

# Crowdfunding now: CBD and vegan recipe boxes

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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Impact-driven education provider [Role Models](#) is currently raising money – ideally to the tune of £750K plus – on Crowdcube. It's nearly there, with just under a month to go.

Role Models offers online and offline courses aimed to promote social and emotional wellbeing amongst 3-15 year-olds. It was set up to address a shortage of critical life skills – as exemplified by the fact that one in three adults don't believe school adequately prepared them for adult life.

The edtech brand is looking for investment to fuel growth, having accumulated £2.4M in total revenue since its April 2020 launch. It already boasts partnerships with Credit Suisse, Allen & Overy, BNP Paribas and others, but says it needs to invest in marketing, tech and curriculum development to scale.

### *Support the project*

Riding the wave of growing interest in the properties of CBD is KLORIS. Offering premium CBD beauty and wellness products, KLORIS is currently raising funds on Seedrs. With 19 days left, it's at over 110% of its £250K target.

KLORIS is all about harnessing the powers and properties of nature to make people feel great. The team spent many many months searching for the world's purest and most sustainably-produced CBD. This was then blended to create its signature balms, body oils and haircare products.

The beauty brand is already stocked by UK heavyweights Selfridges, Boots and Amazon. Post-crowdfund, KLORIS is looking at international expansion - specifically into the USA.

### *Support the project*

Some people shy away from veganism because they fear eating flavourless food, or else forking out a lot of cash. The recipes on Grubby's website paint a different picture. They range from smokey butterbean stew, crispy cavolo nero and toasted walnut pesto; to Sicilian aubergine tagliatelle; to barbecue jackfruit flatbreads.

Grubby is the latest recipe box brand on the block, which is aiming to raise the bar for plant-based home cooking. It has dished out over 50K meals since launching, and has now turned to Crowdcube to raise funds to grow. Grubby is looking for

£720K to channel into product development and marketing – and has just about hit the £700K mark, with just under a month to go.

The food organisation has already garnered investment from the founders of Skyscanner and World First – and banked an Innovate UK grant for its ambitions in the field of sustainable innovation.

<https://vimeo.com/552328581>

*Support the project*

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Article by MADDYNESS