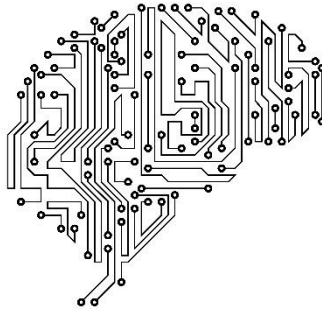


# Question:

## What happened in Columbia in 1978?

**Answer: Insurtech was born!**

**Columbia, SC** is more than just a great place to live, work and visit. Columbia is home to some of the nation's most innovative insurtech companies. The city offers a robust ecosystem of insurance services firms, specialized educational institutions, and nonprofits. Columbia is a community that fosters collaboration, encourages connections and develops the workforce through numerous programs and partnerships.



The OG: Larry Wilson, then a Seibels Bruce manager, invented the world's first online insurance administration system in 1978, giving birth to the insurtech industry.



### Columbia – The OG Insurtech Hub

The world's first online insurance administration system was invented in 1978 by Larry Wilson, who would go on to launch Policy Management Systems Corporation (PMSC) in 1982 to

provide processing systems for insurance carriers throughout the world. Today, insurtech is a multi-trillion-dollar industry and it continues to grow.

### Still Flexing

While the city is proud of its place in insurtech history, it recognizes the importance of maintaining its position as a hub for this great industry. Its unique blend of major Property/Casualty, Life and Health insurers and world-leading technology and services providers means that innovations launched from inside the city meet both the business and technological needs of all who do business in the world of insurance. Take a look at a few of the great insurtech companies that have been launched throughout the years.



### About its.cola

Its.cola fosters collaboration, encourages connections and develops the workforce and industry of Columbia, SC.