TaskCause was started as TaskFriend in 2014 because we believe that a marketplace shouldn’t tell users who they’re allowed to interact with, how much to charge, or when to do a task. We believe that a marketplace shouldn’t charge 30% or more of what users earn in fees. We believe that as long as people are provided with enough information, they’re able to make decisions for themselves without being told by the middleman.

We were passionate about our technology and we still believe to this day that a more free and open marketplace will provide more freedom and choice to people. Which will strengthen local communities and bring them closer than ever. However, we weren’t able to scale the platform because we didn’t charge much in fees and therefore, we didn’t have a scalable way to advertise and grow the platform. We faced a classic chicken-and-egg problem.

Early 2019, the founder, Sang, was getting ready to shut down TaskFriend when he met Kase, both while walking their dogs. They started talking and brainstorming what would become TaskCause today. In the summer of 2019, Dan, who has known Sang for over a decade and has worked for nonprofits throughout his entire career, joined the company. Over time, we started onboarding more people. Currently we have 2 full time developers, 1 part time, and a full time social media manager alongside Dan, Kase, and Kevin.

October 2019, we’ve started the development of the TaskCause app to give people a new tool that makes it more accessible for them to participate in Giving by Doing. With this new path, we’re able to bring local communities together while keeping our core values in-line.

TaskCause is now launching Thursday, January 30th.