**Press Release**

**FundedByMe raises SEK 10 million to help Swedish SMSgrupp expand to the developing world**

*Equity funding project sets new crowdfunding record by one of Veckans Affärer top 24 Swedish startups.*

***Stockholm, 6 May 2013:***Stockholm-based FundedByMe has confirmed that it has raised Sek10 million in equity funding for [SMSgrupp](http://fundedbyme.com/en/equity/start-up/183/smsgrupp/overview/), a Swedish startup that plans to use the funds to expand into Latin America and Africa. This equity investment round exceeds the previous crowdfunding record raised by FundedByMe, which was given an additional stamp of approval this week when it was listed as one of the year’s [top 24 Swedish startups by Veckans Affärer](http://blog.fundedbyme.com/swedish-startups_veckansaffarer/).

“Over the past two years the steady growth of FundedByMe has astonished us all. We now have 17,000 registered crowdfunding investors, have raised a total of Sek 21million for creative and entrepreneurs and have had nemerous projects and companies register on our platform,” says Daniel Daboczy, CEO and co-founder of FundedByMe. “Having gained the trust of a brand like SMSgrupp is an indication to us that the crowd can be used to make dreams reality for all projects – large and small.”

And SMSgrupp founder Martin Jacobson agrees, “We are thrilled to have benefited from this new type of investment. We see that the level of interest for our solution globally is as high as in Sweden. With SMSgrupp - instant group messaging, you can reach several people with a single text message. Perfect for friends, students, colleagues, sport-teams and families."

SMSgrupp is available to everybody with a mobile phone – regardless of model. Since no app, no install and no sign up is required it is very simple to use for people who would like to communicate to a group of people at the same time with one single text message.

FundedByMe offers two fundraising models. The original - or classic crowdfunding - model offers investors the chance to own a product, piece of art or simply support a cause via a project page on the company’s website, [www.fundedbyme.com](http://www.fundedbyme.com)/projects. The newer alternative, which is what SMSgrupp participated in, offers equity in the business in exchange for investment. Both models offer investors across the spectrum the chance to become part of new and exciting startups – usually for a minimum of one share, the value of which depends on each independent company. For more information, please visit [www.fundedbyme.com](http://www.fundedbyme.com).

Learn more about the SMSgrupp project here:

[http://www.fundedbyme.com/en/equity/startup/183/smsgrupp/overview/](http://www.fundedbyme.com/en/equity/start-up/183/smsgrupp/overview/)

**Ends**

**About FundedByMe**

FundedByMe is Europe's fastest-growing crowd investment platform connecting investors and entrepreneurs – be it through traditional crowdfunding or with equity offers. Founded in April 2011 in Sweden, FundedByMe today operates with additional offices in Finland, Denmark and Norway. For more information, visit www.fundedbyme.com.

**Notes for Editors**

* Hi-res project images available.
* Please view our brand introduction video: http://youtu.be/ioJ3aDMljyo
* We can facilitate interviews with the founders of FundedByMe as well as independent crowdfunding specialists, familiar with the concept.

**Issued by**

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