

FundedByMe and HighFive, wholly owned by Halmstad municipality have signed an agreement regarding rewards-based crowdfunding to help companies regionally*

The A collaboration agreement has been signed between HighFive - the arena for sustainable growth, wholly owned by Halmstad municipality - and FundedByMe for the relaunch of the “reward-based crowdfunding” product to help small businesses during the Corona crisis. Region Halland and Halland’s Matgille are collaborative partners with the aim of further increasing the profits for Halland companies through the FundedByMe initiative.

“Halmstad municipality is very modern and progressive and we have received several good companies and projects from Halland in the past. Halmstad is a role model for all of Sweden's municipalities on how to quickly and effectively partner with other actors and try to assist as best as possible in this crisis, and we hope that more municipalities follow this excellent example of cooperation between municipalities and the business community, ” says Daniel Daboczy, CEO of FundedByMe.

FundedByMe is the EU's largest crowdfunding platform and has so far helped raise funding for more than 650 companies and over 1000 projects through so-called equity crowdfunding and rewards-based crowdfunding. To assist during the corona crisis, FundedByMe announced their decision to reactivate its reward-based crowdfunding platform and has launched the platform during the Easter weekend. Previously, collaboration was entered into with the municipality of Helsingborg and now with HighFive, a wholly owned company within Halmstad municipality.

“We are so proud and happy that Region Halland and Halland's Matgille are collaborative partners in the project. It will help us reach more companies in more municipalities that need the help of crowdfunding in this very special time,” says Sandra Johannesson, CEO of HighFive.

The project will be launched on h5halmstad.se at the end of week 17 as well as on [FundedByMe's page](#), with the hope to help more companies cope better with the current situation. Campaigns have been launched with success in the past and with coaching from HighFive, companies wishing to set up campaigns can turn their business around to find new solutions. Through donations from citizens of Halland’s municipality, companies can divert funds to change and secure survival. The cooperation is not exclusive, but both parties hope in this way to open up the opportunity for more municipalities and other actors to see value in joining, so that the opportunity reaches as many entrepreneurs as possible.

*English translation for convenience only

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About FundedByMe

FundedByMe is a tech company, focusing on the financial markets. Today the company offers a digital and global platform for financial support for startups and growth companies around the globe. Customers sign up online where they are able to book their investment interest in different companies. The company consists of FundedByMe.com, Feminvest and Laika Consulting, as well as 6 joint ventures in Finland, Malaysia, Singapore, Poland, The Netherlands, and Dubai/UAE. Together the group reaches over 269,000 registered investment members globally. For more information visit www.fundedbyme.com