

# Crowdfunding now: Ayurvedic inks, addressing misinformation & psychotherapy

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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With just under a week to go, GIBIE has exceeded its £50K Crowdcube target by 233%.

Designed in response to the impact of the textile industry on the planet, GIBIE uses plant-based dyes inspired by thousands of years of Ayurvedic tradition. The brand combines herbal dyeing techniques with modern weaving technology. The natural dyes are kind to skin and to the environment, and the brand was thus selected for the 2020 Green Product Awards in Innovation and Sustainability.

The bed and bath linen market hit £60B this year, and GIBIE is ready for an industrial-scale rollout of its products – following an Amazon test run and the identification of suppliers and manufacturers. Money raised in this crowdfunding round will go towards this production process, recruitment, and sales and marketing programmes.

*Support the project*

Logically, which is using AI to assist governments, businesses and individuals in dealing with harmful misinformation, has already raised over £2M on Seedrs. This crowdfunding campaign follows successes deploying services in three elections across India and the USA – and the live fact checking of the US presidential debates.

The anti-misinformation leader's products are used by governments, social platforms and brands – helping them to cope with communities from QAnon to the anti-vax movement. Its combo of state-of-the-art AI and the largest dedicated fact-checking team in the world aims to nip disinformation campaigns in the bud. Any member of the public can read accurate and unbiased headlines via the Logically app.

According to founder and CEO Lyric Jain comments:

*“Since I founded the company three years ago, we have seen the phenomenon of mis and disinformation take root, evolve and proliferate. Its proponents’ strategies and networks have become more sophisticated, and tackling them requires an equally sophisticated response.”*

“By way of real and immediate threats, we need look no further than the enormous misinformation challenge any Covid vaccination campaign will encounter. With this additional investment, we’ll be able to increase the speed and scale of the products and services Logically has developed that can make a real difference.”

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Founded by an expert in music for psychedelic therapy and featuring a host of world-class collaborators, Wavepaths has beaten its £265K crowdfunding target with plenty of time left to go. One collaborator, Brian Eno, comments:

*“Recently I’ve wanted ... to draw ... connections between particular visual and aural experiences and the mental states they give rise to. I would also like to extend the reach of my own work into specifically therapeutic avenues. Wavepaths offers me the chance to do both.”*

A list of 1,800+ clinics and therapists are waiting to make full use of Wavepath’s healing combination of music, technology and psychedelic science. Its personalised, generative music system facilitates lifechanging experiences with music, remote or in-person, for use during psychedelic therapy, psychotherapy & coaching, or for self-guided use at home.

Vicki Turk from WIRED even says she “lost sense of time”!

[Support the project](#)

