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PRESS ANNOUNCEMENT FOR IMMEDIATE RELEASE

New Brand Platform, Brand Identity, for FundedByMe

*Europe’s fastest-growing crowdfunding platform receives a makeover – and a major web interface overhaul – addressing user feedback and increasing conversion.*

**Stockholm, 12 November 2013:** With a European press and investor tour including events in Helsinki, Copenhagen, Stockholm, Oslo and Madrid, [FundedByMe](https://www.fundedbyme.com/en/), the fastest-growing crowd investment platform connecting investors and entrepreneurs, this week launches its new brand identity and web interface. The launch comes on the heels of the firm’s announcement last week that it has just opened its Italian operations, bringing the total number of FundedByMe office locations to seven, including Sweden, Finland, Denmark, Norway, Spain and Germany.

“The brand overhaul was much needed and offers our users a fresh perspective on one of the most unique aspects of crowdfunding that FundedByMe offers – we offer both Reward-based and Equity crowdfunding options to entrepreneurs, allowing anyone in need of financing the opportunity to tap into our broad base of international investors,” says Pontus Frohde, COO of FundedByMe. “And the biggest change by far is that we now offer investors the opportunity to immediately invest their shares in Equity crowdfunding, offering immediate action and traction for entrepreneurs.”

Stockholm-based digital design agency, [Stormfors](http://www.stormfors.se/), assisted FundedByMe to incorporate feedback from its more than 27,000 registered members and using experience gained while raising over €4,1 million for Equity crowdfunding campaigns since January 2013. “The overall design goal was to unite the Equity and Reward-based platforms into one, with a common structure and navigation flow that felt intuitive to both entrepreneurs and investors. To manifest the evolutionary change and ensure brand consistency we also created a new unitary graphic profile and web design, which we believe to reflect the vision, market position and core values of FundedByMe,” says Petter Plöjel, Managing Partner at Stormfors.

The project was initiated during the summer and the FundedByMe development and marketing teams worked closely together to ensure that the brand values were reflected in the new look and feel. “FundedByMe has, from a marketing perspective, an interesting challenge in that we have to appeal to both entrepreneurs and investors at the same time,” says CMO, Susan Sjölund. “With us just being listed as one of Wired Magazine UK’s Top 100 Startups in Europe we know that we have the basics in place – our goal in this design project was to keep the ‘cool-factor’ and build on the quality and trust that lies at the heart of everything we do.”

And CTO and co-founder Arno Smit agrees, “FundedByMe was first launched in 2011 and has grown beyond our wildest expectations. We had a scenario of having to run before we learnt to walk and the fact that we had no brand unity between the offering of Reward-based and Equity crowdfunding was testament to that. To have a unified experience on our platform allows entrepreneurs to feel secure in the FundedByMe service and investors to truly see crowdfunding on FundedByMe as an alternative to traditional financial investments.”

In addition to the Wired UK accolade as one of Europe’s Top 100 Startups, FundedByMe was also recently awarded a White Bull Bully Award for innovation and excellence. Its membership base is growing rapidly and the new platform is about to explode with a multitude of new and exciting crowdfunding campaign from around Europe – and the globe.

To view the new FundedByMe platform, please visit www.fundedbyme.com.

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**About FundedByMe**

FundedByMe is Europe's fastest-growing crowd investment platform connecting investors and entrepreneurs – be it through reward-based or equity crowdfunding. Founded in April 2011 in Sweden, FundedByMe today operates with additional offices in Finland, Denmark, Norway, Spain, Germany and Italy. For more information, visit [www.fundedbyme.com](http://www.fundedbyme.com).