

# Crowdfunding now: running, surfing and deathtech

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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Operating out of Bristol and Bath, Byrd is a coaching platform for runners – no matter how busy and reluctant they might be. It's about to start crowdfunding on Seedrs, and you can gain priority access to the investment opportunity [here](#).

Byrd integrates seamlessly with people's everyday lives, meaning that exercise doesn't get sacrificed. The company's EQAI-coach™ uses a billion variables to dictate the right run, at the right time, for each individual. It takes note of weather, time of day, location, and your response to your run – and uses funky animation and illustration to show how you're getting on.

This crowdfund comes ahead of Byrd's official launch later this year.

[Support the project](#)

Aura wants you to know that, no matter how much running you do, you're still

going to die one day – and it’s worth being prepared:

*“We live in a society that’s scared to talk about death, so we’re not able to prepare or deal with it effectively. We believe the archaic £73B global death services industry is not catering for a deeper set of needs that we all face.”*

Since last December, Aura has helped over 80K people deal with this deeper set of needs. It’s the one-stop-shop for everything death- and dying-related. In its ‘Tools’ section, you can leave tributes and info regarding loved ones; in its ‘Content’ section, there are comprehensive guides and resources related to dealing with every stage of the process. Aura’s community space allows people to come together and ask each other questions, and its marketplace acts as an end of life services hub.

Backed by advisors from Google, Facebook and the NHS, Aura is aiming to raise £600K on Crowdcube, to help millions more people.

[Support the project](#)

*Read also*

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[Are your affairs in order? An interview with Ian Dibb, CEO  
Once I’ve Gone](#)

[Mami Wata](#) has already raised 210% of its £500K target on Crowdcube – with 20 days left. The purpose-led, premium surf lifestyle brand, which launched in Cape Town in 2017, is raising funds for its international launch.

With all its products manufactured in Africa, Mami Wata seeks to make the most of the ways in which African design, fashion and music are shaping global

culture. It already has a surf therapy club house in Harper, Liberia and an art book called AFROSURF to its name, as well as an extensive selection of tees, sweats, shorts and so on.

*Support the project*

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Article by MADDYNESS