

# IR-0059 Bolt.new

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Private Draft Business: Bolt.new Generated: June 01, 2026 Identity & Overview Bolt.new is an AI-powered full-stack web development platform built by StackBlitz, launched on October 4, 2024. It is not a standalone company but a product of the parent entity StackBlitz, Inc., headquartered in San Francisco. **Founding Team:** StackBlitz was founded in 2017 by Eric Simons (CEO) and Albert Pai (CTO), both Chicago natives who met as teenagers and began coding together. Their early work resulted in ClassConnect, an education startup accepted into the Imagine K12 accelerator, which gave Simons 24/7 badge access to AOL's Palo Alto headquarters — where he famously lived for over four months after funding ran out. After ClassConnect shut down, the founders moved on to build Thinkster, an online coding education platform. StackBlitz followed in 2017. Bolt.new itself was conceived and led by Simons and Pai. **Problem & Model:** StackBlitz launched Bolt.new in 2024 as an AI-native, browser-based tool for non-developers to use natural language to spin up full-stack apps, add data storage and authentication (via Supabase integration), and instantly deploy them to Netlify. Bolt.new is a token-based SaaS platform. The core business model revolves around selling AI-powered development tokens, with users purchasing access to code generation, deployment, and editing capabilities in a browser-based environment. The platform combines frontier large language models with StackBlitz's WebContainers technology to generate, execute, and deploy full-stack applications entirely within a browser tab. **Market Position** Bolt.new operates in the AI App Builder / Vibe Coding category — a segment that experienced explosive growth from 2024 onward. Three distinct visions have emerged for the role of AI in software development: GitHub Copilot, Cursor, and Codeium augment developers with AI in the IDE; Devin and Replit Agent replace them with AI pair programmers; and Vercel's v0 and Bolt.new allow non-technical users to describe and deploy full applications through natural language commands. Across categories, vertical integration has emerged as a key differentiator — with Replit Agents, v0, and Bolt.new, app generation is tightly coupled with deployment, giving users a fully zero-to-one experience. Primary competitors in Bolt.new's direct lane include: **Lovable** — Lovable hit \$100M+ ARR with nearly 8 million users as of late 2025, suggesting it found a larger non-developer audience. **Replit Agent** — Semrush estimates show approximately 20.91 million visits for Replit vs. 5.43 million for Bolt in March 2026. **Vercel v0** — focused on component-level UI generation, not full-stack builds. Additional competitors include Windsurf (formerly Codeium), Mocha, Emergent.sh, and Magic Patterns. Bolt.new's core technical moat is its proprietary WebContainers, which run a full development stack locally in the browser — faster and cheaper to operate than cloud-VM-based rivals. **Traction & Scale** Bolt.new's growth trajectory is among the most compressed in SaaS history. Its revenue trajectory is described as the second fastest-growing software product ever behind ChatGPT. Key milestones: On launch day, Bolt added \$60K in ARR. The following day, it added another \$80K. The product reached \$4M ARR in only four weeks, crossed \$20M in three months, and then \$40M ARR in five months. By March 2025, Bolt.new had powered over one million websites in partnership with Netlify and accumulated over 3 million registered users with 1 million monthly active users. By December 2025, StackBlitz had grown the platform to over 7 million users globally. By March 2026, Bolt.new received an estimated 5.43 million web visits for the month. **Team size:** The team remains hyper-lean; there are fewer than 40 employees including less than 10 in GTM roles. Reaching \$40 million ARR with a team of approximately 35 people translates to over \$1 million in ARR per employee — a figure that surpasses most SaaS companies at similar stages. **Financial Picture** In January 2025, StackBlitz raised \$105.5 million in a Series B funding round led by Emergence Capital and GV (formerly Google Ventures), with participation from Madrona Venture Group, Conviction, and Mantis (the venture fund of The Chainsmokers). Joe Floyd of Emergence Capital joined the board. The round valued the company at approximately \$700 million. This came on top of a \$7.9 million seed round raised in April 2022, led by Greylock Partners with support from GV, and Tom Preston-Werner (GitHub co-founder). A \$22 million Series A was raised in November 2024. StackBlitz raised a total of \$135M across rounds; Forbes pegged the

company's valuation at \$700M as of August 2025. **Revenue:** The company was forecasting \$100 million in ARR by the end of 2025, driven by growing usage in both consumer and enterprise environments. **Margins:** By mid-2025, gross margins were reported in the 40% range, reflecting the heavy underlying cost of AI inference passed through from Anthropic. **Monetization expansion:** Bolt Cloud (August 2025) extends the monetization surface to application infrastructure — hosting, databases, auth, and serverless functions — shifting the platform from pure code generation toward recurring infrastructure revenue. **Public Sentiment** Sentiment is sharply bifurcated between power users and non-technical newcomers. **Negative signals:** On Trustpilot, Bolt.new has an abysmal 1.4 out of 5 rating. In practice, a single complex feature can burn through 1–2 million tokens. Error loops — where the AI repeatedly attempts to fix the same bug, failing each time — can consume 7–12 million tokens in an afternoon. Trustpilot reviewers note: "The AI constantly crashes, the AI tokens are too small; so 70% of your tokens are used getting the AI to repair the problems it caused." One reviewer flagged a business model grievance: "Bolt's removed the ability to top-up tokens, preferring to entrap its user-base in a constant cycle of account-upgrade." **Positive signals:** Comments on Reddit offer a more balanced critique and lean more toward the positive. Developers with technical knowledge praise Bolt for rapid prototyping and accelerating frontend development. Many complaints come from users with no development background who expected a more beginner-friendly experience. Bolt simply is not that — it is a vibe-coding AI app builder, but it is not as beginner-friendly as some of its competitors. **Media & Press** What followed the launch was what founder Eric Simons described as "true virality across channels": the product spread across Twitter, Reddit, YouTube, and TikTok. Its usage was so explosive that it temporarily maxed out Anthropic's GPU capacity — Anthropic's CEO Dario Amodei described this as the fastest growth they'd seen for any customer. It took roughly 10 employees three months to create Bolt.new. Eric Simons told Business Insider: "I had slept three hours a night for a week straight to get the release out. After seeing it live, and people loving it — beyond anything I had ever created before — I cried, alone at my desk." In 2025, StackBlitz was recognized on the Forbes AI 50 List and Wing VC's Enterprise Tech 30. In May 2026, Bolt announced a partnership with Microsoft Azure and Microsoft 365, adding Microsoft Marketplace as a procurement channel and enabling Azure-native deployment, enterprise-grade security and compliance, and integration with Microsoft Teams and Microsoft 365 Copilot. The founding story itself generated substantial press — including a widely circulated Business Insider deep-dive — due to its near-bankruptcy narrative and explosive reversal. **Current Status** As of May 2026, Bolt.new is one of the leading AI app builders and has shifted noticeably toward enterprise distribution. Recent updates have focused on model upgrades, partnership-driven distribution, and infrastructure expansion. Bolt claims 75% of the Fortune 500 now use the platform, signaling that enterprise distribution has become a primary go-to-market vector. The Bolt team ships updates frequently. The product in early 2026 is significantly better than what launched in 2024, with improved context management, error handling, and the quality of generated code. A meaningful risk: V1 Agent was retired for new projects in April 2026, with all remaining v1 projects scheduled for automatic migration to Claude Agent by August 2026. The combination of a hard deadline and destructive migration path (manual switching clears chat history) raises meaningful churn risk for established users with complex project histories. The competitive landscape is intensifying rapidly, with Lovable, Replit, and newer entrants all competing in the same category. Bolt's structural advantage remains its WebContainers moat and deep Anthropic partnership. **Summary Verdict Bolt.new (StackBlitz) — Board-Level Briefing, June 2026** Bolt.new is the definitive case study of a near-dead startup finding product-market fit at the exact moment that AI model capability crossed a threshold. Built on seven years of proprietary WebContainers infrastructure, it launched in October 2024 with zero marketing, went viral on social media, and scaled from \$0 to \$40M ARR in five months — a trajectory second only to ChatGPT in SaaS history. The parent company, StackBlitz, is now valued at approximately \$700M with \$135M in total funding from Emergence Capital, GV, Greylock, Madrona, and others. The team remains hyper-lean (~40 employees), generating over \$1M ARR per head — exceptional by any measure. The business model is token-based SaaS, with a clear upmarket push into enterprise via AWS Marketplace, a May 2026 Microsoft Azure partnership, and a claimed 75% Fortune 500 adoption rate. Infrastructure-level revenue (Bolt Cloud) represents a strategic diversification beyond pure inference resale. Key risks are real and should not be dismissed: gross margins in the 40% range reflect heavy Anthropic inference costs; Trustpilot sentiment is notably poor (1.4/5), with structural complaints around token burn rates and error loops; and the competitive field — Lovable (\$100M+ ARR), Replit, v0 — is closing fast. The forced V1-to-Claude Agent migration in August 2026 introduces near-term churn risk. **One-line assessment:** Bolt.new is a

genuine category leader with a defensible technical moat and extraordinary revenue efficiency, but faces mounting pressure from a maturing competitive field, thin margins on inference, and a user satisfaction profile that diverges sharply between technical and non-technical cohorts.