

CASE STUDY: RUN IT BY BUYERS

CONNECTIONS THAT COUNT:

How FinTech Atlanta's Run it by the Buyers Program Creates Game-Changing Partnerships

Rebillia
P L A T F O R M

+



InsureShield®
Shipping Insurance
by UPS Capital



Startups face no shortage of challenges, especially when it comes to getting their solutions in front of the right audience. Connecting with enterprise buyers often feels like an impossible feat – but what if a program existed that was designed to change that?

That's where FinTech Atlanta's Run it by the Buyers comes in. This unique initiative brings startups and enterprise buyers together in a facilitated setting, creating opportunities for invaluable feedback, networking, and, as in the case of Rebillia and InsureShield® Shipping Protection by UPS Capital, transformational partnerships.

Case study: Rebillia and InsureShield

In the competitive world of fintech and logistics, partnerships are often the key to innovation. That's exactly what happened when Rebillia, a leading SaaS platform for subscription-based businesses, participated in FinTech Atlanta's Run it by the Buyers.

During the program, Moran Mizrahi, co-founder and COO of Rebillia, presented her company's scalable, flexible solution to a room of influential enterprise buyers, including Mike Lazorchak, Senior Strategy Manager at InsureShield. What began as a conversation following her presentation then evolved into a collaboration that would innovate how Rebillia users manage shipping insurance.

The Partnership

It took time for the discussions between Rebillia and InsureShield to grow into a strategic partnership. The end-result was well worth the wait, however: An API integration that brings InsureShield Shipping Protection directly into Rebillia's platform.


This innovative solution empowers subscription-based merchants to purchase multi-carrier shipping insurance seamlessly as part of their workflow. By streamlining risk management and improving return and refund processes, the integration enhances customer satisfaction and operational efficiency.

"Run it by the Buyers gave us the stage we needed to showcase our value," said Mizrahi. "It's not every day a startup like ours gets to pitch to decision-makers at companies like InsureShield. That initial connection made all the difference and was integral in us moving forward."

For InsureShield, the partnership was equally impactful. “Rebillia’s platform aligns perfectly with our mission to deliver innovative, scalable solutions,” said Lazorchak. “Run it by the Buyers gave us a front-row seat to their vision, and the program allowed us to take that first step toward collaboration.”


A win-win for buyers and sellers

For Rebillia, the partnership opened doors to new capabilities and helped expand its value proposition for merchants. “Through our work with InsureShield, we’ve equipped our users with tools that simplify their operations while providing peace of mind,” Mizrahi explained.



Want to take your idea to the next level?
Run it by the Buyers is where meaningful partnerships begin.

Learn more and participate at
fintechatlanta.org/run-it-by-the-buyers/



For InsureShield, the collaboration helped the company tap into a growing market of subscription-based businesses while delivering real value to end customers. “Run it by the Buyers isn’t just about listening to pitches; it’s about discovering synergies and unlocking potential,” Lazorchak said.

Finding new opportunities through: Run it by Buyers



Run it by the Buyers sets itself apart by bringing startups and enterprise buyers into the same room for meaningful, facilitated interactions. For startups, it’s a chance to pitch their solutions and gain feedback. For buyers, it’s a way to explore innovative solutions, provide helpful suggestions, and form lasting connections.

“Programs like this are rare,” said Mizrahi. “Run it by the Buyers didn’t just connect us with InsureShield – it gave us the tools, platform, and confidence to take that partnership to the next level.”

About FinTech Atlanta

FinTech Atlanta is a coalition of companies working to advance Atlanta as the recognized global capital of financial technology. Led by seasoned industry executives, the group’s priorities are to drive FinTech industry growth, talent expansion, innovation acceleration and public policy influence in Atlanta and across the state of Georgia. To learn how metro Atlanta and Georgia’s FinTech ecosystem is driving \$49 billion in annual revenue, visit www.fintechatlanta.org.