

# Crowdfunding now: a home digital guardian, makeup disruption and a digital life insurer

*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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## Zobi, home digital guardian

Smart devices are present in our lives and in our interiors, so naturally, there are consequences that need attention. With over 30% of smart devices having security vulnerabilities, and 15B personal data records sold on the dark web, Zobi want to address the risks that households are experiencing. Since our privacy and personal data are exposed to untrusted devices daily, the company designed Hedgehog, their first smart - and stylish -device equipped with what it calls 'home intelligence'.

Many features around Zobi are revolutionary especially in terms of safety: any home or workplace Wi-Fi is automatically isolated from visitors' devices, the device anonymously monitors Wi-Fi networks, detects and blocks suspicious activity or devices and operates regular scans. With this crowdfunding, Zobi's three-year goal is to license its software and Intellectual Property to other hardware manufacturers as they shift towards becoming a software-only company.

## DCYPHER, the AI-powered skin foundation

Yearly, the global cosmetics market represents a huge \$220B and increases at +5% per year, with the makeup base market alone valued over \$12B. Only 45% of consumers currently use foundation regularly, a promising opportunity for DCYPHER. The makeup expert's statement technology enables consumers to unlock their unique code, and design products that are truly personalised and custom-made for them.

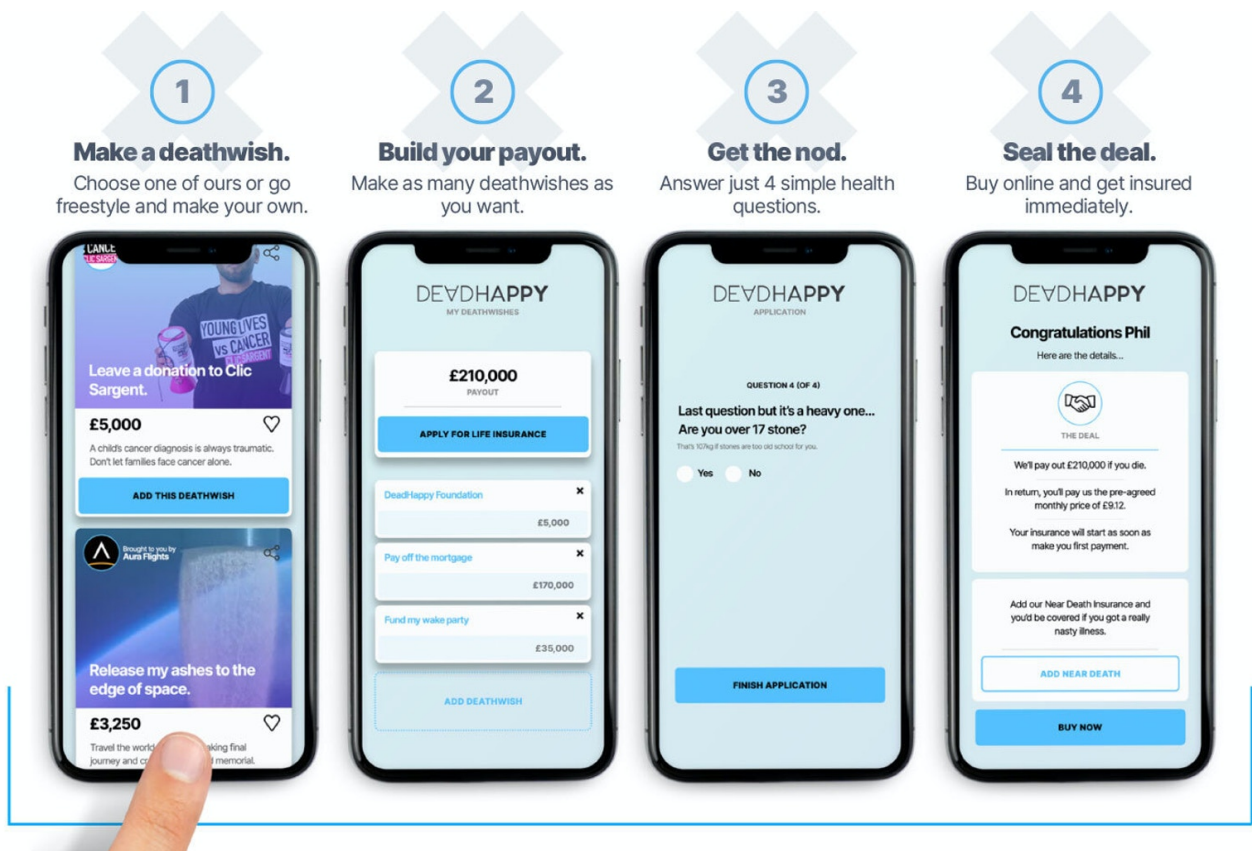
DCYPHER enables consumers to own cosmetics they create and build an unbreakable connection between their true identity and products. With the campaign, DCYPHER plans to expand its e-commerce platform internationally, distribute through its network online and instore, and offer its technology to retailers and brands who wish to offer personalisation of their own brands, instore and online.

## DeadHappy, digital-first life insurance

Founded in 2013, DeadHappy is a digital life insurance provider aiming to disrupt the £3.7B life insurance market with a mission to change attitudes to death and to help people think about, talk about and plan for what they want to happen when they die.

DeadHappy offers customers a simple, cheap, flexible and enjoyable alternative, thanks to a unique pay-as-you-go life insurance product with

a rolling 10-year guarantee of cover. The simple sign-up process allows customers to answer only four medical questions and obtain cover in under 5 minutes, online, via their mobile phone.



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Article by Maddyness