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Fiverr

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Fiverr is an [online marketplace](#) for [freelance services](#). Founded in 2010 and based in [Tel Aviv](#), [Israel](#),^[2] the company provides a platform for [freelancers](#) to offer services to customers worldwide.^[3]

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Fiverr International Ltd.

fiverr®

Available in	English , Spanish , French , Dutch , Portuguese
Traded as	NYSE: FVRR
Area served	Worldwide
Industry	Online marketplace Freelance Marketplace Online outsourcing
URL	fiverr.com
Alexa rank	331 (April 2020) ^[1]
Commercial	Yes
Registration	Required
Launched	1 February 2010; 10 years ago
Current status	Active

History [\[edit\]](#)

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Fiverr was founded by Micha Kaufman and Shai Wininger, and was launched in February 2010. The founders came up with the concept of a [marketplace](#) that would provide a [two sided platform](#) for people to buy and sell a variety of digital services typically offered by freelance contractors. Services offered on the site include writing, translation, graphic design, video editing and programming.^{[4][5][6]} Fiverr's services start at US\$5, and can go up to thousands of dollars with gig extras. Each service offered is called a "gig".^[7]

The website was launched in early 2010 and by 2012 was hosting over 1.3 million Gigs.^[8] The website transaction volume has grown 600% since 2011. Additionally, Fiverr.com has been ranked among the top 100 most popular sites in the United States and top 200 in the world since the beginning of 2013.^[9]

On June 1, 2010, Fiverr received a [seed investment](#) of US\$1 million from Guy Gamzu and other angel investors, and in May 2012, Fiverr secured US\$15 million in funding from [Accel Partners](#) and [Bessemer Venture Partners](#), bringing the company's total funding to US\$20 million.^[3]

In December 2013, Fiverr released their iOS app in the [Apple App Store](#),^[10] and in March 2014, Fiverr released their [Android app](#) in the Google Play store.^[11]

During August 2014, Fiverr announced that it had raised US\$30 million in a [Series C round](#) of funding from [Bessemer Venture Partners](#), [Accel](#) (formerly known as Accel Partners) and other investors. The round brings their total funding to date to US\$50 million.^[3]

In October 2015, [Amazon.com](#) started legal action against 1,114 Fiverr sellers it claims provide fake reviews on the US version of its website. Fiverr did not dispute Amazon's allegations and stated: "As Amazon noted, we have worked closely together to remove services that violate our terms of use, and respond promptly to any reports of inappropriate content."^[12]

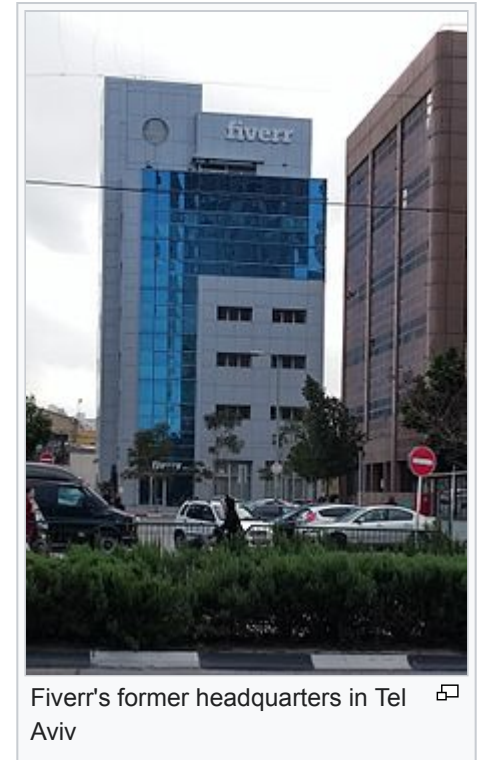
In November 2015, Fiverr announced that it had raised US\$60 million in a Series D round of funding, led by Square Peg Capital. The round brings their total funding to date to \$110 million.^[13] At the same time, the company announced that it was expanding the marketplace to allow sellers the ability to price productized services, known as Gigs, at prices above the original US\$5 price.^[14]

In June 2019, it listed on [NYSE](#).^[15]

Acquisitions [[edit](#)]

VeedMe [[edit](#)]

In 2017, Fiverr acquired video creation marketplace VeedMe.^[16]



Fiverr's former headquarters in Tel Aviv

AND CO [\[edit \]](#)

In January 2018, AND CO, maker of software for freelancers, was acquired by Fiverr. CEO Micha Kaufman said at the time that many of AND CO's capabilities, such as invoicing, are "baked into" the Fiverr marketplace, but "the vast majority of freelancing is happening offline"—and Fiverr wants to enable those offline relationships.^[17]

ClearVoice [\[edit \]](#)

In February 2019, Fiverr acquired premium subscription-based content marketing platform, ClearVoice. Founded in 2014 by Jay Swansson and Joe Griffin, ClearVoice is a venture-backed company headquartered in Phoenix, Arizona. Adding ClearVoice to the company's portfolio allows Fiverr to conveniently and consistently provide services for independent professionals as well as larger businesses.^[18]

Management [\[edit \]](#)

Micha Kaufman [\[edit \]](#)

Micha Kaufman is the co-founder and [CEO](#) of Fiverr. Prior to co-founding Fiverr, Micha Kaufman gained an [LL.B.](#) degree from [University of Haifa](#) and founded several technology ventures, including *Keynesis*, *Invisia* and *Spotback*.^[19] In an interview with the German newspaper [Handelsblatt](#) in 2018, Kaufman spoke about his own difficulties in finding freelancers as a client before Fiverr: *"Finding freelancers was not fun...", "...you ask friends for recommendations. You meet, you can show each other's work, you learn how much money you want for what. Everything is very time consuming."*^[20]

Gigs [\[edit \]](#)

Fiverr serves to allow listing and applying for small one-off jobs, or *gigs*, online. Jobs listed are diverse and range from "get a well-designed business card" to "help with [HTML](#), [JavaScript](#), [CSS](#), and [jQuery](#)".^[21] Fiverr is a company built on the model of listing [temporary work](#) positions. Freelancers work in a variety of workplaces, ranging from home to office.^[22]

User demographics [\[edit \]](#)

The Fiverr marketplace is dominated by young adults (only 2% of sellers are over the age of 55); the company has stated that the rate of sellers aged 55–64 grew 375% at the end of the second quarter of 2015, compared with the year before.^[23]

Criticism [\[edit \]](#)

Fiverr has received criticism for advertising very cheap graphic services. At the end of 2014, Fiverr's [Facebook](#) page advertisement saying "You're paying too much for design" caused a public outcry.^[24] In 2013, Fiverr lifted the five dollar base price and began allowing logo designers, graphic artists, voice over artists and other sellers to charge the base prices they set for themselves.

In 2015, after an undercover sting, Amazon filed suit against 1000 Fiverr users over fake product reviews.^[25]

In 2017, Fiverr was criticized for portraying unhealthy living and excesses in work behaviours as ideals to live up to. Fiverr also gives 100% privileges to buyers thereby neglecting seller rights. After a job has been completed, a buyer has the full rights to request for a refund.^[26]

In 2018, Fiverr received an "F" rating from the [Better Business Bureau](#), which is the lowest grade that can be given. In 2019, Fiverr received a "B" rating after responding to customer complaints.^[27]

IPO [[edit](#)]

On June 13, 2019, Fiverr listed on the [NYSE](#) (New York Stock Exchange) under the symbol FVRR, In the first day of trading shares in the company climbed to 90% of its opening price traded at \$39.90. The stock quickly fell in price and as of the 14th of February 2020 Fiverr's listed share price is trading at \$27.90 per share.

See also [[edit](#)]

- [Gig economy](#)
- [E-lancing](#)

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