

Timeline of the dotcom bubble



More details on the timeline (source www.lombardiletter.com):

1989

- NASDAQ (a lot of tech stocks are listed on it) rings in the new year at 378.56.
- The World Wide Web begins as a European Organization for Nuclear Research (CERN) project called "ENQUIRE." The purpose of ENQUIRE is to develop a system of interlocking/hyperlinked projects, which are similar to today's web sites, so that scientists can more easily find documents related to their research. While the ENQUIRE design is too rigid, it paves the way for the World Wide Web.
- AOL, Inc. (NYSE:AOL) launches its "Instant Messenger" chat service with the "You've Got Mail!" greeting.

1990

- The world's first web site and server goes live. (Source: "The history of CERN," CERN Timelines, last accessed March 23, 2017.)
- The first search engine, "Archie," is developed by McGill University student Alan Emtage. (Source: "Archie Query Form," Archie.icm.edu.pl, last accessed March 23, 2017.)

1992

- NASDAQ opens the year at 580.04.
- AOL, Inc. goes public on the New York Stock Exchange (NYSE).

1993

- CERN places its World Wide Web technology in the public domain.

1994

- The NASDAQ opens the first day of trading at 777.29.
- The first online order is placed: a large pepperoni pizza, mushroom, and extra cheese from Pizza Hut. (Source: "Pizza Hut Offers Big Discount to Celebrate 20th Anniversary of the World's First Online Purchase," Entrepreneur, January 3, 2014.)
- Yahoo! Inc. (NASDAQ:YHOO) is created by graduate students Jerry Yang and David Filo. It is originally known as Jerry and David's Guide to the World Wide Web.

1995

- Craigslist, Inc., eBay Inc (NASDAQ:EBAY), Match.com, L.L.C., and MSN (owned by Microsoft Corporation (NASDAQ:MSFT)) are founded.
- Amazon.com, Inc. (NASDAQ:AMZN) opens its doors.
- On August 9, 1995, Netscape begins trading, launching the Internet age. Demand for the shares is so strong that trading couldn't open for two hours. The stock is priced at \$28.00 per share, but quickly soars to \$75.00 before closing the day at \$58.00. (Source: "Netscape IPO: 20-Year Anniversary: Read Fortune's 2005 oral history of the birth of the web," Fortune, August 9, 2015.)
- Microsoft releases "Windows 95," which included the first version of the Internet browser "Internet Explorer."

1996

- NASDAQ trading opens at 1052.83 in the first session of the year.
- Online toy retailer eToys.com is founded.

1997

- Pets.com goes online.
- Amazon.com's initial public offering (IPO) takes place on May 15, with a price of \$18.00 per share. At the height of the dotcom bubble, Amazon.com's share price soars to \$107.00 per share.

1998

- The NASDAQ opens on January 2 at 1574.10, for a two-year gain of 50%.
- Flooz, Webvan, and Google (now Alphabet Inc (NASDAQ:GOOG)) are founded.
- eBay goes public on September 24 at \$18.00 per share, but quickly climbs to \$53.50 before closing at \$47.35. That's a one-day gain of 163%.
- theGlobe.com goes public on November 13 and raises \$27.9 million in its IPO, with a market cap of \$842.0 million. Billed as a primitive social media site, the company has a set offer price of \$9.00 per share, but it opened at \$87.00 and hit an intra-day high of \$97.00, before closing at \$63.50.

1999

- Priceline.com, a travel discount web site, goes public in March. On its first day of trading, the company's share price soars from \$16.00 to over \$86.00.
- eToys.com goes public in May, raising \$166.0 million. On its first day of trading, eToys stock almost quadruples, to approximately \$76.50 per share. In October, its share price hits \$84.00.
- Online grocery firm Webvan, which is already in eight cities, announces in the summer that it is investing \$1.0 billion in warehouses and will expand to 26 more cities by 2001. Despite reporting a loss of \$35.0 million in the first half of 1999, Webvan goes public in November and raises \$475.0 million as its shares trade at around \$30.00. At its peak, Webvan has a market cap of \$1.2 billion.

2000

- Pets.com, with the help of Amazon, raises \$82.5 million in its February IPO. The company opens trading at \$11.00 and the share price climbs to \$14.00. In the first nine months of the year, it loses \$147.0 million. By November, Pets.com's share price has fallen below \$1.00 per share, and the company shuts its doors.
- On March 10, the NASDAQ hits a peak of 5132.52, a two-year increase of 226% and a four-year gain of approximately 390%.
- On March 13, the NASDAQ opens 4.5% lower. Analysts see it as a simple market correction.
- On March 24, the S&P 500 tops out at 1553.51.
- In December, eBay shares hit a low of \$2.81. But, because of its unique platform and huge footprint, eBay continues to grow in popularity. By early 2017, eBay stock trades for more than \$33.00 per share and has a market cap of \$36.08 billion.
- NASDAQ ends 2000 at 2470.52, a 52% drop from the March 2000 high of 5132.52.

2001

- AOL and Time Warner Inc (NYSE:TWX) merge.
- In the fourth quarter of 2000, eToys reports a loss of \$74.5 million and announces that it only has enough capital to last until March 31, 2001. By February 2001, the eToys stock price plunges to \$0.09 per share. Just one month later, the company's shares are worthless. In less than three years, eToys exhausts \$800.0 million in cash, goes public, files for bankruptcy, and shuts its doors.
- Webvan is supposed to have expanded to 26 cities by 2001. Instead, it has no expanded operations. The company's share price tanks to \$0.06 per share, and the company closes up shop in July.
- theGlobe.com is delisted from the NASDAQ in August for failing to meet the \$1.00 minimum share price.
- Virtual online currency Flooz never goes public, and it closes its doors on August 26. Over its short lifespan, Flooz burns through \$35.0 million–\$450.0 million in venture capital. Spokes-celeb Whoopi Goldberg's stake in the company, more than 100,000 shares and Flooz dollars, become worthless.
- On November 1, shares in Amazon.com hit a low of \$5.51.

2002

- On October 9, the NASDAQ closes at 1114.14, having lost 78% of its value over its March 2000 peak.
- Also on October 9, Priceline's share price hits an all-time low of \$6.60. Its share price is feeling pressure from both the bursting dotcom bubble and the September 11, 2001 terrorist attacks, which decimates the entire travel industry. Over the following few years, Priceline rebrands itself around hotel rooms, not airfares, and expands its global presence. By early 2017, Priceline stock is trading at more than \$1,750 per share, with a market cap of \$86.25 billion.

2003

- A refocused Amazon reports its first annual profit of \$35.3 million, compared to a 2002 loss of \$149.1 million. By early 2017, Amazon stock is trading at more than \$850, and has a market cap of more than \$402.0 billion.
- Skype, LinkedIn, and MySpace.com are founded.