

Crowdfunding now: two green ventures and a way to get half-time drinks in seconds

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

No one likes the never-ending queue to get a drink at a concert or sports match. Designed to solve that problem and make things move a whole lot quicker is [SwipeStation](#). As the leading mobile payments provider for stadiums, SwipeStation removes choosing, ordering and paying from the area of service – meaning that even the most inexperienced of hospitality staff can serve in around 15 seconds.

You've only got a handful of days left to help SwipeStation score – although at over 200% of their initial £250K target, the organisation is doing pretty well in this Seedrs round. It's also already got commitment in writing from one major stadium to go SwipeStation-only, and works with a roster of top caterers including Sodexo.

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“Since the start of the COVID-19 pandemic, reports have continually claimed

that ESG funds are outperforming ‘traditional’ investments”, Sugi founder Josh Gregory told *Maddyness UK* in a recent interview. His app is a world-first – showing customers how green their investment portfolios, and helping them improve.

“Going green is no longer cited as a ‘nice to have’; rather, these reports demonstrate the value and resilience of ESG funds to the investor community, increasing demand,” Josh continued.

“It’s now arguably more notable to find an asset manager who hasn’t committed to sustainable, ethical, responsible, impact and/or ESG (environmental, social and governance) investing than one who has.”

Taking full advantage of what’s clear a whole lot more than a trend, and building on a previous oversubscribed funding round, Sugi is currently raising money on Crowdcube. With just under a month to go, it’s at 60% of a £350K target.

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[A beginner’s guide to green investing](#)

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According to *The Daily Telegraph*, ten-year-olds in the UK own an average of 238 toys at any one time – and yet play with just 12.

Pioneer of the sharing economy YoungPlanet is an app that enables parents to put unused children's toys and more to good use with new families for free. The organisation is crowdfunding on Crowdcube under the hashtag #EquityForParents – and has smashed through its £350K target very quickly indeed.

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Launched in Hackney, London, the organisation now operates further afield – with over 35K users – but is seeking investment to scale nationally and start generating first-phase revenue.

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