

Crowdfunding now: A female founders special

Every week, Maddyness brings you MaddyCrowd, revealing our selection of projects available on crowdfunding platforms. This week, to celebrate International Women's Day on the 8th March, we focus on companies co/founded by women. Here's this week's selection.

Her Roomies looks to expand first female-focused accommodation rental platform

Tapping into a potential market of 162M European female renters aged between 15 and 64, *Her Roomies* is the Spanish startup that has entered the UK and is looking to expand across Europe.

Her Roomies is the first female-focused accommodation rental platform. The potential for scaleup is encouraging, with 30% of Europe self-classifying as renters. Of these, 50% are women. Of the 119 females Her Roomies surveyed, 74% said a female-focused website would rank highly when looking for a new rental.

Her Roomies was founded by Chiara Fraser after a personal experience in Barcelona highlighted the need to have safe rental space and full rental

solutions designed and led by women. The current funding round is open until 31st March with a target of €200K.

Charitable gin company *The Spirit of One* go into overfunding

The Spirit of One are currently in overfunding for their bottled gin, One Gin. This is one for gin-lovers who want a portion of their money to go to humanitarian causes! The company donates 10% of their profits to The One Foundation, a charity that works to supply clean drinking water to the poorest countries around the world.

Cofounded by Cecile Beaufile and Ian Spooner, One Gin want to use the funding to develop a new sustainable bottle, ramp up their marketing, and expand their reach.

With a global valuation of \$9B, the gin-market is ripe for development and growth. One Gin's funding is open until 22nd March and had a target of £205K, but has almost raised £230K.

Qudo Baby Ltd look for investors into the 'Qudo Soother'

There are ten days remaining to invest in *Qudo Baby Ltd*, who provide an innovative solution to babies who persistently cry. The 'Qudo Soother's' patented teat-shaped design offers therapeutic relief to the child, aiming to calm both child and parent.

The new parent and baby market is worth £3B per year. Qudo look to break into this market with a design that is both practical and effective. They have a target of £250K.

Qudo's founder and CEO is Nicky Bateman, who has over 20 years of experience as a paediatric Chiropractor and Craniosacral Therapist. The idea behind the 'Qudo Soother' came from her experiences treating children who suffered from persistent crying, alongside an awareness of the deficiencies in currently marketed solutions.

