

Crowdfunding now: the first ever chance to invest in Citymapper

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

Renowned transport app *Citymapper*, whose 50M users have made billions of journeys to date, has just announced it's crowdfunding for the first time ever. The campaign will officially go live in a couple of weeks – with limited shares available – but you can register your interest below.

Citymapper says it pushed back plans for an original crowdfund in 2020 because of the pandemic, but feels now is the perfect time to bite the bullet with cities opening back up again. Capital generated will be channeled into Citymapper's future plans, which include: covering all the world's major cities; licensing its routing, data and user interface out to other companies; adding private modes of transport to public transport; and creating the 'Citymapper Pass' to combine mobility with fintech.

Support the project

The launch of fintech *ikigai* is a symbol that sophisticated conversations about financial health are becoming more commonplace. The app combines everyday banking with money management, thus helping its clients to spend, save and invest effectively. Designed as a 'premium banking' service – ie. pitched at the young and affluent – one of its central focuses is helping customers grow wealth through goals-based investing.

The *wealth management program* is currently crowdfunding on Crowdcube, to build on the £2M in seed investment it already has in the bank. It's overfunding at £1.5M from 700 investors, with over 20 days to go.

Cofounder Maurizio Kaiser says of the raise: "With Crowdcube, we're opening up the chance for our community and peers to join us on this journey and be part of our growing success."

Support the project

We covered *MysteryVibe* in the first series of the *VOICE by Maddyness* podcast. Combining medical research and engineering expertise, *the sextech company* creates devices that elevate sex – especially for those recovering from childbirth, menopause, cancer treatment or surgery.

MysteryVibe is crowdfunding on Seedrs – and is over 95% of the way towards

its £350K target with over a month to go. The sexual health market expanding rapidly – it's estimated to be worth \$125B by 2025 – and in itself the company generated \$1M in direct sales in 2020.

Support the project

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