

Gamified cash coach, natural air filters and COVID-19 tests: crowdfunding now

Every week, Maddyness brings you MaddyCrowd revealing our selection of projects available on crowdfunding platforms. Here's this week's selection.

Cash Coach

Cash Coach gamifies saving using an AI technology to set realistic saving targets and provide user-specific coaching. The app is targeted at millennials with mid-range income. Cash Coach is fun to use, includes free, £2.99/m and £6.99/m plans and is designed to generate a loyal following.

Cash Coach is a “fintech mobile game” where the goal is to save as much as you can from your real-life income to level-up your in-game avatar. Each avatar will gain personality traits based on your spending behaviours. For example, it would get drunk if you spend too much in bars. The app is free to play and advanced users can improve their saving performance by upgrading to a premium plan.

Discover Cash Coach

Home-delivered tests for COVID-19

Rightangled is an award-winning Health Tech company seed-funded by NHS & regulated by the Care Quality Commission. The brand provides home-delivered lab-tests for COVID19, DNA testing for health, diet & fitness with reports from medical, nutrition & exercise professionals. Back in 2017 and with a seed funding round from NHS England, the startup built an online platform that enables medical consultants to provide context to the patients' DNA results and self-reported health information, all following a vision to change the way healthcare is delivered to family members.

Over the past couple of years, the company attained a strategic registration with Bupa medical insurance, generating clear revenue streams within the medical insurance industry as a regulated facility for screening and diagnostic services. For its next phase, Rightangled aims to expand its products, offering finger-blood tests and continue to grow by localising testing services in multiple countries (USA, UAE and Saudi Arabia). The startup will also launch an app and create a powerful AI central system to give instant tailored health, diet and fitness advice, based on our users' sample results and self-reported health information.

Discover Rightangled

The Briiv Air Filter

Created in Leeds, Briiv enables to live healthier, sleep better and breathe easier with the world's most sustainable air purifier. Briiv uses 100% renewable and natural materials to filter the air in your home or office environment, creating clean, safe air so you can breathe, as nature intended. Good air quality means better sleep, higher energy levels and improved cognitive function.

Air pollution is linked to an increased risk of respiratory conditions, including asthma and even lung cancer. Briiv works to remove pollutants from your home to help you live, work and breathe -healthier, happier and safer lives. Pollutants don't just come from traffic and factories. Tiny particles and harmful gases are released into your home every time you cook, light candles, use cleaning products and even play with your pets. Briiv helps to remove these so you can enjoy life to its fullest.

Using four fully biodegradable filters, Briiv uses the natural micro-structures of moss, coconut, carbon and wool to filter air, the way nature intended. These filters can all be plastic-free and degrade in a matter of months into harmless soil.

Discover the Briiv Air Filter

