

# Crowdfunding now: vegan pizza, hydro wind & digital legacies

*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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30 January 2021

Emortal saves your life... but not in the way you might think.

It allows people to create and refine their personal digital legacies - to avoid important pictures, stories and documents being lost forever after they die. All for a fiver a month.

Ahead of its launch in Q3 this year, Emortal has successfully smashed through its campaign target on Crowdcube. The organisation has surpassed £1M, and is now at around £1.6M with over 20 days to go.

This money, which builds on previous family and friends investment, will go towards helping people document their lives digitally.

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Based out of Oxford, White Rabbit has developed a reputation amongst vegans up and down the country. With its ethos of providing delicious Italian food everyone can enjoy, the organisation has experienced 157% average year on year revenue growth.

White Rabbit pizzas are stocked across Sainsbury's, Waitrose & Ocado, as well as Whole Foods, Planet Organic and Selfridges. Their flavours range from 'The Multicolour Vegan', with roasted veg, 'mozzarissella', harissa and chard, to 'The Mozzarella Master Pizza', with creamy plant-based mozzarella, bocconcini pearls, and Sicilian chopped tomatoes. Its new line of frozen pizza bases has also opened many a door in foodservice.

With this crowdfunding cash - and it has already overfunded its £300K target - White Rabbit will build breadth and depth of distribution, expand the pizza range to other types of Italian food, and delve into supplying restaurants and pubs.



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Hydro Wind Energy has opened up its private Seedrs fundraise for various hydro wind prototypes to the public. With two weeks to go, the public Seedrs campaign has overfunded a £200K target.

The energy market is rapidly evolving and will be worth double - around \$18T - by 2050. Hydro Wind Energy touts itself as sitting right at the cutting edge, with products like OceanHydro Wind, offering power generation, and SubSeaRO Wind and QuenchSea, offering water desalination. Already, the World Economic Forum has identified Hydro Wind Energy as one of the Top 100 startups shaping the Fourth Industrial Revolution.

Commenting on the crowdfunding round, CEO Lee King said:

*"Hydro Wind Energy has huge plans for 2021, and our crowdfunding campaign will provide the foundations for future success and growth."*

"Our vision is to play a major role in the global transition to renewables in the 21st century and beyond. This is a great opportunity for investors to share in our growth and at the same time make a huge impact on three of the world's biggest challenges."

**Quench**  
sea



**Quench Sea** is a groundbreaking, low-cost, portable, manually-powered device that instantly turns seawater into drinkable freshwater.

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Article by Maddyness