

# Crowdfund Aardvark's insect-based pet food, AI therapy and smart earbuds

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

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## Amazfit ZenBuds to sleep tight

Crowdfunding for another week, [Huami Amazfit](#) – the company behind this smart sleep tech gadget – believe that a good night's sleep is essential to feeling good. Studies show that getting enough sleep is key to building a strong immune system that can fight off infection. These are super lightweight sleeping earbuds with noise-cancelling design, soothing sounds, and sleep monitoring.

In addition to helping you to fall asleep with a selection of calming sounds from nature, these smart earplugs will mask outside noises that can keep you awake at night. With a battery life of around 12 hours, the personal assistant will wake you up slowly in the morning without bothering your partner, and be your productivity's best friend, enabling you to time your tasks.

[Discover and support the project](#)

# SARAH, the world's first AI Therapist

Mental health is one of the most serious issues of our times, especially with uncertainty, fear, anxiety, and stress. Because of this, SARAH the AI Therapist was born. Unlike chatbots, SARAH's AI allows it to become personal with its users, improving its responsiveness as time progresses.

Unique features include the ability to recall previous conversations, detect emotions by sound vibration and calm users down by providing solutions. By listening and understanding SARAH can provide counselling therapy and optimise users' schedules through a reminder and tracking feature. SARAH can help individuals, couples, and families with multiple fields of therapy, from depression to PTSD and from couples counselling to children's psychology.

*Discover and support the project*

## Aardvark's insect-based pet food delivery service

Aardvark aims to make pet ownership sustainable with food for dogs and cats that uses insects as the protein source. Its food meets the nutritional needs of pets while creating a far smaller environmental footprint than pet food that uses animal meat. With the crowdfunding, the company will fuel its manufacturing for its first batch of pet food and market the products to pet owners across the UK.

Aardvark created a sustainable range of dry kibbles for dogs and cats using protein from insects rather than animal meat. Its pet food recipes are grain-free, contain nutritious ingredients like seaweed and natural ingredients, and [insect protein](#) is endorsed by the British Veterinary Association.

[\*Discover and support the project\*](#)

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Article by MADDYNESS