

# Izzet Bonofiyel

Monopoli Sigorta



“ I saw an opportunity to simplify people's lives by grouping insurance policies. ”

<b>COUNTRY</b>	Turkey
<b>INDUSTRY</b>	Financial Services
<b>EMPLOYEES</b>	11
<b>YEAR SELECTED</b>	2008
<b>PARTNER</b>	Erol Esentürk
<b>WEBSITE</b>	<a href="http://www.monopolisigorta.com">www.monopolisigorta.com</a>

## COMPANY SNAPSHOT

Having partnered with the world's fifth-largest insurance provider, Izzet and Erol's company MonoPoli offers an innovative product in which all of a client's insurance policies are grouped into one policy that expires on the same due date. Previously unheard of in Turkey, this product has resulted in an 82% conversion rate for first-visit clients. The company continues to grow and innovate in the traditionally slow-to-change insurance industry. Izzet currently serves as the company's CEO.

## ENDEAVOR AND MONOPOLI SIGORTA

Most recently, the Entrepreneurs received introductions to potential customers, and assistance in the areas of sales and marketing.

Izzet and Erol demonstrate commitment by occasionally speaking at universities.