

€2 Million Goes To SimpleSite.com For International Growth

By Dmitri Sarle, November 15, 2012, [Leave a Comment](#)



Over the last couple of years, we have seen a lot of new start-ups that are trying to make it much easier to get your

own personal (or business) website up and running. Some notable examples are [Weebly](#) and [Edicy](#) (From Estonia), who opened shop in 2006 and 2007 respectively.

However there is a Danish company, [SimpleSite.com](#), that has been doing this since 2003 and they just got a major round of funding to facilitate further international growth. It is impressive that they have about 300,000 new users every month and a yearly turnover of €3.6 million with a profit of €400 000. The investor behind the deal is Kaare Danielsen, a prominent Danish online entrepreneur. Kaare is the majority shareholder in Jobindex and has recently started re-investing in other online start-ups.

When you go to the site, you might be surprised to find that the design is very simple and basic in comparison to the likes of Edicy, however this seems to be exactly what their users want. The easiest way imaginable to build a very simple website. Their profitability and a good business model speak for themselves and it is hard to argue with that.

The investment is going to go towards international growth and their goal is to enter 19 new markets within the next 18 months, some key markets are Russia, Poland and Brazil. The CEO, Morten Elk is confident that they are going to use the funds effectively: "Our business model has proved its sustainability in 15 countries, and we know exactly how to penetrate a new market successfully."

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