

Shiftgig Leads Future of Work(ers) with New \$20M Series C Financing

CHICAGO -- Jan 17, 2016 -- [Shiftgig](#), the mobile platform that connects business with vetted, hourly workers, today announced the completion of its \$20 million Series C financing. The round brings the company's total capital raised to \$56 million and supports its aggressive growth strategy. New and existing investors include DRW Venture Capital, FJ Labs, GGV Capital, KDWC Ventures, and an affiliate of William Blair. Shiftgig plans to use the investment to further extend its lead in the rapidly growing gig economy, accelerate sales and marketing operations and drive product innovation for both its employer and worker customers.

"The success of Uber, Lyft, Postmates and other mobile consumer marketplaces have demonstrated that millions of individuals seek flexibility with their work schedules," said Eddie Lou, co-founder and CEO, Shiftgig. "Consumers aren't the only ones taking advantage of labor service platforms, businesses are starting to think strategically about the [future of workers](#). This funding will allow us to fulfill our mission of connecting businesses to millions of qualified, hourly workers seeking short term gigs."

Analysts have estimated the value of the gig economy at [\\$792 billion](#). Employment in the gig economy has increased approximately [27-44 percent](#) more than traditional payroll employees.

In 2016, Shiftgig achieved key milestones:

- Customer traction: Shiftgig has doubled the size of its client base and increased revenue 3x year over year
- Product leadership: Shiftgig expanded aggressively from 1 vertical, foodservice, to 4 verticals that now include hospitality, retail, experiential marketing, and logistics/warehouse

"Shiftgig is the US market leader in a massive marketplace," said Fabrice Grinda, co-founder, FJ Labs. "Many positive macro forces are in their favor: people seeking flexibility as it relates to work, high smartphone penetration, and escalating business enterprise demand given increasingly tight labor markets."

"The Shiftgig team continues to execute against its plan by winning enterprise clients that utilize its technology to connect with hourly labor," said Jeff Richards, Managing Partner, GGV Capital. "The company is scaling across multiple verticals and proving that one platform can be winner take all."

About Shiftgig

Shiftgig is an app-based mobile platform that connects businesses with reliable, high-quality workers on demand. Over 1,500 companies, including some of the biggest names in food service, hospitality, retail, warehouse and experiential marketing, use Shiftgig because of its ability to easily fill and manage short term job assignments with fully qualified workers. People use Shiftgig to discover short term work opportunities when and where they prefer.

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