opportunities by creating a global safety net available to everyone, no matter where they are or where they have been. In essence, SafetyWing was and still is, on an ambitious mission to create a country on the internet.

What products does SafetyWing offer right now?

Right now, SafetyWing has two well-established products; Nomad Insurance and Remote Health. Saying that, as we'll discuss later, there are plenty more lined up to go live in the near future.

[Nomad Insurance](#) is a type of flexible travel insurance that includes things like medical cover, evacuation, trip delay, and lost checked luggage. Like you'd expect, Nomad insurance protects against unexpected issues that may arise while you're away. However, there are a few fundamental differences that aligns this product with the SafetyWing mission. For example, made by digital nomads, for digital nomads, this flexible policy works on a rolling monthly subscription basis and can be purchased if you're already outside of your home country.

[Remote Health](#), on the other hand, is closer to a health insurance policy that caters to long-term travelers. It covers accidental injuries and illness as well as more specialized care and treatments but can only be taken out annually. Remote Health is hugely popular with remote companies hoping to provide health insurance as a benefit for its employees but is struggling with the varying rules and regulations of varying destinations.

What's in the pipeline for SafetyWing?

Soon to be added to SafetyWing's line of product is Remote Doctor, Remote Retirement, and Income Stabilization. The idea behind all three of these products is to replicate the safety net that many receive in their home countries and to give people the confidence and security to live outside their passport destinations. Over time, this product offering will expand until there is a complete safety net - supporting SafetyWing's overall mission to build a country online.

To bring this idea to life even more so, SafetyWing has formed a community with this shared goal - [Plumia](#). It's a type of umbrella brand for SafetyWing, and will hopefully act as a catalyst for the overall mission by increasing the global mobility rights of people everywhere, whether that's through launching more products or working with governments around the world. The idea is that eventually, citizenship will not be something that you are born with but something that you can choose, where a digital country transcends borders and provides equal opportunity for everyone.

As well as the continually growing Plumia community, SafetyWing also has an already established [Ambassador Program](#), where like-minded individuals gather to promote products outside of the community and even provide feedback on the next product to be released. Ambassadors regularly influence new and existing products through a continuous cycle of feedback. This happens through a range of mediums, including a Facebook group where ambassadors share ideas and support each other's content.

SafetyWing is regularly on the lookout for new members to join its Ambassador Program and will have several representatives at the next TBEX conference, where you can meet the team and learn more about how you can benefit from this new relationship.

For SafetyWing, Ambassadors are more than just advertisers, and the partnership offers plenty of opportunities for all involved, from monthly rewards to bigger projects, including the Dream Job campaign. Soon, a much-loved travel influencer, [Pema](#), will be starting a round-the-world trip, funded by SafetyWing, to visit 10 different countries and find the best coworking spaces in each location. Keep a look out for content on SafetyWing socials for an update on how she is getting on.

Final Thoughts

So far, SafetyWing's products have stayed true to its overall mission of creating a country on the internet, one that is accessible to all who want to be part of it. Through innovation, a forward-thinking team, and a passion for thinking outside of the box, SafetyWing is well on its way to creating something the world has never seen before and something that will provide comfort and security to the new wave of remote workers.