Cogitate

Colorado FAIR Plan
Launches Digital*Edge* Insurance Platform as Insurer of Last Resort

Company Description

Colorado FAIR Plan (COFP) is the country's newest FAIR Plan, established to provide coverage for Colorado properties at extreme risk of natural disaster or when standard insurance is not available. Under a strict timeline, COFP sought a technology partner with insurance expertise to support the development of system requirements. Determinations for a platform included scalability, capability to handle complex risks, an intuitive user experience, and robust reporting capabilities.

COFP leadership emphasized the importance of leveraging technology across the policy and claims lifecycle to be a true partner to the industry – controlling costs, accurately assessing and pricing risks, and offering speed of delivery through an outstanding experience.

Project at a glimpse

- Company type: Startup Carrier
- LOBs: Dwelling & Fire, Commercial Property
- Solution: Digital*Edge* Policy, Billing & Claims
- Integrations: e2Value, ZestyAI, ePayPolicy, Dropbox Sign, Tranzpay.io (claims payments), OFAC, Verisk APLUS, ProMetrix, Location-PPC & Xactware

Key Platform Features

- Agent registration portal with regularly updated agent data relayed by COFP from the state.

- Reporting capabilities and data analytics to meet regulatory and reinsurance requirements.

- Digital-first experience, from submission through signature and payment, with print capabilities available to meet policyholder requirements.

- E-payment capabilities for claims payments with multiple party sign-off.

- e2Value integration for actual cash value to support risk pricing model requirements of the FAIR Plan.

- Rating inputs from property and hazard data partners (ZestyAI and Verisk) for quick quote and underwriting risk accuracy and threats in real time.

- Embedded rater for both Dwelling and Commercial.

- Elegant and intuitive UI for ease of use by both agents and internal teams.

- Communication Hub module to provide direct communication and document sharing between agents and underwriters within the platform with external prompting via email.

- Robust out-of-the-box claims reporting.

- FAIR Plan's unique Commercial Property program, offering coverage for a broad range of multiple properties, occupancies, and construction types within a single policy.

- Ability to actively manage exposures with real-time modeling data directly out of the system.

"The team did amazing work to deliver an end-to-end digital insurance management platform to underwrite, issue, and service policies as well as manage claims. We have the tools to meet the market needs in Colorado now and into the future."

— **Kelly Campbell**, *Executive Director*

Time to Implement

This complex project was completed in two phases. Phase 1 focused on the launch of Personal Dwelling & Fire coverage on the full suite platform (policy, billing, and claims). The 16-week time frame was made possible through Cogitate's rapid deployment capabilities, pre-integrations with key third-party data partners and close collaboration with COFP (Colorado FAIR Plan) leadership and Xceedance, which led business requirements, conducted user acceptance testing, and oversaw end-to-end implementation. This implementation, completed in April of 2025, included new integrations with ZestyAI, Tranzpay.io, and a new data integration with existing partner e2Value.

In June of 2025, Cogitate embarked upon Phase 2, the launch of a complex Commercial Property product. Unlike private market carriers that focus on specific commercial property segments, the FAIR Plan, as the insurer of last resort, must accommodate a wide range of scenarios. This required the development of a complex embedded rater to address multiple properties, occupancies, and construction types. Phase 2 was launched in 10 weeks.

> "Launching the Colorado FAIR Plan in just four months with Cogitate sets a new benchmark for how insurers can pair deep domain expertise with technology to bring a carrier to market. Startups are never easy, but with configurable systems, subject-matter expertise, and close collaboration, this initiative has been a clear success. We're proud to help deliver this important property insurance option to the people of Colorado."
>
> — **Peter Flynn,**
> *Senior Vice President
> – Personal Lines Leader,
> Americas – Xceedance*

How We Rank This Project

Project Complexity

Out-of-the-box — Moderate — Complex

Time to Go Live

Phase 1

3 Months — 6 Months — 9 Months — 12 Months