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Josh Hannah

Josh Hannah is a general partner with Matrix Partners. His entrepreneurial career began in 1999 when he cofounded Flutter.com in London and later led a merger with his biggest competitor, Betfair.com. The combined entity revolutionized the gaming industry by building the world's first online marketplace for sports betting. Today privately held Betfair manages more than \$50 billion in transactions each year, is licensed in the UK and Australia, and operates legally in dozens of countries around the globe. Josh returned to the States in 2004. Soon after, he and a partner purchased eHow, an ailing, Web 1.0, how-to directory. Josh and his partner outsourced content creation to the community and employed then-new advertising and search engine optimization techniques. They increased revenue and traffic 30-fold before selling the company to Demand Media in 2006 for a 400-X return. Josh has also advised and invested in Aardvark, Blingo (sold to Publisher's Clearing House), Friendster, Minted.com, Ning, uShip and Wetpaint.