Flippa Launches LaurenAI to Unlock Millions of Off-Market Online Business Opportunities

AI-Powered Deal Sourcing Engine Democratizes Digital M&A, Giving Entrepreneurs Wall Street-Level Access to Hidden Opportunities

AUSTIN, Texas – November 12, 2025 – Flippa, the world's leading platform for buying and selling online businesses, today announced the launch of LaurenAI, a proprietary AI-powered deal sourcing and outreach engine designed to transform digital mergers and acquisitions. By unlocking access to millions of off-market businesses, LaurenAI gives everyday entrepreneurs the sophisticated deal-finding capabilities once reserved for elite investment banks.

For more than a decade, Flippa has connected thousands of business owners and investors across digital assets ranging from Shopify stores and Amazon FBA businesses to SaaS companies, mobile apps, and YouTube channels. Yet a persistent imbalance remained: at any given time, Flippa lists 4,000 to 6,000 businesses for sale, but over 450,000 active buyers registered in the last two years alone are searching for opportunities that never make it to market.

"For every business that sells on Flippa, there are hundreds, if not thousands, of buyers that miss out," says Blake Hutchison, CEO of Flippa. *"LaurenAI was built to bridge that gap, uncovering businesses not yet listed for sale and connecting them directly with high-intent buyers. It's about giving entrepreneurs the same firepower that Wall Street has, without the gatekeeping or the cost."*

Proactive Hunting, Not Passive Waiting

LaurenAI transforms digital M&A from a passive marketplace into an active discovery engine. The platform autonomously indexes over 500,000 online businesses weekly, scaling to 1 million, across all major digital asset classes including SaaS, e-commerce, publishing, apps, and next-generation media. Using a proprietary large language model trained on Flippa's dataset of 200,000 businesses listed and sold, combined with machine learning valuation tools and advanced matching techniques like graph neural networks, LaurenAI delivers personalized deal pipelines tailored to each buyer's specific mandate.

The process is simple: Buyers tell LaurenAI what they're looking for using natural language - whether it's "an e-commerce store in the toy niche," "a SaaS business with less than 5% churn," or "a YouTube channel with 50-60% average watch time." LaurenAI refines the mandate through intelligent prompts, drilling into metrics such as profit margin, traffic levels, average order value, churn rate, or geographic location. Within minutes, buyers receive a prioritized pipeline of matched businesses.

From there, LaurenAI handles personalized outreach at scale for just $1.99 per founder message. Drawing on insights from thousands of buyer-seller conversations in Flippa's Deal Room, LaurenAI crafts messages proven to maximize engagement, even from business owners who hadn't considered selling.

"The magic is in the speed and accessibility," says Hutchison. *"Instead of taking months to discover and negotiate a deal, buyers can go from mandate to negotiation in hours, not months. That changes the entire dynamic of digital M&A."*

Democratizing Access to the 99%

Traditionally, accessing off-market businesses has been the privilege of large investment banks and seasoned M&A professionals working on eight- or nine-figure deals. Smaller businesses - often valued between $100,000 and $10 million - have been systematically overlooked, despite representing one of the largest, least-served segments of the M&A market.

"We like to say Flippa is the investment bank for the 99%," explains Hutchison. *"LaurenAI takes that ethos even further. It gives buyers access to a pool of businesses they could never have reached before, tapping into the 90% of online businesses that are not listed for sale, without the barriers of capital or connections that have defined traditional deal sourcing."*

LaurenAI is fully integrated into Flippa's end-to-end platform. Once a match is made, every part of the transaction can be handled seamlessly - from data integrations with QuickBooks Online, Amazon, and Stripe, to standardized legal documents with e-signature, escrow payments, and reps and warranties insurance. Certified M&A brokers are embedded in the platform to provide guidance, combining professional expertise with entrepreneurial experience.

The Future of Online Business M&A

As the digital economy continues to expand, with nearly 30% of all businesses now conducted online, up from 21.5% in 2015, LaurenAI positions Flippa at the center of a rapidly growing asset class. Millions of profitable businesses are being built on platforms like Shopify, Amazon, YouTube, WordPress, and mobile app ecosystems, creating income-generating assets that buyers, investors, and even institutions want exposure to.

"Online business ownership is no longer niche, it's mainstream," Hutchison notes. *"People are building real, viable, high-quality businesses across digital platforms. For buyers, LaurenAI represents a chance to proactively hunt for the perfect asset, not just wait for a listing to appear. That's a game changer."*

Since launch, LaurenAI has already empowered tens of thousands of buyers to discover opportunities they might never have found otherwise, while sellers benefit from qualified, pre-matched buyers, accelerating deal flow and making digital M&A faster, smarter, and more transparent.

"LaurenAI is about empowerment," Hutchison says. *"It gives people the tools and opportunities tailored for the world of digital entrepreneurs. We're not just building a marketplace, we're transforming entrepreneurial dreams into generational wealth for the 99%. That's the future of online business M&A, and it starts now."*

About Flippa

Flippa is democratizing M&A for the creator and digital economy, building the world's first AI-powered platform dedicated to serving the 99% of businesses traditional M&A ignores. We're creating exit opportunities and generational wealth for every digital entrepreneur—from AI tool creators and YouTube channel owners to SaaS founders and e-commerce pioneers.

While traditional M&A serves only 8-9 figure deals, Flippa empowers millions of digital creators and entrepreneurs with Goldman Sachs-level M&A capabilities, making sophisticated exit infrastructure accessible to businesses from $10K to $10M. With our AI-first platform, we're not just building a marketplace - we're transforming entrepreneurial dreams into generational wealth for the 99%.

If you've built it digitally, you can exit it on Flippa.

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