

Case Study: High-Tech, Low Security

How BrightFrame Labs Secured Cyber Insurance Through a Risk Purchasing Group

Executive Summary

BrightFrame Labs is a six-person software development startup specializing in custom SaaS applications for small businesses. Despite operating in the tech industry, they had **no formal cybersecurity policies, no MFA, and no internal controls**. After starting the business, their agent never recommended **cyber insurance**—leaving them unprotected when cyber risk became a reality. When traditional insurers rejected their application due to insufficient security, they turned to a **Risk Purchasing Group (RPG)** and secured a **\$250,000 cyber insurance policy—no underwriting required** and no tech overhaul needed.

The Challenge

BrightFrame faced growing risks but didn't have the coverage:

- Launched the business without cyber insurance due to agent oversight
- No MFA, phishing training, or endpoint protection
- Handled client data and code with no data security protocols
- Rejected by cyber insurers who required basic internal controls
- Needed coverage to meet the contract requirements of a high-profile client

Why Tech Startups Are Vulnerable:

- 87% of startups use cloud tools with minimal oversight
 - Phishing, wire fraud, and ransomware often target lean teams
 - Many insurers will **not cover** businesses with minimal internal controls
 - 60% of small companies go out of business within 6 months of a cyber attack
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The Solution: RPG Cyber Insurance—Zero Underwriting, Fast Enrollment

Through the RPG, BrightFrame Labs:

- Secured **\$250,000 in cyber liability coverage**
 - **No underwriting** or technical pre-qualification required—instant eligibility
 - Covered ransomware, phishing, business email compromise, and more
 - Were added to the master policy the same month the premium was paid
 - Accessed simple tools to help implement basic security protocols like MFA
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Key Benefits for BrightFrame Labs

Feature	Benefit
No Underwriting Required	Instant access to coverage—no security reviews or tech requirements
\$250,000 in Cyber Coverage	Full protection against ransomware, phishing, wire fraud, and more
Meets Client Requirements	Provided proof of insurance to win a major SaaS contract
Affordable for Startups	Coverage without needing to overhaul internal security protocols
Support for Basic Security	Helped them start building internal protections with practical tools

The Outcome

- Covered within the same month through RPG, no delays
- Secured a critical new client contract after providing proof of coverage
- Implemented MFA and phishing training in the first 60 days
- Avoided paying **\$3,200+** in premiums from traditional insurers who declined coverage
- Gained confidence in managing risk as the business scaled

Quote from Jordan Cruz, CEO of BrightFrame Labs

“It’s frustrating that our agent didn’t recommend cyber insurance when we first started. But the RPG gave us immediate coverage and the tools we needed to protect our business. It was a game-changer for us.”

Conclusion

For many small startups, the need for **cyber insurance** doesn’t always appear on the radar—especially when agents overlook its importance. BrightFrame Labs was able to quickly secure coverage through the **Risk Purchasing Group**, protecting their business from digital risks and fulfilling their client’s contract needs without the hassle of underwriting or complex security requirements.

