



North-West crowdfunding platform Seedups are pleased to announce the winner of their Pitchit5k competition is Phil Campbell. The Nottingham based entrepreneur has won the \$5,000 competition launched at the prestigious SxSW festival in Austin, Texas, in March. The winner of the competition, Phil Campbell, established Fibrecamp a few years ago as a drop-in centre for making media for the web. Phil says “this money will help to build our first product from the studio to help our more mobile clients and local business that want our services at their own locations.” This social media command centre is called Rattlr.

Phil hopes that this will be the start of something brilliant for Fibrecamp: “we can really take the studio and our services to the next level, and who knows, maybe in the next few years we will have our wish of having Fibrecamps all across Europe and beyond.” Philip made extensive use of his social networks to ensure the victory, and was complimentary of the Seedups platform “Seedups are firmly on my radar as the go-to people for funding because of the things they stand for.

Requiring people to submit a 60 second video pitch of why their company deserved the money and then using their social networks to vote for the best, entries came from all the US, UK and Northern Ireland, with PCM Projects coming out on top. They won a closely contested competition, with local games developer Troll Inc falling short. Other entrants came from all over the UK and from the US.

Seedups, based in Derry, Letterkenny and Silicon Valley, matches early stage startups up with tech-savvy investors, and has attracted nearly 500 entrepreneurs since its launch in February of this year, and the trip to SxSW in conjunction was one of a few early high points for the fledgling company; which also opened its first US office in March and was named as one of the Irish Echo Small Business 50.

Seedups founder, Michael Faulkner, was ecstatic that the competition was so well received. “The competition was introduced as a means to show startups that we were ready to help them, and also highlight the services we provide. We’re delighted with the response and delighted for Phil and his efforts.

North-West based company Seedups are revolutionising funding for UK start-ups. The

innovative crowdfunding platform is the first of its kind for tech start-ups and investors. Founder and entrepreneur Michael Faulkner explained the concept of the business as “introducing new entrepreneurs with investors who are looking for the best returns in the market.

By using a unique combination of “micro-investments” from a crowd of investors, Seedups offers a viable alternative to traditional financing models, and for investors it collates numerous attractive seed stage investment opportunities in the one location. The fledgling service has already attracted press coverage on both sides of the Atlantic, including features in Entrepreneur Magazine and the Sunday Business Post newspaper.

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