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## Digital Single Market

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# The success story of the Cypriot startup Funifi

This innovative online platform is achieving something we never thought possible - getting kids excited about doing housework!

Parents assign chores to their children on a mobile app and they accumulate points for each chore carried out. These points can then be exchanged for digital products, apps or games, mobile credit or popular subscriptions. Kids are rewarded for responsibility and independence and parents have a lighter workload at home. Everyone benefits.

[Funifi](#) <sup>[1]</sup> has drawn attention and praise from the startup community and investors for an idea that is relevant to every family on the planet, taking home third prize at [Startup Live Cyprus](#) <sup>[2]</sup>, participating in [Startupbootcamp](#) <sup>[3]</sup> and attracting a \$450,000 investment from international business angels.



For the young founder team composed of Andrew Michael, George Vou, Denis Constantinou, Lachlan Hespe, Chrysovalantis Anastasiou and Kyriacos Georgiou, *“the greatest innovations often come at times of crisis. Take the challenge and embrace uncertainty. Don't wait for anything, just do it, get started, don't be disheartened, be persistent, have patience and surround yourself with good people”*.

Find out more about Funifi on [Facebook](#) [4] and [Twitter](#). [5]

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