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INVESTMENT YEAR: 2017

REALISATION YEAR: 2018

SECTOR: Services

### Custom merchandise e-commerce platform

Moteefe is a social commerce platform that allows entrepreneurs to seamlessly sell customised products through social media. By plugging into the growing influencer market, Moteefe's platform allows entrepreneurs to upload their own designs and bring these ideas to life with over 40 different products to customise. As a result, the business launched over 350,000 campaigns for customers in 2017 with 1000s of sellers worldwide.

We first invested £500k in the London-based startup in 2017 and provided further investment in 2018 enabling Moteefe to continue to scale its tech platform and to grow its user base.

*We are a rapidly growing business and the investment and guidance from Livingbridge's experienced team will help us scale our business and take advantage of the changing face of social commerce.*

**Mathijs Eefting**  
**CEO, Moteefe**

## Moteefe timeline

**2014** Moteefe founded

**2017** Livingbridge invests

**2018** Livingbridge invests with subsequent funding round

**2018** Livingbridge reaches an agreement to sell the fund and investment management business of Livingbridge VC LLP, comprising the Baronsmead VCTs and the Livingbridge Equity Funds, to Gresham House plc.



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