



EQUITY RESEARCH

UPDATED

04/25/2025

# Whop

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## Whop

Marketplace and toolset for selling digital products like courses, memberships, and betting tips

#b2c #creator-economy

[Visit Website](#)

## Details

HEADQUARTERS

New York, NY

CEO

Steven Schwartz



### REVENUE

**\$22,550,000**

2024

### VALUATION

**\$800,000,000**

2025

### GROWTH RATE (Y/Y)

**74%**

2024

### FUNDING

**\$67,000,000**

2025

## Revenue

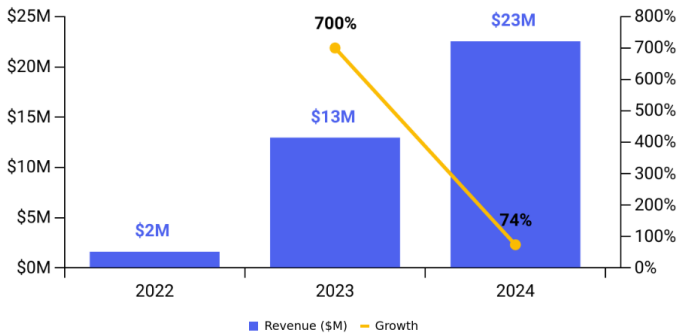


### Whop

Revenue & Revenue Growth Rate

**\$22.6M**

↑ 73.9% YoY



Source: Sacra

Updated: Dec 31, 2024

Sacra estimates that Whop generated \$22.6M in revenue in 2024, up 74% from \$13.0M in 2023.

Whop's growth trajectory accelerated in late 2024 and early 2025. The platform reached ~\$80M in monthly GMV by December 2024 and has since approached \$100M monthly GMV in March-April 2025.

The company's take rate has gradually increased from 4.0% in 2022 to an estimated 5.5% in early 2025, driven by a growing proportion of transactions flowing through its high-margin marketplace channel.

## Valuation

Whop raised more than \$50M in their July 2024 Series B, led by Bain Capital Ventures, which valued the company at \$800M.

Previously, Whop raised a \$17M Series A funding round with investments from well-known investors including Insight Partners, Peter Thiel, Justin Mateen, The Chainsmokers, and Kevin O'Leary.

## Product

Whop is a digital marketplace where creators build customized internet hubs (called "whops") to sell digital products ranging from software and online courses to more controversial offerings like sports betting tips and crypto trading signals. Founded in 2021, the platform functions as a comprehensive business infrastructure for digital entrepreneurs rather than just a content host.

When a creator joins Whop, they build their "whop" by selecting from various modular apps that determine functionality – Chat for community discussions, Courses for educational content, Forums for threaded conversations, Help Desk for support, and more. This allows creators to aggregate functionality that would otherwise require cobbling together Discord, Gumroad, Teachable, and payment processors.

A typical user experience varies by category. Someone interested in sports betting might pay \$50-200 monthly for a VIP membership granting access to a Discord community where "cappers" (sports handicappers) share daily betting predictions. E-commerce enthusiasts might purchase a course on sneaker reselling bundled with access to specialized tools. The platform handles payments via traditional methods (credit cards via Stripe, PayPal) or cryptocurrency (via Coinbase Commerce), with flexible pricing options including one-time payments, subscriptions, and waitlisted access.

Behind the scenes, Whop provides creators with tools like Bounties (allowing them to pay users for completing tasks like social media promotion) and Content Rewards (connecting brands with "clippers" who reshare content on a pay-per-view basis). These tools increase engagement while creating additional revenue streams for both creators and Whop itself.

## Business Model

Whop operates a two-tiered marketplace with dramatically different economics: a base 3% fee for direct customer purchases through creator-owned links, and a premium 30% fee for sales generated through the platform's "Discover" marketplace. This dual structure accommodates both established creators with existing audiences (who benefit from lower direct-sales fees) and emerging creators willing to sacrifice margin for distribution.

The dual pricing strategy generates asymmetric revenue benefits for Whop. In mid-2024, marketplace sales represented only about 3% of annual GMV but contributed roughly 20% of annual revenue due to the 10x higher fee. This creates strong incentives for Whop to drive traffic to its marketplace, which attracts over 4M unique monthly visitors.

Beyond the core transaction fees, Whop operates a layered fee structure that captures revenue at multiple touchpoints: standard payment processing (2.9% + \$0.30 domestic, 3.9% + \$0.30 international), invoice fees (0.5%), tax fees (0.5%), fraud prevention (\$0.07 per transaction), withdrawal fees (0.25%), and dispute handling fees (\$15-29). This comprehensive monetization approach has helped drive the overall take rate to 4.6%.

Whop follows a B2B2C model, providing infrastructure to creators who then sell to end consumers. While positioning itself as a general digital marketplace, Whop's growth has been significantly driven by controversial but lucrative verticals like sports betting picks, crypto trading signals, and other "make money" schemes that promise quick profits – areas that typically command higher prices and attract highly engaged users.

## Competition

### Direct platform monetization

Whop competes most directly with Discord's native monetization features, launched in 2022. Discord allows community operators to charge for server access and premium tiers, but lacks the comprehensive suite of monetization tools that Whop provides "out of the box." While Discord's massive scale (100M+ monthly active users) gives it reach advantages, Whop counters with purpose-built monetization features that make it easier for creators to build profitable communities without technical expertise.

This competition exists in a cooperative tension – many Whop creators use Discord as their primary community platform, with Whop handling the monetization layer. If Discord expands its native tooling or changes its platform policies, it could squeeze Whop's value proposition.

### Vertical-specific marketplaces

Specialized marketplaces focusing on particular creator niches present another competitive front. Platforms like Gumroad and Teachable dominate digital downloads and courses, while Patreon and Substack control subscription content monetization. Udemy and Coursera occupy the structured education space, while Cameo and OnlyFans have captured personalized content markets.

Whop's strategy counters these vertical players with its all-in-one approach, allowing creators to combine elements from each vertical (courses, communities, downloads, subscriptions) under a single monetization umbrella. The platform particularly shines in controversial niches that traditional platforms might restrict, creating a competitive advantage in regulatory gray zones.

### Generic e-commerce infrastructure

The broader e-commerce ecosystem including Shopify, Amazon, and payment processors like Stripe also compete for creator economic activity. Shopify has increasingly enabled digital good sales, while specialized payment providers offer subscription management for recurring digital products.

Whop differentiates itself by focusing exclusively on digital entrepreneurs with features tailored to their needs, rather than adapting physical e-commerce tools to digital use cases. This specialization creates value for creators in high-growth digital segments that aren't well-served by general e-commerce infrastructure designed primarily for physical goods.

## TAM Expansion

### Product verticalization

Whop has expanded beyond its initial focus on software to encompass diverse digital products, with recent additions showing strong early traction. Their Courses app saw 2,000+ downloads in May 2024 alone, demonstrating creator appetite for integrated education tools.

The Content Rewards program represents another significant expansion vector, positioning Whop as an alternative to traditional creator marketing platforms by connecting brands directly with "clippers" who distribute content on a pay-per-view basis. Whop claims this approach delivers content distribution at \$1 per 1,000 views versus \$25 for traditional social media ads.

Future product verticalization could include more sophisticated back-office creator tools (analytics, audience segmentation), financial services (advance payouts, revenue financing), and specialized production tools (video editing, AI-assisted content creation).

### Audience diversification

While Whop's current user base skews heavily male and young (17-25), significant opportunity exists in expanding to other demographics. The platform could develop female-oriented creator categories beyond the current male-dominated "make money" focus.

Expanding into professional development, mental health, creative pursuits, and family-oriented content would open new audience segments. However, the platform's current "bro culture" associations present a branding challenge for this expansion.

The current fastest-growing Whop sellers remain concentrated in sports picks and trading signals, with four out of five top performers in May 2024 focused on these categories. Deliberate cultivation of success stories in more diverse verticals will be necessary to broaden audience appeal.

### Geographic reach

Whop faces both opportunities and challenges in international expansion. The platform currently supports payments via PayPal or Coinbase in local currency across numerous countries, but many jurisdictions have tighter regulations on sports betting and financial advice than the US.

European markets present expansion potential but would require navigation of stricter consumer protection laws and potential regulatory barriers for Whop's most lucrative verticals. Similarly, Asian markets offer massive creator opportunities but with complex regulatory environments.

Whop's cryptocurrency payment options provide a potential advantage for cross-border transactions, particularly in markets with limited traditional payment infrastructure or restrictive policies toward certain content categories.

## Risks

**Regulatory gray areas:** Whop operates in multiple regulatory blind spots, particularly with creators selling sports betting advice, crypto trading signals, and investment tips. None of these sellers are typically registered as licensed financial advisors despite charging for what could be construed as financial guidance, creating significant compliance exposure if regulators tighten oversight.

**Deceptive marketing claims:** Many Whop listings use aggressive earnings claims similar to what triggered a \$2.4M FTC settlement against stock trading tips site RagingBull.com for "bogus stock earnings claims." Groups advertising they can teach users to "make your first \$2000 on your first day" create consumer protection liabilities that could invite regulatory scrutiny even with platform liability protections.

**AI commoditization threat:** As AI models increasingly generate high-quality content and advice, information products face devaluation pressure. Whop's marketplace depends on creators selling knowledge and insights that AI could potentially provide for free or at much lower cost, potentially forcing a difficult transition from selling content to selling access to creator personalities and relationships.

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