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## **Big I Illinois Joins State Collective for InsurTech Accelerator 101 Weston Labs**

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Cary, North Carolina – 101 Weston Labs, an InsurTech accelerator focused on innovations for independent insurance agents, has announced that trade association Big I Illinois has joined its Collective – a group supporting forward-thinking entrepreneurs in their effort to build scalable InsurTech startups.

The accelerator, which is a project of the Independent Insurance Agents of North Carolina (IIANC), works with startups that are innovating in areas like AI, data analytics, process automation, cyber liability, quoting, and more. The program helps advance their efforts by facilitating a network of agents, advisors, and service providers who provide product feedback and operational acumen. Big I Illinois – IIANC’s counterpart in supporting independent insurance agents in the state of Illinois – becomes the eighth member of the Collective. The previous state associations to join were the Independent Insurance Agents of Colorado (PIIAC), Kansas (KAIA), Louisiana (IIABL), New York (Big I New York), Ohio (OIA), Texas (IIAT), and Wisconsin (IIAW).

“We launched the Collective hoping to create more synergy among our fellow state associations on tech innovation, and they’ve delivered,” said Aubie Knight, CEO of IIANC. “We’re excited to add Big I Illinois to that growing list.”

“We applaud IIANC for taking the initiative with 101 Weston Labs and envisioning a singular focus on innovative entrepreneurs that are developing new technologies for the independent agent channel,” added Brian Ogden, Chairperson of the Big I Illinois Technology Committee. “We are excited Illinois agencies will have the opportunity to get in on the ground floor with these innovative InsurTechs to better their agencies.”

The program has 14 companies between its original 2023 alumni and its current 2024 participants, all providing innovative solutions in the industry (<https://www.101westonlabs.com/our-companies/>). The accelerator is on a “rolling” admissions model and is accepting applications for 2025 participants now.

More information may be found at **101WestonLabs.com** or by contacting Pat Cline at pat@101WestonLabs.com.

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*Independent Insurance Agents of North Carolina (IIANC) empowers its members to rise above the competition by offering them the tools and resources to succeed in today's insurance industry. IIANC is proud to serve as the unrelenting advocate and strategic business partner for nearly 1,000 Trusted Choice® independent insurance agency members across the state. IIANC member agencies represent more than one insurance company, and as a result, can offer clients a wider choice of auto, home, business, life, and health coverages while providing valuable guidance and advocacy. For more information, visit [www.iianc.com](http://www.iianc.com).*

*Big I Illinois is a trade association supporting independent insurance agents and consumers throughout the state of Illinois for over 125 years. The membership consists of agencies that offer property, casualty, life, health, and benefits insurance. As independent agents, association members represent more than one company and can offer customers a choice of policies to fit their needs.*

*101 Weston Labs is an InsurTech accelerator founded by IIANC to help develop technology advancements for the independent insurance agency community nationwide. The accelerator supports a cohort of technology companies innovating in areas like AI and data science, advancing their efforts with access to funding, agent product testers, advisors, and consulting from program stakeholders.*