

Inshurents Launches to Protect the Fastest-Growing Force in the Economy: Women-Owned Businesses

A new insurance platform purpose-built for microbusinesses and female founders' aims to close one of the most overlooked gaps in small business protection.



Tucson, Arizona Apr 15, 2026 ([IssueWire.com](https://www.issuewire.com)) - A new player has entered the insurance landscape with a singular mission: protect the women building the future of small business.

Inshurents.com, a next-generation insurance platform designed specifically for women-owned businesses and startups, officially launched today, bringing tailored protection, simplified access, and a fundamentally different approach to risk for the fastest-growing segment of the North American economy.

Women-owned businesses now represent nearly **40% of all U.S. businesses**, generating over **\$2.7 trillion in revenue** and growing at a rate that continues to outpace the broader market. Yet despite their economic impact, the majority of these businesses—particularly microbusinesses which remain underserved by traditional insurance models.

“Women aren’t just starting businesses, they’re redefining how business is done,” said Vice President, Shaun Monet Kunkel. “But the insurance industry hasn’t kept up. Inshurents was built to change that.”

Built for the Reality of Microbusiness

Unlike traditional insurance platforms designed for larger enterprises, Inshurents is engineered for the **82% of small businesses that operate without employees**, the consultants, creators, wellness professionals, online sellers, and service providers who wear every hat.

These entrepreneurs face a unique and often misunderstood risk landscape:

- Client lawsuits and service-related liability
- Cyber threats affecting even the smallest businesses
- Income disruption from illness, burnout, or unexpected events
- Thin margins with little room for financial shocks

In fact, **90% of small businesses have experienced a cyber incident**, and **40% never reopen after a major disaster**.

Inshurents addresses these realities head-on with a modern insurance framework that aligns protection with how women actually build and run businesses today.

A New Category: Insurance That Understands Her Business

The platform offers a curated suite of essential coverages, including:

- General liability and professional liability
- Commercial property and business interruption
- Cyber protection for digital-first businesses
- Commercial auto and mobility coverage
- Disability protection for business continuity

But beyond policies, Inshurents introduces a new philosophy:

Insurance as **confidence infrastructure**, not just protection.

Designed for Growth, Not Just Survival

Women entrepreneurs are not only growing in number, they are leading in innovation across retail, e-commerce, wellness, and service-based industries.

- Retail and e-commerce alone account for **26% of women-owned businesses**
- Health, beauty, and wellness represent one of the fastest-growing sectors globally
- Over **63% maintain low credit risk profiles**, signaling strong financial discipline

Yet access to capital and protection continues to lag.

Inshurents positions itself at the intersection of **risk, growth, and empowerment**, enabling women founders to scale with confidence.

More Than a Platform—A Movement

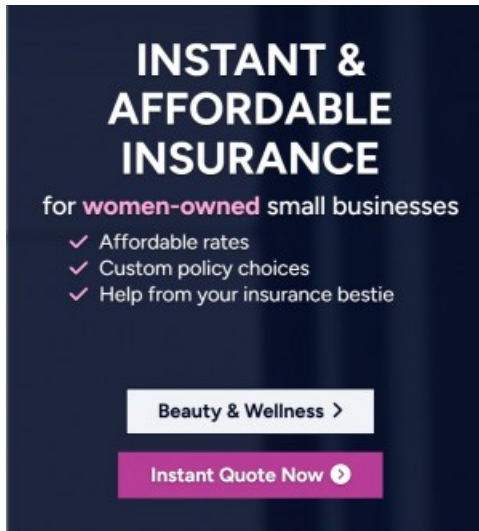
While built on the infrastructure and expertise of one of North America's most awarded insurance organizations, Inshurents represents a distinct evolution: a brand designed to speak directly to the modern female entrepreneur.

Internally, the company refers to its support network as "**herteam**"—a reflection of its commitment to delivering not just policies, but partnership.

About Inshurents

Inshurents is a modern insurance platform built exclusively for women-owned small businesses and startups. Focused on simplicity, protection, and empowerment, Inshurents helps entrepreneurs secure the coverage they need to protect what they've built and confidently pursue what comes next. Inshurents is powered by North America's Most Awarded Insurance Firm RIGHTSURE.

Learn more at www.inshurents.com



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**IN-SHUR-ENTS**
SMALL BUSINESS INSURANCE

Media Contact

Inshurents

*****@inshurents.com

8887152156

5151 E. Broadway

<http://www.inshurents.com>

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