

MAVIE



DESCRIPTION

Mavie supports customers in strengthening their mental and physical health with holistic offers, both digital and analog and for all situations in life, preventive and in crisis situations.

FOUNDED

2020

EMPLOYEES

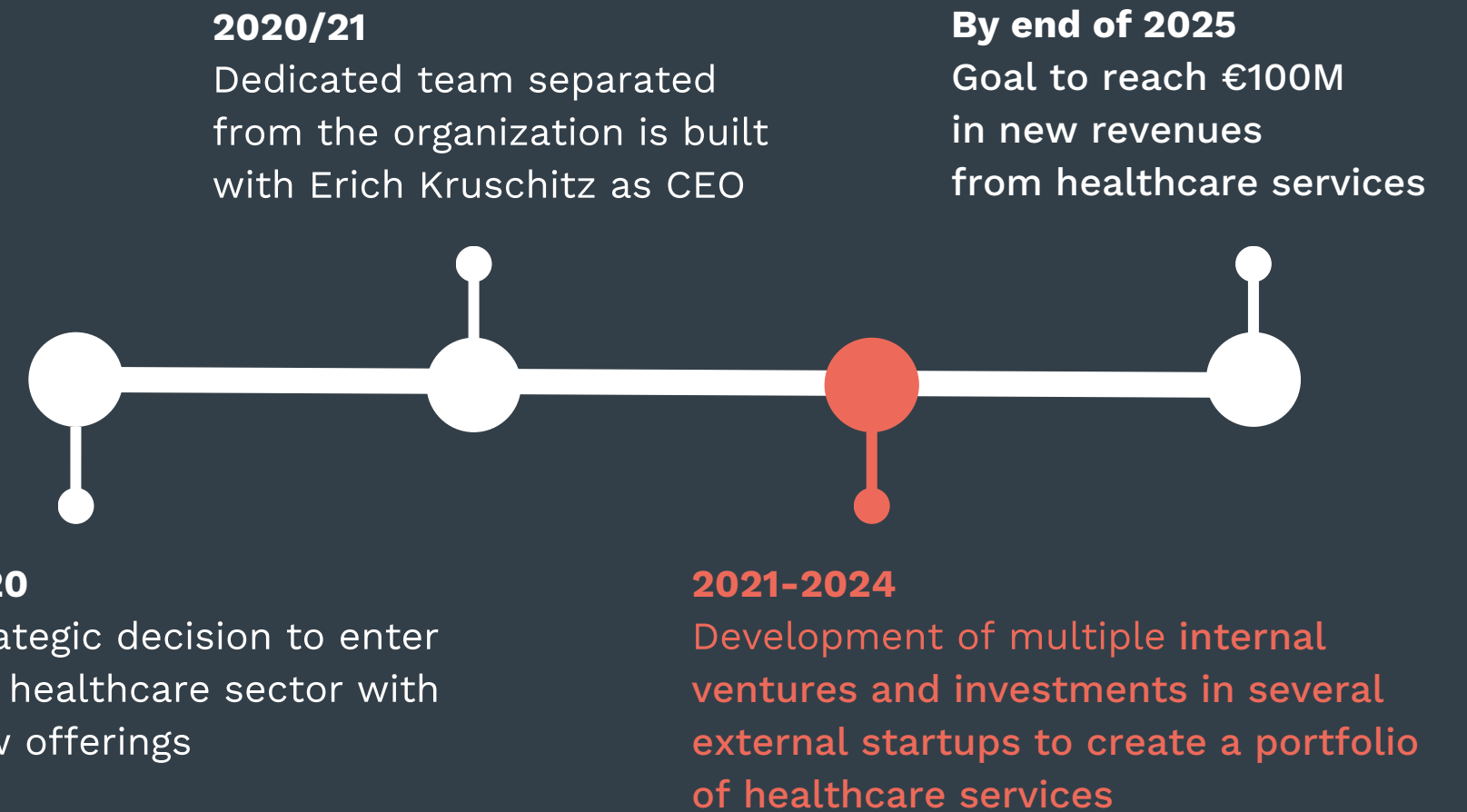
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LOCATION

Vienna

WEBSITE LINK

<https://www.mavie.care>



“Many people at UNIQA still know me from my previous jobs there. For sure, that opens many doors and supports us to leverage UNIQA's assets for Mavie.”

Erich Kruschitz, CEO of Mavie

4 KEY LEARNINGS

Mavie



1.

CORPORATE VENTURES NEED FULL FOCUS

UNIQA's management decided to incubate healthcare services through a dedicated and independent team. This allowed for focused exploration and development of innovative solutions.

2.

ACTIVATING THE CORE ORGANIZATION IS TOUGH BUT POSSIBLE

Product promotion at UNIQA events and trainings for sales representatives are ways to establish connections between the venture and the core business.

3.

CORE ASSETS CAN BE LEVERAGED FOR GROWTH

Through establishing trust with the core organization, Mavie can access UNIQA resources like legal support, healthcare experts or 14.000 employees as test clients for their services.

4.

C-LEVEL SUPPORT IS VITAL FOR MANEUVERING GROWTH CHALLENGES

Through weekly steering meetings with the UNIQA CEO, the team acts in alignment with the core strategy and receives critical feedback for Mavie's growth path.