

SME workflow, a smart cooker and a wellness app; Crowdfunding now

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

SME workflow provider Jobmate

Founded in 2019 in Wolverhampton, Jobmate is a newly established, privately owned, venture capital approved company. The company develops cloud-based subscription software that has universal appeal to the SME sector globally, delivered on a low-cost monthly basis. Jobmate aims to deliver a super simple, low-cost, low-commitment app for sole traders and micro-businesses using its powerful automated workflow software and app to drive businesses on the go and in the office.

With the crowdfunding, Jobmate plans to take its product to launch through the latest innovative digital marketing, established networks and distribution partners.

<https://vimeo.com/445475241>

Discover and support the project

Smart cooker Njori

Njori was founded by Jack Raison and Nick Orme in 2017 who share a mutual passion for good food and good design. Both worked together for several years in the tech development industry, bringing products through from concept to manufacture and launch. Njori is an innovative, multi-purpose smart cooker that can be stored on a bookshelf.

From research, the founders have estimated the smart kitchen market to be worth around £11.6B and set to reach £25.3B by 2025. The global portable induction cooker market is also set to be worth £4.5B by 2022. With the crowdfunding, the company's next steps are to finish development and bring the product to market.

Discover and support the project

Wellness app Okina from People Matter

Created in 2018 in Bournemouth and combining machine learning and AI

technologies, [People Matter](#) offers early and highly personalised wellness interventions that helps to stop short term problems becoming long term issues. Okina, the app, is a companion that helps people to measure and improve mental wellness and resilience, spotting the early signs of burnout.

Okina uses the latest scientific understanding of human psychology, cutting edge data science and their own proprietary measurement scale to help people find the right balance between their inner resources and the demands of their environment. It supports users in recognising what energises them to create lasting wellness changes.

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Article by MADDYNESS