

Crowdfunding now: coworking, financial services & pregnancy care – all made accessible

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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Did you know that 1.7B around the world don't have a bank account? And that, in the UK alone, 11M find themselves underserved by mainstream banks? Pockit offers everyone and anyone a current account – regardless of credit history, and in a matter of minutes. The premise is that it 'helps money find you', through a combination of cashback, saving on bills and sending money abroad for less, as well as a simple interface that constantly updates users on their spending.

To continue on its mission of making financial services more accessible, and maximise support for the 500K users it's already accumulated, Pockit is currently crowdfunding on Crowdcube. Those who participate will join investors who've also successfully backed Spotify, Bolt and Telegram. The organisation has thus far raised £24M and processed £1B+ transactions.

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Based in the heart of Brighton, WRAP is a coworking space with a difference. With an onsite nursery and playcentre, as well as integrated wellness facilities, it's family and productivity friendly. While upstairs it boasts artfully decorated shared and private offices and meeting space, there's a more chilled out café and creche for kids downstairs. It's also right by the beach!

Following COVID's impact on the way we work, WRAP plans to be a 'third space' - for people who don't want to work entirely from home or entirely from an office.

WRAP is on course to be open seven days a week from next spring, and has made a point of integrating sustainability from the start. Ultimately, it's aiming to be zero-waste and zero-carbon - with reusable nappies in use at the nursery, and totally renewable energy powering the building.



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It looks like the prenatal supplements market will be worth over £40B by 2024. Her.9 is looking to be right in the middle of it all, with a D2C brand making use of DUOCAP technology (a capsule-in-capsule delivery system ideally suited for combination or dual release products) to help pregnant women thrive.

With 26 days to go, the prenatal care challenger has just started overfunding its Crowdcube campaign. It's led by a team of experts and already has several established commercial partnerships, and will use funds generated to build on this and execute a marketing strategy that

looks very well-planned indeed.

Similar to WRAP, it's incorporating sustainability from the beginning; with a refill philosophy and progress made towards becoming a B-corp by year three.

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Article by Maddyness