**‘Sharing Economy’ proves popular with crowd investors**

**Stockholm, 26 August 2016:** Summer, historically a quiet time for crowdfunding platform FundedByMe, this year proved to be a hit with investors – particularly in the sharing economy division. Not only did Wheelys break all Nordic crowdfunding records, but Swedish Rentl reached 320% of their crowdfunding goals, smashing their €60,000 crowdfunding goal to raise almost $190,000 from crowd investors.

Rentl is a web service that allows its users to rent items they may need from people near them – offering environment and cost-conscious consumers the opportunity to easily hire items they may need, rather than purchase. Rentl takes care of the booking, payment and reminders, allowing its users to save money – and most importantly, help save the planet by sharing instead of replacing.

And this is a message that appealed to crowd investors as more than 200 people from 20 countries made the decision to invest in the future of Rentl. ”The FundedByMe crowd proved that the sharing economy is one that appeals across national borders – and we firmly believe this trend is going to continue its astronomical growth,” says Johan Hedkvist, CEO and founder of Rentl.

**View the Rentl campaign on FundedByMe here:** <https://www.fundedbyme.com/en/campaign/7575/hyr-av-varandra-istallet/>

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**About FundedByMe**

FundedByMe is one of a few full-service crowdfunding platforms offering capital through equity and loans. In the past years, some 453 companies from 25 different countries have been successfully funded with more than €24 million. The member base is a rapidly expanding network of more than 69,000 investors from over 178 countries around the world. FundedByMe headquarters are in Stockholm, Sweden, with a local presence in Finland, Singapore and Malaysia. For more information, visit [www.fundedbyme.com.](http://www.fundedbyme.com./)