

Freelance career platform UnderPinned hits £500,000 crowdfunding target despite facing difficult investment landscape

London, 24 March - London-based start-up [UnderPinned](#) has hit its £500,000 crowdfunding target amid difficult investment conditions due to the coronavirus outbreak. UnderPinned exceeded the total in three weeks after receiving investment from 232 backers on [Crowdcube](#).

The freelance career platform, which offered up 8% in equity, launched its crowdfunding campaign less than two years after launching and has so far raised just under £1.5million.

UnderPinned provides freelancers with a one-stop career management platform, covering everything from building a portfolio and creating watertight contracts to automating invoices and payments. Members are also granted access to partner services through Open Banking, including Digital Risks, which offers self-employed insurance and 24/7 legal counsel.

Last week, UnderPinned announced that it is providing all services included in its essential plan free of charge until September, as it looks to support a freelance workforce that is being hit particularly hard by the coronavirus outbreak, with Digital Risks also including its services in this offer.

The company will use the funding for operations in the short term and to build out its client-side portal, with the long-term ambition to reach 100,000 freelance users in the UK. The company was recently added to the Starling Bank Marketplace, making the platform easily accessible for Starling's 100,000 business bank customers.

Albert Azis-Clauson, Chief Executive and Co-Founder of UnderPinned, said: "Our mission is to help freelancers find work, manage work and get paid, while building a sustainable and fulfilling career. The UK's freelance population is growing fast and at the moment, there are a lack of services available to support people with this career choice. We're here to change that.

"The growth of the UnderPinned community over the past year has demonstrated that there is a real appetite for this amongst freelancers and at the moment we are committed to doing everything we can to help this crucial workforce weather the current storm."

Nicholas Nicolaides from Symvan Capital, who have invested in UnderPinned, commented: "We have backed UnderPinned from an early stage – the founders, Albert and Jack, have worked hard to provide a much-needed solution to communities in the freelance market. We are impressed with the speed of execution and their focus on the needs of the market."

ENDS

Notes to Editors

For press enquiries, please contact UnderPinned@pagefied.co.uk

About UnderPinned

UnderPinned is a one-stop career management platform every freelancer, and client hiring freelancers, needs. From setting up and finding work to taking care of project management, billing, and managing finances, UnderPinned is building the infrastructure for the future of work.

UnderPinned's media branch is free to access for all and the UnderPinned premium product costs £8.99 per month or £7.49 per month on a 12-month contract. This price point gives users access to a full suite of tools including:

- Portfolio and proposal builder
- Contacts Management
- UnderPinned network
- Project management suite
- Contract builder
- Invoicing
- Partnership offers

UnderPinned's founders are Albert Azis-Clauson and Jack Williams. To find out more about UnderPinned, visit <https://underpinned.co/>

[1] Office for National Statistics: Employment in the UK: January 2020 – Estimates of employment, unemployment and economic inactivity for the UK
