

Gamified Fitness, protecting children online, and tech tipping; 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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Have you heard of Crowdcube's new product, the Direct Community Offer (DCO)? With the DCO, the platform hopes to solve the problem of liquidity for early investors and represents an exciting next step in the evolution of investment crowdfunding. Since it was established in 2011, Crowdcube has helped more than 1,000 raises successfully fundraise, counts nearly 1M members and a total of €940M has been pledged through the platform.

Here is our selection of products and services crowdfunding this week.

QUELL, the future of fitness gaming

Why not get fit while playing a fighting game in a virtual world? Created this year, QUELL is a revolutionary lightweight and portable wearable that helps feel the real impact with every punch. This is the first game to offer you a high-intensity, resistance-based combat workout from the comfort of your home. It enables users to travel through an exciting fantasy world fighting enemies with your bare hands and get fit at the same time.

Each fight guides players through an effective workout tailored to their fitness goals. They can also track the calories burned, punch speed, strength and accuracy. Quell analyses the users form, teaching them the foundations of good boxing technique as they play and rewarding the efforts with character progression and unlockables.



[Discover and support the project](#)

SafeToNet, cybersecurity protection for children online

SafeToNet is a multi-award-winning cybersecurity company founded in 2013 that safeguards children around the world from online threats such as bullying, grooming, abuse and aggression. SafeToNet uses AI to educate children “in-the-moment” as they use their device and is a

safeguarding assistant that helps them become responsible and safe digital citizens.

Thanks to a smart keyboard that detects risks in real-time, children stay away from trouble by filtering harmful outgoing messages before they can be sent and any damage can be done. Already used in 109 countries, SafeToNet is positively changing the way children interact with friends and others on social networks and messaging apps.

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TiPJAR, a contactless tipping system for hospitality

Designed for hospitality staff, TiPJAR is a powerful, legally compliant distribution engine that empowers staff to control and share their tips fairly and transparently, relieving the administrative burden and risk away from business owners. TiPJAR provides a solution for guests to tip workers in less than 8 seconds via their phones, with no app required. Besides the hospitality sector, other "tipped" workers like buskers and hairdressers can use it too.

With the global tipping market estimated to be worth a combined \$100B per year, TiPJAR is the world's first multi-currency, scalable solution, that eases this around the world. The platform is transparent which gives consumers confidence that the money goes to who it was intended for by streamlining the direct payment of tips between customers and staff.

Discover and support the project



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Article by Maddyness