

Backpack, fitness and wellness and a phone mount for cyclists; 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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Backpack is back

Since 2012, Maddyness has been curating news from both French and English startup ecosystems. Inspiration, advice, news, reports, tools and guides, it is the media for founders, innovators, entrepreneurs and the entrepreneurs of the future.

Launching a startup can be a tricky journey, so Maddyness has put together a comprehensive guide to accompany founders at every step of their entrepreneurial adventure. The first edition appeared in 2015 and new and updated editions have been published and every year since then. Backpack is a 200-page guide, in 6 parts ideal for anyone looking to create a startup but needing all the tips and tools in one place.

From the idea and the business plan to renting an office and networking, this book gives detailed advice for every stage.

NB. This is for the French Language edition. Watch this space for the first English Edition



Support Backpack

WELD, an on-demand fitness platform for all ages

Founded in 2018, WELD makes health and wellbeing personal by offering a wealth of online and offline activities via a free app. The concept? Instructors teach both online and offline by renting out a home or business spaces and users get 2% referral rewards.

With the £5.1B UK fitness market, the startup intends to tap into its primary target audience - Gen Z - who is known for being an active generation which has strongly embraced wellness. This crowdfunding will help WELD improve its marketing, design, functionality and algorithms, and bridge the gap between fitness and wellness.

Loop, a phone mount for your bicycle

Loop is a minimal phone mount that sits discreetly on any bike's handlebars and is ready to use in seconds. Totally different from anything else on the market, this device is perfect to help any cyclist get from A to B quickly and easily, and in safer conditions.

The startup aims for cyclists to hold any size phone securely without ruining the look of their bike. The device is robust and beautifully engineered with an all-metal construction.





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Article by Maddyness