Deep Competition analyze

There is no direct competition at this time, which is the reason we are projecting to go global. There are companies, which compete, in the same industry, but they only specialize on one of the many service features we offer. As well, none of the companies provide full payment solution.

Here are some of global competitors:

Angieslist (http://www.angieslistbusinesscenter.com) - Angie's List is a community where members and local providers can connect. Site provides contact function between service providers and consumers. Biggest asset is 3-million user base. Focus is on repairperson service.

Stik (http://www.stik.com) – work similar like Craigslist and most job posting websites. Biggest asset is that users can put reviews of the service. It works just as contact catalogue. Good thing is that shows where service provider is located, however it serves no purpose, if service provider is booked.

Craigslist (http://craigslist.org) – largest indirect competitor. Based on its legendary status in USA, this is our largest competitor. Craigslist as well provide service options, however without any review system, without any payment processing and other must have validation features, many of craigslist job posts are fraud. As well, old website and mobile app design could be turn-off for younger consumers. Similar pages are Backpage.com and other ad posting portals.

Yelp (http://www.yelp.com/) – with very developed community and review system, it provides business catalogue for lot of service, but it serves as contact list only. As well, Yelp focus is on businesses, so not really on persons.

Linkedin (http://linkedin.com/) – probably biggest professional network, where users can check other users' credentials and contact them if there is some work for them; however that function is not very used in Linkedin, as it is mainly social network, not job order service.

Zaarly (https://zaarly.com/) – website that allows to order verified repairperson. Biggest benefit is that they all are certified with insurance and Zaarly backs each order with their insurance. However, site is web interface only and in just few states,

as well there is no real geolocation and no payment processor. Users can just contact service providers.

Task Rabbit- focus mostly on specific tasks, not job positions itself. As well task rabbit calculate money per task, we are calculating based on real working hours, giving our users more precise and predictable income possibilities.

Summary: There is nothing like our service, as none above process payment and really follows through real work time. As well, geolocation is not very precise and does not work in real time. However, these services have our target users, which will be challenge to sign up to our service. However, our biggest strengths are all around solution between employeer and employee, with advance rating system, social media integration, precise geolocation and payment system.

As well, our strong asset is our development team. It consist of certified programmer and well-reviewed designer. We have a development team that is current with the latest industry applications. With this team, we feel confident that we will be a dominant player in the industry and continue to produce and enhance our products.

Diversification. Anyone coming into the market will find it difficult to duplicate what we have because of our multi-dimensional niche applications.

Market penetration. As we enter and become established in the market, it will be difficult for someone to emulate our services and methodologies.

Competitors Breakdown

	GPS tracking	Real time update	Payment system	All professions	Second counter	Review system	Verification	Cancelation gurantee
Angieslist			✓			✓	✓	✓
Stik	✓					✓	✓	

Craigslist			✓					
Linkedin			✓			✓	✓	
Zaarly						✓	✓	✓
Task Rabbit	✓	✓				✓	✓	
Time Money	✓	✓	✓	✓	✓	✓	✓	✓

Other on-demand gig based companies:

Current Gig based economy companies

The following is a **list of on-demand companies**. This list is limited to companies with an on-demand component to their business model – past or present. In other words, companies that provide (or provided) e-commerce-based solutions that aim to make day-to-day life simpler and more efficient.

- Instacart, an Internet-based grocery delivery service
- Careem, a Dubai based transportation network company operating
- Uber (company), an American multinational online transportation network company
- Lyft, a transportation network company (TNC)
- Airbnb, an online rental service that enables people to list, find, and rent vacation homes
- Hotel Tonight, an app that allows users to find discounted hotel accommodations last minute
- Shyp, a courier service company
- Drizly, an alcohol delivery service
- Zeel, booking of licensed massage therapists for on-location massage
- TaskRabbit, matches freelance labor with local demand immediately
- Handy (company), an online two-sided market place for residential cleanings and other home services on demand
- Postmates, delivers goods locally
- Homejoy, online platform to connect customers with house cleaners on demand
- UrbanSitter, book, pay, review, and recommend babysitters and nannies

- **ClassPass**, fitness company
- **Udemy**, online learning company
- **Transfervans**, on-demand movers in Australasia
- **Dolly**, on-demand movers in the USA
- **Trusk**, on-demand movers in Europe

Classification of gig based economy:

- Intemiditary do not control workers work hours.
- Intemiditary can set the fee.
- Intemiditary can fire the worker.
- Intemiditary workers can work online or offline.

Gig based economy summary of companies

Instacart

Internet-based grocery delivery service

Private

Founded: 2012

Headquarters: San Francisco, California, United States

Area served Select U.S. cities: Atlanta, Austin (TX), Boston, Boulder (CO), Charlotte, Chicago, Denver, Houston, Irvine (CA), Los Angeles, Minneapolis New York City, Philadelphia, Portland (OR), San Francisco Bay Area, San Diego, Seattle, Washington, D.C. and more

Industry: Retail

Services: Grocery Delivery

Slogan(s): Groceries Delivered in an Hour

Native client(s) on: iOS, Android

https://en.wikipedia.org/wiki/Instacart

Initially Instacart shoppers simply went to a store and purchased the ordered items at retail and, in addition to the delivery charge, added a markup of 10 to 20 percent. As the business has developed, the firm has established relationships with grocery firms which share their (store) existing markup, allowing Instacart users to shop at in-store prices.

The startup company has a $2 billion valuation by investors as of May 2015 and total funding was about $275M.

April 2015 company had about 200 employees.
As of April 2015, the firm had about 200 employees. Actual shopping and delivery is done primarily by independent contractors, though a new policy will allow some Instacart shoppers to choose to be part-time employees. Instacart raised its customer prices by 50% in December 2015, then a few months later the company cut by 50% its payments to couriers.

- Careem, a Dubai based transportation network company operating

  Type: Private

  Industry Technology

  Founded: March 2012; 4 years ago

  Headquarters: Dubai, UAE

  Area served: Worldwide

  Services: Taxicab, Vehicle for hire

  Website: www.careem.com

  https://en.wikipedia.org/wiki/Careem

Careem started operating in July 2012. It was initially founded as a website-based service for corporate car bookings, and it then evolved to become an app after demand increased, shifting away from being a car service targeted at corporate clients to a service targeting individuals looking to book a local car hire for everyday use. Careem was able to secure funding 71.1 million U.S. Dollars to date with a start seed funding of 1.7 million U.S. Dollars in a round led by STC Ventures in 2013. This was followed over a year later with funding of 10 million U.S. Dollars led by Al Tayyar Travel Group and STC Ventures. In November 2015, Careem announced a Series C investment of US$60 million led by The Abraaj Group.

Along with its competitor Uber, Careem faced heavy criticism in Egypt at the beginning of 2016 by local taxi drivers for operating without official taxi licenses. Egypt's "white taxi" drivers organized several protests and sit-ins (white taxis are the standard taxi service that operates in Cairo) demanding that the Egyptian government intervenes to halt the activities of the car-hailing services. Citing that the companies were operating illegally and bypassing rules and regulations that

governed taxi services in Egypt, including the heavy cost of acquiring a taxi license, a committee was organized by the Egyptian government to assess the complaints of the protesting taxi drivers and standardize taxi services in Egypt. They ruled in favor of Careem and Uber, ensuring that they can operate legally and provide legal protection for the drivers who had been facing attacks by both state police and angry taxi drivers.

- **Uber (company)**, an American multinational online transportation network company

Type Private

Industry Technology

Founded March 2009; 7 years ago (as UberCab)

Headquarters San Francisco, California, United States

Area served Worldwide, 536+ cities

Services Taxicab, Vehicle for hire

Revenue US$1.5 billion (2015)

Number of employees 6,700

Website www.uber.com

https://en.wikipedia.org/wiki/Uber_(company)

Uber Technologies Inc. is an American worldwide online transportation network company headquartered in San Francisco, California. It develops, markets and operates the Uber app, which allows consumers with smartphones to submit a trip request, which the software program then automatically sends to the Uber driver nearest to the consumer, alerting the driver to the location of the customer. Uber drivers use their own personal cars. The Uber app automatically calculates the fare and transfers the payment to the driver.

Uber was founded as UberCab by Garrett Camp, the founder of StumbleUpon, and Travis Kalanick in 2009. The company received $200,000 in seed funding that same year. In 2010, Uber raised $1.25 million in additional funding. By the end of 2011, Uber had raised $44.5 million in funding. That year, the company changed its name from UberCab to Uber. In May 2015, Uber revealed plans to raise between $1.5 billion and $2 billion in new funding, raising the value of the company to $50 billion

or higher. Google Ventures invested $258 million in 2013. The Chinese search engine Baidu made an investment in Uber in December 2014 in a deal that also involved connecting Uber with Baidu's mapping apps. In 2016, Toyota made an undisclosed investment in Uber and looked into leasing options, which could potentially aid Uber drivers financially, a move in response to the other partnerships between Toyota's and Uber's counterparts.

Uber has raised about $11.5B from 14 rounds of venture capital and private equity investors. In August 2016 "Uber agreed to sell its subsidiary company, Uber China, to Didi. Didi also agreed to invest $1 billion into Uber Global."

Year	2014	2015	1Q 2016	2Q 2016
Net Revenue	$495.3M	$1.5B	$960M	$1.1B
GAAP Loss	-$671M	TBD	-$520M	-$750M

Complaints:

In April 2014, Uber was banned by the government in Berlin, although the company remains active in other German cities. The ban is still being discussed as of December 2014.

Taxi drivers in London, Berlin, Paris and Madrid staged a large-scale protest against Uber on June 11, 2014. In March 2015, UberPOOL was offered in Austin, Texas, but Uber has pulled their Austin program, due to stricter regulations from the government.

- Lyft, a transportation network company (TNC)

Type Transportation network company

Industry Transportation networking

Founded June 2012; 4 years ago

Headquarters San Francisco, California, United States

Revenue US$800 million (2015)

Website www.lyft.com

https://en.wikipedia.org/wiki/Lyft

Lyft is an American transportation network company based in San Francisco, California. Launched in June 2012 by Logan Green and John Zimmer, the company's mobile-phone application facilitates peer-to-peer ridesharing by connecting passengers who need a ride with drivers who have a car. Lyft now operates in over 200 U.S. cities, including San Francisco, Los Angeles, and New York City, and is valued at $5.5 billion.

As of January 2016, Lyft had raised more than $2 billion from investors General Motors ($500M), Alibaba, Andreessen Horowitz, Coatue Management, Didi Kuaidi, fbFund, Floodgate, Fontinalis Group, Fortress, Founders Fund, GSV Capital, Icahn Enterprises, Janus Capital Management, K9 Ventures, Mayfield Fund, Prince Alwaleed's Kingdom Holdings Company, Rakuten, Tencent, and Third Point Ventures.

Funding

In May 2013, Lyft completed a US $60 million Series C venture financing round led by Andreessen Horowitz; the other investors were Founders Fund, Mayfield Fund, K9 Ventures, and Floodgate. In July 2013, Lyft sold Zimride to Enterprise Holdings, the parent company of Enterprise Rent-A-Car, to enable the company to focus exclusively on the growth of Lyft.

In April 2014, Lyft completed a $250 million Series D financing round led by Coatue, Alibaba, and Andreessen Horowitz, bringing its total amount raised to $332.5 million. A $530 million investment led by Japanese online retailer Rakuten Inc. in March 2015 and an additional $150 million led by a $100 million investment from Carl Ichan in May 2015 brought the total raised to over $1 billion and the valuation to $2.5 billion.

On January 4, 2016, Lyft announced a partnership with U.S. automaker General Motors, which invested $500 million as part of a $1 billion fundraising effort. The partnership is designed to help both companies accelerate in the ride-sharing market, as well as the autonomous car arena. In conjunction with GM's investment, Prince al-Waleed bin Talal of Saudi Arabia also made an investment in Lyft which included the purchase of $148 million worth of existing stock from Andreessen Horowitz and Founders Fund.

Lyft Safety

One tenet of Lyft's platform is establishing trust among its users. All drivers undergo the following screening processes:

Department of Motor Vehicle, national sex offender registries, and personnel-type criminal background checks. The criminal background check goes back seven years and includes national and county-level databases, as well as national sex offender registries.

In-person interviews with current Lyft drivers.

Drivers must be 21 years or older and have had a driver's license for more than 1 year.

Zero-tolerance drug and alcohol policy.

Although Lyft drivers are classified as independent contractors, Lyft also insures each driver with a $1 million commercial liability policy that is primary to a driver's personal policy. Any driver averaging a low rating by users is dropped from the service.

Additional coverage includes:

Contingent comprehensive and collision coverage up to $50,000 with a $2,500 deductible. (Applies from the time a driver accepts a ride request until the time the ride is ended in the app.)

Contingent liability coverage up to $50,000 per person/$100,000 per accident/$25,000 property damage. (Applies from the time when a driver flips into driver mode until the driver accepts a ride request.)

Uninsured/underinsured motorist coverage up to $1 million. (Applies from the time a driver accepts a ride request in the app until the time the ride is ended in the app.)

- Airbnb, an online rental service that enables people to list, find, and rent vacation homes

Type of site Private

Available in 26 languages

Founded 2008; 8 years ago

Headquarters San Francisco, California, United States

Industry Travel

Website airbnb.com

Native client(s) on iOS, watchOS, tvOS, Android

Revenue

Airbnb's primary source of revenue comes from service fees charges to hosts and guests on every booking. Fees paid by the guest range between 6% and 12% depending on the price of the booking. Airbnb also charges the host 3% from each guest booking for credit card processing.

Funding

As of July 2011, the company had raised US$119.8 million in venture funding from Y Combinator, Greylock Partners, Sequoia Capital, Andreessen Horowitz, Digital Sky Technologies, General Catalyst Partners and undisclosed amounts from Youniversity Ventures partners Jawed Karim, Keith Rabois, and Kevin Hartz, and from A Grade Investments partners Ashton Kutcher and Guy Oseary.

In April 2014, the company closed on an investment of $450 million by TPG Capital at a valuation of approximately $10 billion. Additional funding was provided by Andreessen Horowtiz, Sequoia Capital, Dragoneer Investment Group, T. Rowe Price and Sherpa Capital.

As of March 2015, Airbnb is raising a new round of funding that will place the company at a $20 billion valuation.

In 2015, Airbnb raised $1.5 billion in funding led by growth equity firm General Atlantic, and joined by Hillhouse Capital Group, Tiger Global Management, Kleiner Perkins Caufield & Byers, GGV Capital, China Broadband Capital, and Horizon Ventures.

In September 2016, The Wall Street Journal reported Airbnb raised at least $555 million in new funding from Google Capital and Technology Crossover Ventures, valuing the company at $30 billion.

Security

Airbnb user profiles contain recommendations, reviews, and ratings to build credible online reputations within the platform. Additionally, the site provides a private messaging system as a channel for users to message one another privately before booking and accepting reservations. Hosts are never required to accept a reservation. After the guest has checked out, the parties review one another to build website credibility similar to online marketplaces like eBay.

Airbnb facilitates online payments from guest to host through its Security Payments feature which processes payment transactions 24 hours after check in. This protocol offers a guarantee for guests and helps to host cancellations policies before processing payments. Additionally, the Airbnb website facilitates security deposits and cleaning fees, the former of which is held until the property is vacated. The

company's revenue comes from a 6% to 12% commission of the guest payment and 3% of what the host receives.

Any Airbnb host can now require their prospective guests to obtain Verified IDs before booking. Initially trust was so any host who requests this condition must also get verified. However this has been changed such that all guests must have a verified ID before booking.

- Hotel Tonight, an app that allows users to find discounted hotel accommodations last minute

  Founded   December 2010

  Headquarters San Francisco, California

  Industry Hotel, Tourism

  Services Hotel Booking

  Website hoteltonight.com

  Native client(s) oniOS, Apple Watch, Android

  https://en.wikipedia.org/wiki/Hotel_Tonight

HotelTonight is a mobile travel app for iPhone, iPad, Android and Windows devices that allows users to find discounted hotel accommodations up to seven days in advance throughout the Americas, Europe and Australia. Due to the last minute nature of the bookings, the app can offer deep discounts off the listed hotel rate. Since its launch in 2010, HotelTonight has been downloaded by more than 15 million users.

HotelTonight has raised $80.7 million in funding from U.S. Venture Partners, Accel Partners, Battery Ventures, First Round Capital, GGV Capital and Coatue Management.

In August 2016, HotelTonight announced it is profitable and planning for an IPO.

- Shyp, a courier service company

Type of site Private

Founded 2013

Headquarters San Francisco, California

Industry Technology, Internet

Website www.shyp.com

Registration Required to book pickups

Native client(s) on iOS, Android

Shyp is a courier service company. The company picks up, packages, and ships items through USPS and other major carriers. The company was founded in San Francisco in 2013. The company also provides its courier services in New York, Miami, Los Angeles and Chicago.

The company has raised a total of $62.1 million in venture-capital funding, with the latest Series B investment being led by investor Kleiner Perkins, where venture capitalist John Doerr joined the company's Board.

Shyp is one of the few on-demand companies – among many – made up entirely of employees, not independent contractors. In July 2015, the company converted its couriers from independent contractors to full-fledged employees.

- Drizly, an alcohol delivery service

Type of site Private
Founded 2012

Headquarters Boston, Massachusetts, United States

Area served Select U.S. cities: Austin, Baltimore, Boston, Chicago, Dallas, Denver, Jersey City, Indianapolis, Los Angeles, Minneapolis/St. Paul, New Orleans, New York City, Portland, Providence, Seattle, St. Louis, Tampa and Washington D.C. as well as Edmonton, Alberta, Canada

Industry Retail

Services Alcohol Delivery

Slogan(s) The Joy Of Drinking

Website www.drizly.com

Native client(s) on iOS, Android

Drizly is an Internet-based alcohol delivery service in several American cities and in Edmonton, Alberta, Canada. Known as the "Uber for liquor," Drizly lets users order a variety of beer, wine, and spirits directly to their location through a mobile app.

Drizly, which currently employs about 60 people in its Boston office, plans to increase its number of employees to 80 by the end of 2016.

As of February 2016, total venture capital funding for Drizly was about $18 million. Series A investors include Polaris Partners, Suffolk Equity Partners, Cava Capital, Fairhaven Capital Partners, and First Beverage Group. Local angel investors include Walt Doyle, Lars Albright, Ty Danco, Fred Shilmover and Streetwise Media co-founder Chase Garbarino.

- Zeel, booking of licensed massage therapists for on-location massage

Type Privately held company

Industry Wellness

Founded 2010

Headquarters New York City, New York, United States

Area served 40 U.S. cities

Services On-demand massage delivery

Website www.zeel.com

Zeel is a privately held company based in New York City. The company's mobile phone application and website allow the booking of licensed massage therapists for on-location massage.
Zeel also has an annual subscription, Massage Zeelot, which includes a monthly massage and a professional massage table.

Security

Zeel vets all massage therapists in its network, who must be licensed in their state of practice. Additionally, Zeel requires all customers to complete ID verification before booking a massage, which it does through either a scan of a government-issued ID or the last four digits of a Social Security number. By doing so, Zeel estimates that it

loses 30% of potential customers, but makes its therapists feel safe when traveling to customers.

Investors

As of March 2016, Zeel has received investments totaling $15 million and have their service available in over 40 cities and metro areas. Investors include Corigin Ventures, Lightbank, Prolog Ventures, Emil Capital Partners, Slow Ventures, Partech Ventures, New Atlantic Ventures, Spafinder, Tory Burch co-founder J. Christopher Burch, and journalist and angel investor Esther Dyson.

- TaskRabbit, matches freelance labor with local demand immediately

Type Private

Founded 2008

Headquarters San Francisco, California, United States

Area served 18 U.S. cities and London (March 2016)

Services Cleaning, Moving, Delivery, Handyman Services, General Services

Website www.taskrabbit.com

TaskRabbit is an online and mobile marketplace that matches freelance labor with local demand, allowing consumers to find immediate help with everyday tasks, including cleaning, moving, delivery and handyman work. Founded in 2008 by Leah Busque, the company has received $37.7 million in funding to date and currently has tens of thousands of vetted, background-checked 'Taskers' available to help consumers across a wide variety of categories. Busque founded TaskRabbit when she had no time to buy dog food, basing it on the idea of "neighbors helping neighbors".

In April 2010, Busque changed the name of the company from RunMyErrand to TaskRabbit. By June 2010, Busque and team moved across the country and opened operations in the San Francisco Bay Area.

One year later, in May 2011, TaskRabbit closed a $5 million Series A financing round from Shasta Ventures, First Round Capital, Baseline Ventures, Floodgate Fund, Collaborative Fund, 500 Startups, and The Mesh author Lisa Gansky. At that time, the firm had 13 employees and 2,000 participating "TaskRabbits".

Within the next year, the firm expanded from Boston and the San Francisco Bay Area to New York City, New York; Chicago, Illinois; Los Angeles, California; and Orange County, California.

In July 2011, TaskRabbit launched an app which allowed users to post a task with an iPhone. In October 2011, Busque hired Eric Grosse, the co-founder and former president of Hotwire.com, as the firm's new CEO so she could focus on product development.

In December 2011, TaskRabbit received an additional $17.8 million in a Series B round of funding. At the time, the firm had 35 employees and generated $4 million in business each month.

In March 2013, a new tool for "TaskRabbit Business" was introduced which allowed businesses to hire temporary workers from the TaskRabbit users, with a 26 percent commission.

The company launched in London, its first international market, in November 2013.

As a result of declines in bids and completed and accepted tasks in the U.S., the company ultimately decided to road-test a new system in London; instead of an E-bay inspired bidding model, Taskers would set their own rates and schedules, and when a new job was posted that matched their profile, the platform would send them an alert. The first to respond got the job.

In London the results were overwhelmingly positive: virtually all of the company's metrics markedly improved, and the average amount of money that individual Taskers on the platform were taking home rose considerably.

On June 17, 2014, TaskRabbit announced and began rolling this complete reboot from its original task posting and bidding model to a direct hire only model across all markets.
The new version was officially released on July 10, 2014, and was met with significant backlash from the Tasker community.

Amidst the backlash, the company kept faith in the metrics that inspired the change, even amidst the worst criticism. TaskRabbit incorporated some of the most prominent feedback into an updated version of its app that launched on January 1, 2015, and has since experienced considerable growth. In 2014, TaskRabbit received 4,000 applications to be a Tasker. In 2015, that number grew to 15,000. The education level of contractors vary. Out of all the contractors, 70 percent hold bachelor's degree, 20 percent hold master's degree, and 5 percent hold a PhD. Some people have turned their TaskRabbit work into a full-time job.

- Handy (company), an online two-sided market place for residential cleanings and other home services on demand

Type Private

Industry Cleaning services

Founded 2012; 4 years ago

Headquarters New York, New York, United States

Services House cleaning

Number of employees 200+

Website handy.com

Handy was founded in June 2012 as Handybook. In October 2012 Handybook raised 2 million dollars in seed financing from General Catalyst Partners and Highland Capital Partners.

The following year in October 2013, Handybook raised further 10 million dollars from existing investors and David Tisch. The same month Handybook acquired Exec to help build its West Coast presence.

Handybook raised 30 million dollars in a B round in June 2014.

In September 2014, Handybook changed its name to Handy. A week after the rebrand, Handy acquired a London incumbent Mopp at an undisclosed valuation.

In November 2014, Handy was sued over a number of alleged labor violations, including that the company was deliberately misclassifying its employees as independent contractors.

In March 2015, Handy announced another B round raising 15 million dollars.

It was reported in May 2015 that Handy was in talks to acquire its rival Homejoy. Homejoy shutdown in July 2015 without being acquired amid worker classification suits.

In June 2015 Handy announced completing its 1 millionth booking on the platform.

- Postmates, delivers goods locally

Type Private

Industry Logistics

Founded May 1, 2011

Headquarters San Francisco, California, United States

Area served Select U.S. cities

Services Goods delivery

Website postmates.com

Postmates is a logistics company that operates a network of couriers who deliver goods locally. Postmates is closely compared to Uber because of its use of mobile phones to receive orders and dispatch delivery drivers. As of December 2014, Postmates operates in 18 U.S. cities. As of October 2015 their website lists more than 100 metropolitan areas.

The company announced in December 2014 that it had completed its millionth delivery and that it had over 6,000 drivers in its network. In June 2015, Postmates announced that they had surpassed 2.5 million deliveries across 28 markets and expanded their fleet to 13,000 couriers.

Postmates started getting outside funding before launch with 60k in seed funding from AngelPad. They later went on to receive 1.95 million in angel funding. In March 2013, the company raised $11 million in series A funding, led by Founders Fund. In February 2014, the company raised $16 million in series B funding, led by Spark Capital. In February 2015, the company raised $35 million in series C funding, led by Harmony Partners and Spark Capital. In June 2015, the company raised $80 million in series D funding from Tiger Global Management, Slow Ventures, and Spark Capital. In September 2016, they raised $140 million in funding led by Founders' Fund.

- UrbanSitter, book, pay, review, and recommend babysitters and nannies

Industry Social networking, child care, caregiving

Founded San Francisco, California (December 1, 2010)

Number of locations 12 cities throughout United States

Number of employees 23

Website urbansitter.com

UrbanSitter is a San Francisco-based online service and mobile app that allows parents to search for, book, pay, review, and recommend babysitters and nannies. UrbanSitter integrates with Facebook Connect and an internal database, allowing parents to view babysitters hired and reviewed by their Facebook friends and parents from children's schools, sports teams, and local parenting organizations. The company's online booking technology lets parents search for babysitters by specific time and date and schedule a booking. Alternatively, parents can post a job to a virtual job board. To date the company has raised a total of $22.75 million in venture funding.

The company raised a total a $7.75 million in seed and Series A funding between 2011 and 2012. Since founding, the service has grown to 12 cities throughout the United States, including, among others, San Francisco, New York City, Los Angeles, Chicago, and Seattle. UrbanSitter has approximately 170,000 babysitting jobs and a user base of 70,000 parents and 30,000 sitters as of February 2014. Forbes reported that UrbanSitter saw an "increase in clients and bookings of between 20% and 30% per month" throughout 2012 and 2013.

In February 2014 UrbanSitter raised a $15 million Series B funding round. The investment was led by DBL Investors and included participation from Match Group, a division of IAC, Aspect Ventures, Canaan Partners, First Round Capital, Menlo Ventures, and Rustic Canyon Partners.

- ClassPass, fitness company

Industry Fitness

Founded 1 June 2013

Headquarters New York City

Website classpass.com

ClassPass is an American fitness startup company based in New York City and founded by dancer Payal Kadakia and Mary Biggins. The company offers a flat-rate monthly subscription service to get access to participating fitness classes in 30+ American cities, as well as in Toronto, Vancouver, Sydney, Melbourne and London.

Users of the service wanted to use the pass service again so the company switched to offering the 'Passport', a subscription service for $99 a month. The company enforces a cancellation fee of $20 for missing classes. As of 2016, ClassPass has booked over 17 million fitness reservations.

ClassPass received seed funding of $2 million in March 2014, then attracted $12 million in Series A venture capital funding from entrepreneur Fritz Lanman in September 2014. In 2015, it closed a $40 million round of Series B funding from General Catalyst and Thrive Capital. The company was valued as being worth more than $200 million according to a report in the Wall Street Journal. Classpass received a series C round of funding for $30 million in November 2015 led by Google Ventures.

Udemy, online learning company

Industry e-learning

Founded 2010

Website www.udemy.com

Udemy.com is an online learning platform. It is aimed at professional adults who want to add new skills to their resumes, or explore their passions. Udemy provides tools which enable users to create a course, promote it and earn money from student tuition charges.

In 2010, Udemy was hosting around 400 courses. As of 2016, there are more than 42,000.

Within a few months, 1,000 instructors had created about 2,000 courses, and Udemy had nearly 10,000 registered users. Based on this favorable market reaction, they decided to attempt another round of financing, and raised $1 million in venture funding by August.

In October 2011, the company raised an additional $3 million in Series A funding led by Groupon investors Eric Lefkofsky and Brad Keywell, as well as 500 Startups and MHS Capital.

In December 2012, the company raised $12 million in Series B funding led by Insight Venture Partners, as well as Lightbank Capital, MHS Capital and Learn Capital, bringing Udemy's total funding to $16 million.

On April 22, 2014, the Wall Street Journal's Digital edition reported that Dennis Yang, Chief Operating Officer of Udemy was named CEO, replacing Eren Bali.

In May 2014, Udemy raised another $32 million in a Series C funding, led by Norwest Venture Partners, as well as Insight Venture Partners and MHS Capital.

In June 2015, Udemy raised a $65 million Series D financing round, led by Stripes Group. Now Udemy joined another online learning house Skillsdox Inc of Canada to open up School of Skills in India.