

# An app to empower, premium homestay service and Royal TV, Crowdfunding now

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

Temps de lecture : minute

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30 May 2020

Founded in 2011, Killing Kittens is a female empowerment brand, promoting positivity for women, men and couples of all ages and sexualities. The company creates extraordinary experiences both online and offline and its social network app is home to over 140K liberated members and growing daily. The platform lets users connect with like-minded people, improve their sex lives through education and engage with brands and content.

The KK app is free to use for the basic membership, but users must pay to upgrade to experience premium features, see no ads and get access to exclusive content. KK is currently developing a proprietary ad platform - the first of its kind in this market space - that will allow it to monetise its relationships with brands and influencers by delivering ads to its free users and potentially 3rd party publishers.

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Created in 2014, UnderTheDoormat is an award-winning luxury home accommodation business, offering guests the quality of a hotel in the comfort of a home. The company's asset-light model of individual homes with guaranteed high-quality cleanliness means it is well-placed to capitalise on opportunities created once travel restrictions ease and emerge as a winner as the hospitality industry consolidates.

UnderTheDoormat has two business arms: a fully-managed service for B2C & B2B owners, and distribution platform Hospiria. The company markets on 30+ platforms, verifying and checking guests into homes. Guests are provided with a safe, clean home, with quality linens, towels, welcome pack and personal check-in. Homeowners receive a proportion of the income.

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*We are now within 5k of our investment target!  
The private round will be open only for a short  
time, so take a look and be part of our future.*

□ [#https://t.co/xxoGjtqKmu#funding](https://t.co/xxoGjtqKmu#funding) [#futurefund](#)  
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<pic.twitter.com/iaeSktWmgH>

— [UnderTheDoormat \(@UnderDoormat\)](#) [May 27, 2020](#)

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Did you know? The British Royal Family is the 4th biggest brand in the world. True Royalty TV is the first and only established TV channel serving the global millions of Royal super-fans, with 20K paying subscribers already and proven growth metrics through partners like Comcast, it now has major new distribution deals ready to activate.

With the vision of being the leading media authority on Royalty, accessible wherever viewers want it, it was adopted early on by Comcast in February 2019 as an add-on subscription channel. It is also available through Apple, Roku, and Amazon. It has now signed further distribution deals, ready to activate using funds raised through Crowdcube.

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