**Flexpansion launches on ShareIn, first FCA-approved equity crowdfunding platform in Scotland**

*Flexpansion launches funding drive on Scottish equity crowdfunding platform with FCA approval*

**Edinburgh, UK – July 1st, 2014 –** [**Flexpansion**](https://www.sharein.com/), a University of Edinburgh spin-out, has just launched on newly-FCA-authorised Scottish equity crowdfunding platform ShareIn.com. Financial Conduct Authority approval opens up the opportunity to everyone, whilst most equity crowdfunding sites are restricted to High Net Worth Individuals and sophisticated investors. With a minimum investment of just £10, the company is looking to bring in a large number of small investors who will not only have a stake in the company's future but also become informal ambassadors for its industry-leading software.

Touchscreens are everywhere, but slow text entry is their Achilles' heel. Flexpansion’s Fast Forward Typing doubles speed & productivity for expensive professionals when mobile, by

bringing advanced word-prediction, autocorrect and, uniquely, automatic expansion of all shorthand ('txt-spk'-style) into full with no need for any training. It is aimed squarely at specialist use of tablets in fields such as medicine, law, oil & gas and indeed anywhere with long, hard-to-type terminology, where Flexpansion dramatically reduces the number of keystrokes needed. With quarter of a billion tablet sales predicted this year, expected to double in 3 years, the company predicts large global markets.  
  
Founder Dr Tim Willis is very excited at the chance to be backed by an army of armchair Dragons: "We are up against some big competitors such as London-based SwiftKey, however we have the advantage of a great, highly-rated product, developed by a team of Edinburgh University Informatics PhDs, combined with vastly-lower overheads and a lean attitude. We have bootstrapped this company with the support of the city's thriving tech startup community and are ready for rapid growth.  
  
Jude Cook, chief executive of ShareIn, said: "For sites that do not have full FCA authorisation, the only option for ordinary people to invest is to agree to classify themselves as a professional client. We are very excited to be one of the few UK equity crowdfunding sites to offer true crowd investment, ensuring that we help keep the crowd in crowdfunding."  
Billed as “TED with an invest button”, in a reference to the hugely successful thought-leadership and innovation conference series, ShareIn is designed specifically to provide equity investment from £40,000 to £1m for inspirational UK companies looking to change the world through innovation, engineering and science.

With ShareIn, equity investors get a share in the future success of a technology company they believe in. In addition to the potential future reward that can be gained by owning shares in a start-up company, UK Government tax breaks can reduce investment risk by more than 70%.

**Note to editors:** Press pack available at <http://www.flexpansion.com/media.html>; CEO available for comment.

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