Crowdfunding: support Nude, Span Health or FTNetwork

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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Nude

Nude is building a new kind of bank by tackling the barriers that stop young people from buying a home to help them save their deposit and change the struggling current system. Nude is a savings account and financial friend for first-time home buyers. Headquartered in Glasgow and founded in 2019, the fintech startup is rebuilding the home-buying experience to make it easier and more enjoyable than ever before. Nude aims to apply for a banking licence to launch Nude mortgages* and to support people through all of life's big moments, like weddings, children's accounts and retirement too.

Nude's business model is based on a simple strategy: the more the startup helps its users save, the more money it generates. By helping people save their money, Nude takes a share of the interest earned on those savings. With this crowdfunding, Nude will develop its marketplace by assisting its customers in other areas and earn commissions and fees, bring its platform as a service by getting licence parts of its proprietary platform and eventually, expand its business model to scale up across socio-economic demographics and geographies.

Span Health

With one in two people living with a lifestyle-induced symptom or condition and people not having access to lifestyle support within 12 months, Span Health decided to reimagine health care by making it personal and continuous. Using a technology delivering an unrivalled health care experience, Span Health helps people avoid lifestyle-induced diseases, early symptoms, medication and complications.

Its easy-to-use mobile app allows users to chat with clinicians, book video consultations, order blood tests at home, and see the results all in one place. With the crowdfunding, the startup plans to help businesses deliver outstanding employee wellness via a monthly subscription per employee, equivalent to a gym membership. The company intends to gather more clinical evidence on diseases such as type 2 diabetes and polycystic ovary syndrome, for commissioning of more specific interventions by NHS trusts and private insurers.

Discover and support the project

FTNetwork

Available on iOS, android and mobile web, FTNetwork is a social platform that represents women globally in a meaningful way while challenging social norms. The platform aims to empower and inspire women through authentic connections. Using research, insights and data, the platform works with Female Tribes and is built around the largest living study of

women across the globe.

With diverse research across 19 countries, the objective is to surface the many characteristics, interests, values, passions and lifestyle choices of women around the world. The network is structured into 11 diverse tribes to reflect the topics that our research highlighted as important to women but often under-represented. This crowdfunding will help FTNetwork to continue to partner with select brands and the world's largest advertising holding company to bring the offering to its clients. The startup also aims to offer its members a premium service tier to unlock exclusive video content, product offers, mentoring and training from its Founding Members and partners.

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