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Sharetribe raises \$1M to help anyone create their own peer-to-peer marketplace

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- Sharetribe is the easiest way for anyone to create their own marketplace business
- The company announced a seed funding round of \$1 million, led by Supercell early investor Lifeline Ventures
- Marketplaces using Sharetribe have already been created in more than 50 countries

Surf boards in San Diego, tractors in Toronto, bras in Berlin, or apples in Avignon: Finnish startup Sharetribe lets enthusiasts easily create and curate their own marketplaces, the latest trend in e-commerce that's launching at Slush with \$1 million seed funding.

The Sharetribe online service makes it easy for people to build their own marketplace and let their community buy, sell or rent any type of product or service.

"We're invoking the spirit of Airbnb and Etsy, but creating something unique by allowing our users to build their own individual peer-to-peer marketplace services" says Sharetribe CEO **Juho Makkonen**, who first got involved with the sharing economy while studying at Helsinki's Aalto University.

Creating a new marketplace site with Sharetribe takes no more than a couple of minutes, and marketplace managers can make money from transaction fees.

From today, Sharetribe also supports a new global payment system, making transactions smooth, wherever your marketplace is located. "There's no bureaucracy, it just works" says Makkonen.



To boost its global growth - Sharetribe already has marketplaces in more than 50 countries as part of its initial beta-testing rollout - the company has raised \$1 million from top Finnish investors like Lifeline Ventures (an early investor to the Supercell games company); Reaktor Polte, and Tekes, the Finnish government funding agency.

“The peer-to-peer online marketplace sector is growing fast, and Sharetribe is a frontrunner that we expect to become a global leader in this space” says **Petteri Koponen**, serial entrepreneur and partner at Lifeline Ventures.

The founders, Makkonen and COO **Antti Virolainen**, have been building online marketplaces since 2008. Since then they’ve met dozens of people all struggling with the same challenges, and Sharetribe was born out of their needs.

“Online marketplaces are hard, you have to build up the community and match supply and demand, and of course not everybody is an expert in building a website” says Makkonen. “We created the Sharetribe platform to solve the technical part of it, so that entrepreneurs could focus on what matters the most: their community. We help aspiring entrepreneurs make their dreams come true”.

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