



Peoplefund.it – Summary

Peoplefund.it is the UK's leading rewards-based crowdfunding network.

On Peoplefund.it you can browse through game changing projects, which might just change the world. Then you can back them with your spare cash. It's quick to back a project, and the money only leaves your account if the project raises 100% of their target. If you really like a project you may also be able to support it with your time and skills. We charge a 5% administration fee to all projects that raise 100% or more of their funding target.

Following Innovation in Giving funding from Nesta and the Cabinet office, Peoplefund.it has grown to become one of the biggest rewards based crowd funding platforms in the UK: successful organic growth, has been augmented by the acquisitions of wedidthis.co.uk and crowdfunder.co.uk and partnerships with Unbound.co.uk. To date the Peoplefund.it crowd funding network has raised nearly half a million pounds for projects and businesses, has twenty thousand members and has had five hundred thousand individual website visitors.

The founders of Peoplefund.it are KEO, the BAFTA award winning media company set up around Hugh Fernley Whittingstall's River Cottage. Our current network of 2 million highly motivated people online have come together to do everything from creating new models of land ownership, to changing EU policy, to changing the way we consume and reduce our energy resources. We use our network and its supporters (see Appendix 1) to attract and promote relevant projects on Peoplefund.it, such as The Leeds bread Co-op who raised £8,000 on Peoplefund.it via promotion across River Cottage.net. The full potential of this network approach will be unleashed when our technical plans, which we hope 'follow on funding' will support, are complete in early 2013.

Validation of ideas

Crowdfunding offers a unique way of validating ideas using the crowd, we encourage people to put their ideas out there. If the crowd likes them, then they will succeed. It's a great way to test an idea early and get great exposure whilst building an audience.

Person by person, street by street and town-by-town we'll create long-term positive impacts across the UK.



Phil Geraghty
Managing Director

Phil joined Peoplefund.it from TouchLocal where he was co-founder and Product Director, overseeing the rolling out of the UK's largest network of Business Directories. Touch Local was created after the purchase of Phil's startup company City Online Ltd, created whilst at Southampton University studying Computer Science.

Find out more:

Recently Added: Demand Energy Equality solar PV workshop traini...



TARGET:
£1,500
PLEGGED:
£620
DAYS LEFT:
4

<http://www.peoplefund.it/about/>

Crowd funding has the potential to raise £14.5 billion for businesses and charities in 3 years time – NESTA 'Crowding In' report Dec 2012