1. What entrepreneurial characteristics have both Tabitha and her boyfriend displayed as they set up Neigh?

Neigh

Tabitha Johnson was born in Devon and grew up in the countryside. She moved to London after graduating and began a well-paid finance job in the City. Her passions in life where linked to her upbringing; horses, out-door pursuits and healthy eating. She was particularly interested in making her own organic products.

She decided to quit her job in the City and invested £15,000 into the conversion of a horsebox into an Organic mobile café – it was called “Neigh” The concept worked well, with Tabitha and her boyfriend selling their organic juices and snack bars at various summer festivals. They also managed to secure a regular pitch in London. Then in November 2015, the horsebox was stolen. The couple decided to use Crowdfunding to help them raise funding for another box – a method which proved to be successful for them. Several months later “Neigh II” was sourced and converted and the business has continued to operate successfully. [*http://www.neighltd.com/aboutus*](http://www.neighltd.com/aboutus)

2. Evaluate the other sources of finance that Tabitha might have explored in order to rebuild Neigh II?

3. Explain how Crowdfunding works? Can you think of any other small businesses have benefitted from this method of funding?