Startup Stories
Cheat Sheet

# Crowdcube

Crowdcube is the world's first investment crowdfunding platform, enabling entrepreneurs to raise finance with the added benefit of being backed by the crowd. For investors, Crowdcube provides a way to handpick a stake in an innovative business that traditionally would have been restricted to corporate investors. Since being launched in 2011 by Darren Westlake and Luke Wang the platform has seen over £307million invested in more than 525 successful raises from over 399,700 registered members.

Twitter handle
@Crowdcube

Founders
Darren Westlake
Luke Wang

## About Darren Westlake
### CEO and co-founder

Named by Debrett's as one of Britain's 500 most influential people in 2015 Darren is a serial entrepreneur with more than 20 years' experience in the internet and telecoms industries. Darren launched and exited two companies prior to starting Crowdcube and it was his experience with getting funding for his previous ventures that inspired him to launch this crowdfunding platform.

"If you believe in something you've just got to keep going."

## The Benefits Of Using AWS

Crowdcube run their infrastructure using a combination of Amazon EC2, Amazon Relational Database Service (RDS) and Amazon Redshift.

- Elasticity: Crowdcube moved to AWS to get the benefit of elasticity, and have seen that allows them to scale for peak events quickly and easily. They recently increased capacity for a major raise and were able to double capacity safely and easily either side of the event.
- Cost optimisation: Crowdcube have also benefitted from the broad market place for AWS integrations, reducing their time to research and implement solutions and driving cost optimisation.