

Crowdfunding now: feeders, furniture and fintech

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

According to David Attenborough, “live feeds serve as a means of lifeline and communication between us, and the natural world”. With such superstar sanction, it’s no wonder Bird Buddy bird feeders are doing so well crowdfunding on Kickstarter.

The maker of a ‘smart bird feeder’, which notifies you when birds come by, takes pictures of them, and even organises these pictures, has quite significantly overfunded its £45K target. With another winter lockdown on the horizon, its ‘daily bite-sized connections with nature’ come as a welcome antidote.

Equipped with AI, Bird Buddy is able to recognise over 1,000 breeds of bird – even just from the variety of tweeting noise they’re making.

Support the project

Hannun, currently overfunding on Crowdcube, is a Spanish D2C platform for furniture and home goods – with a twist. All its products are made by artisans, with ethics and the

environment in mind. It boasts a network of 25+ artisans, based in Europe and working with eco-certified, non-toxic and recyclable materials.

Hannun emerged as a solution to 'fast furniture' – a not-too-distant relative of fast fashion. In Europe, 10M tonnes of furniture is checked every year, with less than 5% of this recycled. It is looking for investment to accelerate its expansion via improved marketing and supply chain. Already Hannun has a social community of 500 strong. It has its sights set on disrupting the European furniture sector, worth circa €30B.

Support the project

Governance.com was listed as a top 50 European fintech company in 2018, and is now making waves on Crowdcube. The platform aims to become the global leader in digital governance (by 2024!), and is already working with the likes of Credit Suisse, Société Générale, Pictet and State Street and seeing 115% yearly revenue growth.

Governance.com allows these top companies to grow successfully, while simultaneously ensuring compliance via technology. It provides data aggregation, process automation, visualisation and decision making tools. The regtech is conducting this raise so as to extend its sales team and boost its marketing.

One happy client, Roberta Robustelli-Diederich (SANNE Group Luxembourg), says:

“Governance.com is to be recommended for any business seeking increased efficiency in daily undertakings as well as augmented control of their business.”

Support the project

