



## Guru.com Company Timeline

**Guru.com** originated in 1998 as *SOFTmoonlighter.com* and a number of spin-off sites that were consolidated as *A2Zmoonlighter.com* in 2000. This initial endeavor focused on matching moonlighters — Freelancers looking to supplement their regular income — with Employers seeking part-time or short-term help. When the company purchased the *Guru.com* domain name and launched its newly branded site in 2004, it solidified its standing as the world's largest online service marketplace for freelance talent.

### 2009

- Guru Answers launches
- Guru Match highlights compatibility of Freelancers
- Industries updated & expanded
- Guru.com wins Service Provider Category at Tech 50
- New Guru Search launches
- Guru.com gets a new look and design
- Guru.com named to the Inc. 5000
- Guru.com honored on Pittsburgh 100 list
- User-friendly URLs improve visibility of profiles
- Skill categories updated & expanded
- Guru.com named to the Inner City 100 list
- Guru.com a Red Herring 100 North America Finalist
- Skills testing option introduced
- Guru.com prepaid Mastercard® introduced
- Member statistics added
- Quality Score Rank goes into effect

### 2008

- Feedback Management tools launched
- Guru.com a Finalist at the Annual PTC Tech 50 Awards
- Premium proposals introduced
- CEO named Entrepreneur of the Year
- Guru.com honored on Pittsburgh 100 List
- Guru.com names to Inc. 5000
- Search functionality enhanced

### 2007

- Guru.com a Finalist at Annual PTC Tech 50 Awards
- Header and Homepages get new look
- 100 work samples allowed
- Work room capacity doubles
- Freelancer profile features expanded
- The New Profile Blog launches
- Guru.com makes the Inc. 5000 list





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### 2006

- Guru.com a Finalist at Annual PTC Tech 50 Awards
- SafePay Escrow refunds introduced
- Account History added to SafePay
- SafePay Accounts launch
- Member communication tools introduced
- Private invitation updates begin
- Wire transfer payments offered
- SafePay reminders begin
- Project attachment capacity increased
- Pay Method manager introduced
- Guru Network launches
- Freelancers ranked by Feedback and money earned

### 2005

- Over 500,000 register with Guru.com
- Guru.com a Finalist at PTC's Annual Tech 50 Awards
- Limit on proposal templates adjusted
- Proposal templates introduced
- Bid reports available to subscribing members
- Personal bid history calendar introduced
- Private discussion board capacity increased
- Project Tracker 90-day archiving begins
- Tool to copy work samples added
- Feedback time limit set
- Guru Express introduced
- Dispute Resolution a quick success
- Escrow deposit options expand
- More payment options earn loyalty dollars
- Escrow and Dispute Resolution Services launch





## Guru.com Company Timeline

- 2004**
- Guru.com named Service Provider Industry Leader
  - Name changes to Guru.com
  - Portfolio / Solution Search enhanced
  - WebLinks Search improves matching
  - Industry Search option added
  - New tools display Freelancers' projects and websites
  - Skill category options enhanced
  - Industry experience included on profiles
  - Project deliverables tool added
  - Work room launches
  - Project manager introduced for Employers
  - Online project awards begin
  - Search for projects expands
  - Project watch list added
  - Private discussion board improved
  - Guru Box Manager launched
  - International payment options added
- 2003**
- Emoonlighter.com named Industry Leader
  - Emoonlighter.com acquires Guru.com
  - Emoonlighter.com continues fast-paced growth
  - Name changes to Emoonlighter.com
  - Portfolio / Solution search launched
  - Creative categories doubled
- 2002**
- Over 250,000 Register with A2Zmoonlighter.com
  - A2Zmoonlighter.com wins "Rising Start" award
- 2001**
- 150,000 Register with A2ZMoonlighter.com
  - New Pricing Model Improves Services
- 2000**
- 50,000 Register with A2ZMoonlighter.com
  - Consolidation under A2ZMoonlighter.com
- 1999 - 1998**
- SOFTmoonlighter.com launches

