Investing in Bubble startups

People use [Bubble](#) to build their web products and launch their startups. As they grow on the platform and start talking to investors, they are often asked about their tech stack and how they got their product to market without engineers. This document explains what Bubble is and how it is used to launch and scale startups.

What is Bubble?

Bubble is a programming tool and cloud platform that enables anyone to build their web applications visually without code. It is one of the earliest players in the no-code space. Once an app is built, it is hosted on Bubble's cloud platform and scales automatically. Social networks, marketplaces, or SaaS products are typical examples of what can be built using Bubble (see examples below).

Technically, Bubble is a JSON-based declarative language for web application assembly. It's designed to let non-technical and technical users combine hand-coded javascript modules seamlessly into a working node.js application. It supports both front-end javascript components that the user can combine in a free-form way, and back-end server components the user can link together. Bubble is designed to replace programming languages and frameworks that are traditionally used for web development (Ruby on Rails or node.js on the back-end, and React, HTML, JS and CSS on the front-end).

Bubble users retain the full intellectual property of their application (design, workflows and data), while Bubble retains the IP of the non-app-specific engine.

What are the advantages?

Cost. Because companies don't need to hire engineers to get their product to market, Bubble is more affordable by a few orders of magnitude. In recent data surveys, including Bubble's 2020 No-Code Census, respondents claimed that no-code saved them the cost of 2-3 engineers per application, or on average $200,000-300,000 a year based on the median salary of a U.S. based programmer in 2020. Bubble users have mentioned numbers saying Bubble is anywhere from

10x to 50x cheaper than traditional development. This reduced cost leads to a better use of capital in the very early stages of the company, and lower dilution for early investors and founders.

Speed of iteration. As Bubble is an easy to use higher-level language, building and modifying a web application is much faster. Founding teams can iterate on the product in a matter of hours, and therefore leverage early feedback very quickly.

Scale. Bubble apps scale automatically. When apps reach a certain scale, they can migrate to a Dedicated Cluster that isolates them completely from the main user base, and gives a lot of headroom when traffic goes up. We've seen apps handle more than 500k page views daily on such configuration. Apps on the main cluster currently reach more than 30m page views monthly.

Extensibility. A common concern with no-code tools is about their limitations. Bubble is extremely open-ended compared to other tools (and therefore requires a few hours of learning). Having said that, there may be situations where Bubble's visual language isn't best to define the desired behavior. In such cases, users can build their own plugins with code that can be integrated into the application, or purchase plugins built by the Bubble community. With this fallback, there is no limit in terms of what can be built on Bubble.

Native applications. Bubble is currently optimized for web applications. While Bubble applications are responsive and work great on mobile devices, Bubble does not offer an out-of-the-box solution for native applications that are distributed through the app stores.
Some users have successfully wrapped their applications, but this requires some technical skill.

What has been built on Bubble?

As of August 2021, more than 1 million web applications have been built on Bubble. These applications range from VC-backed startups to internal management tools and personal projects. Applications built on Bubble are built for scale.

Some key examples built on Bubble:
- Dividend Finance runs a solar panel financing platform for homeowners and a CRM for installers. They have raised more than $330m and processed over $1b of loans through a Bubble-built solution since 2014.
- Cuure is fully built on Bubble and has raised €1.8m from top investors in Europe.
- Comet scaled to $800k revenue on Bubble before raising its first $13m round.
- Teal raised $5m for their careers platform built on Bubble. Read more on our blog.

Many users have built profitable businesses on Bubble, without raising funding. You can discover more about our users and what they built here.

How stable is Bubble?

Investing in a startup built on Bubble can lead to concerns, as Bubble is a startup as well. Given our mission to become the default platform for startups, we have put the stability of the business at the core of our strategy.

Product & platform. Our deployment process includes a suite of more than 600 tests to prevent bugs from getting into production. Our [uptime](#) over 30 days exceeds 99.95% on the main cluster. Alternatively, on a Dedicated Cluster, users control when they update their code, which is made available to them a few hours after release and testing on the main cluster, leading to an uptime of 100% for most boxes.

Company. Launched in 2012 by the same founding team that is running the company today, Bubble has been profitable for many years before raising its first round of funding. This controlled growth strategy is a source of stability for our product, community and company. In 2019, raised our first round of funding to help us scale faster as startups grow on Bubble. We announced a $6.25m round in June 2019 led by SignalFire and, in July 2021, Bubble closed a **$100m Series A round led by Insight Partners**. Our other backers include Ali Partovi of Neo, Eric Ries of the Lean Startup Method, David Tisch of BoxGroup, and the founders of Warby Parker, Mulesoft, Okta, Harry's, Allbirds, Peloton, Hootsuite, Datadog and more.

Guarantee. While we plan on being around for a long time, we've committed publicly to release our code in open source with migration instructions if we ever were to shut down shop and cease offering our service.

Contact

We're committed to helping our users create impactful businesses on top of us, and we know that helping them raise money from top investors is key. Let us know if we can help as you evaluate companies built on Bubble. For any questions, don't hesitate to reach out to our
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