

# Flippa

## ***Company Overview***

### **About Flippa**

Flippa is the #1 global online platform to buy and sell digital real estate, such as websites, eCommerce stores, apps, social media accounts, newsletters and online businesses. Flippa has more buyers than any other platform, with 600,000 monthly searches from investors seeking to acquire businesses, and connects business owners with a pathway to exit.

### **Founded**

In 2009, Flippa invented the space for buying and selling digital businesses and as a bootstrapped startup has achieved #1 status globally. Flippa was originally founded by Mark Harbottle and Matt Mickiewicz as the SitePoint Marketplace, and was spun off as a separate website in June 2009. By 2015, it had traded more than \$140 million in websites, domains, and mobile apps.

### **What Makes Flippa Unique**

Flippa's proprietary [intelligent valuations engine](#) and matching algorithm accurately values businesses and matches them directly with qualified buyers. From business owners to serial entrepreneurs, customers can sell their company directly through the platform or with the assistance of a broker or M&A advisor. The product also offers due-diligence and acquisition finance powered by Yardline Capital (a Thrasio company) and a new service called Flippa Legal which is billed as legal-as-a-service. Flippa's platform and network is providing for the first time an end-to-end platform for the selling process.

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# Investors

## OneVentures

Led the capital raise through its 1V Growth Fund V

## Andrew Walsh

Ex-CEO Hitwise, acquired by Experian

## Mark Harbottle and Matt Mickiewicz

Co-Founders of Flippa and 99designs

## Gabby & Hezi Leibovich

Founders of Catch.com.au

## Guy King and Bevan Clarke

Founders of RetailMeNot.com

## Tim O'Neill and Tim Fouhy

Founders of Reactive Media



# Key Facts

Flippa has become the world's largest community of buyers and sellers of online businesses.

- 3 million registered users to date
- Overall transaction volume up organically circa 100% YoY
- Added 300,000 new registered users in the last 12 months
- Processing over 4,000 business valuations each month (for a combined asset value of \$340M)
- More than 40 employees

# Headquarters

Headquartered in Melbourne, Australia with offices in Austin, TX and the San Francisco Bay Area, CA.

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# Partners

Flippa has over 20 partners. Key partners include:

[SEMRush](#)

[Yardline](#)

[Contracts Counsel](#)

[Alpha Investors](#)

[Business Brokers](#)

# Social Media

[Twitter](#)

[LinkedIn](#)

[FaceBook](#)

[Blog](#)

# Brand Assets

[Download logo, brand guide and fonts](#)

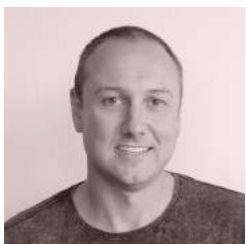
## Leadership



### **Blake Hutchison, CEO at Flippa**

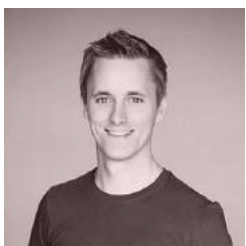
The largest marketplace to buy and sell online businesses. He's seen more entrepreneurs exit than perhaps anyone else and specializes in growth marketing, marketplace dynamics and leadership. [Blake Hutchison: What People Want](#)

## About The Founders



### **Mark Harbottle, Co-Founder at Flippa.com, 99designs.com and SitePoint.com**

Mark has been involved with the Internet from its earliest days, having completed a B.S. in Computer Engineering at La Trobe University, Melbourne, Australia and being a member of the founding team of Sausage Software, back in 1996.



### **Matt Mickiewicz, Co-Founder at Flippa.com, 99designs and Hired**

In June, 2009 Mickiewicz and Harbottle launched Flippa.com, the largest marketplace for buying and selling websites in the world. In the fall of 2012, Mickiewicz co-founded DeveloperAuction.com which raised \$2.7 million and was later renamed as Hired. The company later raised a \$15 million Series-A round in March 2014. By December 2014, Hired was reportedly valued at \$200m and had raised an additional \$15m in capital in its Series B round. Mickiewicz was named a 30 Under 30 Entrepreneur by Forbes and INC in 2011, a Smart Company 30 under 30 in 2012, and frequently speaks at conferences and seminars world-wide.