

Crowdfunding now: three pioneering delivery services

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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Ethically-driven garden centre for the houseplant generation The Stem is raising money on Crowdcube. The online platform – a new convenient and user-friendly player in the £7.5B UK garden retail market – has nailed 150% of its target with around a month left to go.

Founded by James Folger, who overcame a struggle with mental health issues with nature as a tonic, The Stem widens access to gardening in a sustainable and affordable way. “I started The Stem after battling with mental health challenges whilst working in the city and finding my sanctuary in nature”, says James. “I wanted to build a platform that helped others find their own connection with nature through plants and gardening. We want to make gardening more accessible than ever before and in the most sustainable way possible.”

With revenue of around £80K as of January 2021, The Stem is raising these funds to expand its delivery and operations capabilities, and to improve its digital proposition. It will also invest capital raised in its 100% electric delivery fleet.



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Another sustainability-centric crowdfund here, from [Fair-Well](#). The company's green van, Charlie, has become a familiar site on the streets of North London, and offers an insight into what a plastic-free future of shopping might look like for all of us.

Jerilee Quintana and Claire Marchais founded Fair-Well around a year ago, based on how their grandparents used to shop – 'plastic-free, locally,

conveniently and convivially'. Charlie the milk float can be booked in advance to come directly to your street, making refills easy.

Fair-Well is crowdfunding to improve its online system in keeping with increased offline demand. It's raising just under £10K - and offering a host of rewards to contributors - to build an operating system adequate for expansion into new areas of the capital.



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We've had plant delivery and grocery delivery; now onto delivery and of itself. The Noo is on Crowdcube seeking £80K investment to enhance and expand its app connecting those wanting delivery to those ready and waiting to deliver. It has secured over £100K with approximately a month

to go.

The Noo aims to put high street chains and independents on par with the big guys in the delivery space. Because a smartphone is the only infrastructure needed, it's affordable. It's also community-driven - and will supposedly reduce standard delivery times. The app is ready for launch, but the Noo are relying on this crowdfund to maximise their marketing efforts and drive recruitment and expansion.

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Article by Maddyness