

CEO networking, femcare, and a second-hand marketplace; 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

4 July 2020

Opportunity Network

Founded in 2014, Opportunity Network is a digital network that provides equal growth business opportunities to every CEO, with over 32K members of C-Level decision makers pre-screened by financial institutions. Before the concept were launched, decision-makers spent a lot of time finding, screening, and connecting to growth or investment opportunities, often wasting their time or risking encountering fraud.

Since its launch, the platform has been growing its member-base and its business counterparts. Its algorithm matches CEOs to other decision-makers with their shared business needs around any B2B need transaction above \$50K, including raising and investing capital, buying and selling products, services and real estate. With this crowdfunding. the startup aims to reach full scale by the end of 2020 (50K members) and be able to find 10 counterparts for 95% of deals in 1h.

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Callaly

Callaly is disrupting the £26B femcare industry with innovative period tech. Having invented the tampliner, a multi-patented period product that solves the problems of traditional tampons, the brand also offers a range of organic cotton period products in customisable mixes, by home delivery. Callaly has won several industry awards, is rated 4.85/5 by customers and its tampliner was described by Cosmo as a “game-changer” and by Grazia as “genius”.

The tampliner was invented by gynaecologist Dr Alex Hooi, who had heard 35 years of women’s frustrations with femcare products. Many complained of discomfort, inconvenience and leaks, and research found 7 out of 10 women who use tampons also add a liner in case of leaks, an expensive and wasteful solution. With this crowdfunding campaign, Callaly plans to enter new markets in the EU, followed by the US & Asia in 2021.

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Gively

By 2023, the secondhand clothing market will double in value to £50B annually. Gively is an online marketplace where users can give and request unwanted items for free. Its mission is to make giving mainstream and save millions of items from landfill. Consumers are already changing their behaviour for the better, and are feeding a growing circular economy where Gively positions itself to ride the wave of increased demand for sustainable consumption.

With the crowdfunding campaign, Gively intends to prioritise postal, advertising and subscription services to provide its users with an even better experience while still retaining the 'free' core service to maximise demand.

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Article by Maddyness