

NURTURE PARTNERSHIPS

Nurture network connections leading to investment for an impact tech start-up

Goodsted



BACKGROUND:

The Goodsted platform connects impactful initiatives in need of support with skilled volunteers, who can participate as individuals or as part of a company volunteer programme.

Goodsted is a unique platform because it concentrates on short-term skilled volunteering with smaller teams, as opposed to more traditional corporate volunteering where larger groups carry out practical activities, such as painting or gardening, for a day.

Founder Selin Yigitbasi-Ducker was inspired to launch Goodsted when she struggled to find volunteering opportunities that would both make the most of her business skillset, and fit into her busy schedule.

The Goodsted platform currently connects individuals with social enterprises, charities or community projects that are seeking high value business-related volunteer skills. The next development for the multi-stakeholder platform is a private / bespoke branded version for large companies looking for white-labelled private access to the platform's benefits.

For further information on Goodsted watch the video:

<https://youtu.be/W007kfvjrlQ>

WHERE NURTURE HELPED

Goodsted was looking to secure Seed Enterprise Investment Scheme (SEIS) funding by the end of the 2019-2020 tax year as part of their seed round.

The Nurture team introduced Goodsted to its extensive VC and investor network to help broaden the search for funders.

The Goodsted concept sparked interest from Nurture VC partner Mariana Investments, an organisation specialising in sustainable investments, and the perfect fit for Goodsted.

Within a matter of weeks, and before the end of the tax year, **Goodsted had secured the maximum available £150k funding from Mariana Investments.**



“It would have been difficult for Goodsted to take full advantage of the available SEIS funding for the 2019-2020 tax year without the introduction to Nurture’s extensive VC network.”

“The Nurture team has already demonstrated its genuine partnership approach to Goodsted.”

“As our platform is on beta trial stage, we are not in a position to do outdoor advertising, but the team were happy to introduce us to their excellent contacts regardless.”

“This introduction has produced exceptional results for us and I look forward to working with Nurture in future as our business develops.”

SELIN YIGITBASI-DUCKER

FOUNDER & CEO, GOODSTED