

FundedByMe launches a new collaboration with Foodtech Village

FundedByMe enters into a collaboration with FoodTech Village and Sweden FoodTech. Their main focus is to foster the growing startup scene within food technologies. The program CrowdFood Accelerator combines the business expertise of Sweden FoodTech with FundedByMe's crowdfunding investors.

— The team at FundedByMe is very proud to be a part of the collaboration with Foodtech Village and Sweden FoodTech. We find the synergy between food and crowdfunding intriguing and we have seen many food companies locate investors through FundedByMe then grown accordingly, says Michala Berglund at FundedByMe.

Foodtech village is the community for Swedish and Nordic foodtech companies that was first initiated by Sweden FoodTech. The aim is to help foodtech startups reach their full potential. Participating corporations not only get the expertise of FoodTech Village and Sweden FoodTech but also a big network of mentors both within food and tech. Furthermore, the participants get their name out on the national and international foodtech-market thanks to events and conferences.

— By helping newly established foodtech startups become even more qualified before a crowdfunding campaign increases their chances of success. The future of food is all about health, sustainability and flavour. But it is also about connecting products and services with the ones who consumes or uses them. Here, crowdfunding is a great tool to get the message across, says Daniel Daboczy CEO at FundedByMe

— Food is something that engages people, you not only invest in the products, you also recommend them to your friends and by doing so help the producers. Food is something that always unifies people, therefore gathering people through crowdfunding comes naturally. We are convinced that the next generation of leading food companies will be run through crowdfunding, a sort of capitalistic corporation, says Johan Jørgensen, founder of Sweden FoodTech and chairman of FundedByMe.

FundedByMe has over 250 000 users and has run several successful crowdfunding campaigns with food companies before. A regular funding round could take anywhere between 6-12 months, whilst on FundedByMe a campaign takes 1-2 months. A campaign at FundedByMe also generates marketing value by connecting products or services with investors that can help raise capital and offer experience.

CrowdFood Accelerator launches by inviting corporations to a six-month programme where they get the tools and expertise needed to succeed in both product development and in funding.

Sweden FoodTech Big Meet occurs on the 7-8th of June

Foodtech Village is the Swedish community that helps startups reach their full potential, providing corporate partners with expertise in open innovation and emerging technologies; assisting partner VCs with their portfolio startups, and promoting the foodtech scene at home and abroad through events and conferences. Foodtech Village is powered by Sweden Foodtech.

FundedByMe is one of the only full-service crowdfunding platforms offering capital through equity crowdfunding. In the past years, some 470 companies from 25 different countries have been successfully funded with more than €50 million. The platform has strategically grown into attractive markets in Europe and Asia. Furthermore, it grabbed the top spot in the Alternative Finance category in the First Round of the European Fintech Awards 2017. The public and a panel of judges have chosen FundedByMe as one of most promising European FinTech companies.

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FundedByMe is the fastest growing crowdfunding platform in Scandinavia and one of the only full-service platforms offering capital through equity crowdfunding. In the past years, some 470 companies from 25 different countries have been successfully funded with more than €50 million. The member base is a rapidly expanding network of more than 110,000 investors from nearly 200 countries around the world. FundedByMe is headquartered in Stockholm, Sweden, with a local presence in Dubai, Finland, Malaysia, Poland and Singapore. For more information visit www.fundedbyme.com