



OfferUp is a U.S.-only mobile local marketplace founded in 2011 in Bellevue, Washington (CEO Todd Dunlap). Buyers and sellers list and meet locally for free with no commission on in-person deals; OfferUp monetizes via promoted listings, Premium and Promote Plus subscriptions, business/storefront and services plans, job posts, and ads. The company told AIM Group that 2023 sales approached \$150M with its first annual profit; in 2024 it slipped slightly back into the red as programmatic ad rates softened, per the CEO's Dec 2024 memo. Nationwide shipping (and its 12.9% seller fee) ended in fall 2025.

BUSINESS MODEL CANVAS

OfferUp

Research date: Oct 15, 2026

Evidence-backed · sources in companion brief

KEY PARTNERS

- Peer sellers and buyers create all listings (FACT).
- App Store / Google Play bill subscriptions (FACT).
- OfferUp Storefronts & Verified Dealers (FACT).
- Thumbtack partnership for early Services listings (SECONDARY, AIM).
- Local MeetUp Spots / safety partners (FACT, Help).
- **No inventory suppliers** — C2C + local merchants (FACT).

KEY ACTIVITIES

- Operate local mobile marketplace feed (FACT).
- Trust, chat, and meetup safety tooling (FACT).
- Sell promotions, Premium, and listing packs (FACT).
- Onboard businesses / dealers / services (FACT).
- Jobs, rentals, events, community experiments (FACT, CEO memo).
- Retired nationwide shipping Sep–Oct 2025 (FACT).

KEY RESOURCES

- Brand + U.S. local network effects (FACT / theme).
- 40M+ active users claim (FACT, about page).
- iOS / Android apps and offerup.com (FACT).
- Authenticated profiles (90% claim) (FACT, about).
- Business / dealer inventory relationships (FACT).
- No owned inventory or national shipping fleet (FACT).

VALUE PROPOSITIONS

- Free local list & buy; \$0 meetup commission (FACT).
- Photo-first mobile feed by distance (FACT).
- Promote to sell faster (FACT).
- Premium early access / ad-free (FACT).
- Jobs, services, rentals beyond goods (FACT).
- Business storefronts without per-lead fees (FACT).

CUSTOMER RELATIONSHIPS

- Self-serve list, chat, meetup (FACT).
- Ratings / authentication / badges (FACT).
- In-app Premium & Promote Plus (FACT).
- Business account managers on higher plans (FACT).
- Help Center + Trust & Safety (FACT).
- No escrow on local cash deals (FACT / product).

CHANNELS

- iOS and Android apps (FACT).
- offerup.com web (FACT; fewer paid features).
- U.S.-only full access (FACT, Help).
- In-feed promoted placements (FACT).
- Brand / user-growth investment (FACT, CEO memo).
- App-store subscription surfaces (FACT).

CUSTOMER SEGMENTS

- Local C2C buyers and sellers (FACT).
- Promote Plus / high-intent sellers (FACT).
- Premium shoppers (FACT).
- SMBs on Storefronts (FACT).
- Auto dealers / OfferUp Pro (FACT).
- Employers and service pros (FACT).

COST STRUCTURE

- Product / trust / support headcount (INFERENCE).
- ~22% layoff Dec 2024 (SECONDARY, GeekWire).
- Cloud, apps, payments / app-store fees (INFERENCE).
- Business sales & account managers (FACT, pricing pages).
- Brand and user-growth spend (FACT, CEO memo).
- No inventory COGS; shipping costs wound down (FACT).

REVENUE STREAMS

- Promoted listings / Promote Plus (FACT).
- OfferUp Premium \$7.99/mo (FACT).
- Storefronts \$49–\$249+/mo (FACT).
- Services plans from \$75/mo (FACT).
- Job listing fees + programmatic ads (FACT).
- ~\$150M estimated sales FY2023 (SECONDARY, AIM).