



POSTMAN

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INTRODUCTION

Industry : Software Development

Headquarters : San Francisco, California

Founded : 2014

Specialties:

software, APIs, API development, Saas, API Management, and Developer tools.

CEO: Abinav Asthana

Co-founders: Abhijit kane & Ankit Sobiti



HISTORY

- ❖ Postman started in 2012 as a side project of software engineer Abhinav Asthana, who wanted to simplify API testing, while working at Yahoo Bangalore.
- ❖ He launched Postman as a free app in the Chrome Web Store. As the app's usage grew, Abhinav recruited former colleagues Ankit Sobti and Abhijit Kane to help create Postman Inc.
- ❖ The three co-founders lead the company today, with Abhinav serving as CEO and Sobti as CTO.

<https://biasrec.herokuapp.com/>



THE SPARK FOR BEGINNING

INTERVIEW



- ❖ It was extremely challenging to learn how APIs worked and also very difficult for the development team to test and debug them.
 - ❖ Any update in the API meant that the whole work had to be done from scratch.
 - ❖ Asthana encountered a similar problem when he started his first startup TeliportMe.
 - ❖ The tool for API management was still very basic, and there was no commercially available solution then.
- Postman started as a side-project with Asthana, writing the early version as a basic HTTP client for Chrome.
 - Some of his co-workers began using it too
 - Google reached out to the team appreciating the tool.
 - The Chrome store's homepage also featured it, giving it more visibility.
 - In a short time, the number of users grew to 500,000.

THE BELIEF

15 Answers

Active

Oldest

Votes

2075

I have been making a Chrome app called [Postman](#) for this type of stuff. All the other extensions seemed a bit dated so made my own. It also has a bunch of other features which have been helpful for documenting our own API here.



Postman now also has [native apps](#) (i.e. standalone) for Windows, Mac and Linux! It is more preferable now to use native apps, read more [here](#).



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edited Jul 4 '17 at 6:39



[Rakete1111](#)

42.2k ● 11 ● 107 ● 141

answered Mar 15 '12 at 8:32



[Abhinav](#)

32.5k ● 9 ● 39 ● 48

REVENUE MODEL OF POSTMAN

<h2>Free</h2> <p>Start designing, developing, and testing APIs.</p> <p>\$0</p> <p>Sign Up</p> <p>All core tooling and collaboration for up to 3 users</p>	<h2>Basic</h2> <p>Collaborate with your team to design, develop, and test APIs faster.</p> <p>\$12</p> <p>Per user/month, billed annually \$15 Per user/month, billed monthly</p> <p>Buy Now</p> <p>Everything in Free, plus:</p> <ul style="list-style-type: none">✓ Unlimited collaboration for all team members✓ Collection recovery for 30 days✓ 1 custom domain✓ 10x calls to Postman API✓ 10 integrations	<h2>Professional</h2> <p>Centrally manage the entire API workflow.</p> <p>\$29</p> <p>Per user/month, billed annually \$36 Per user/month, billed monthly</p> <p>Buy Now</p> <p>Everything in Basic, plus:</p> <ul style="list-style-type: none">✓ Native Git Support✓ Single Sign-On Google Workspaces✓ Collection recovery for 90 days✓ Basic roles and permissions✓ Private workspaces✓ Static IP addresses for API testing✓ 5 custom domains✓ 100x calls to Postman API✓ 50 integrations	<h2>Enterprise</h2> <p>Securely manage, organize, and accelerate API-first development at scale.</p> <p>\$99</p> <p>Per user/month, billed annually</p> <p>Contact Sales</p> <p>Everything in Professional, plus:</p> <ul style="list-style-type: none">✓ Identity and access management, including user governance✓ Automated provisioning and deprovisioning via SCIM✓ SSO Identity Management & SAML✓ Reporting and analytics✓ Deployment control✓ Private API Network✓ 25 custom domains✓ 1000x calls to Postman API✓ 100 integrations, including Enterprise integrations with GitHub and GitLab✓ API Governance✓ API Security✓ Partner Workspaces✓ Domain capture✓ Enterprise support and customer success✓ Custom payment options
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Postman Revenue

In 2022, Postman revenue run rate hit \$102.7M in revenue.

- **2022**

Postman hit \$102.7M in revenue this year

- **2021**

Postman hit \$52M in revenue in 2021

- **2020**

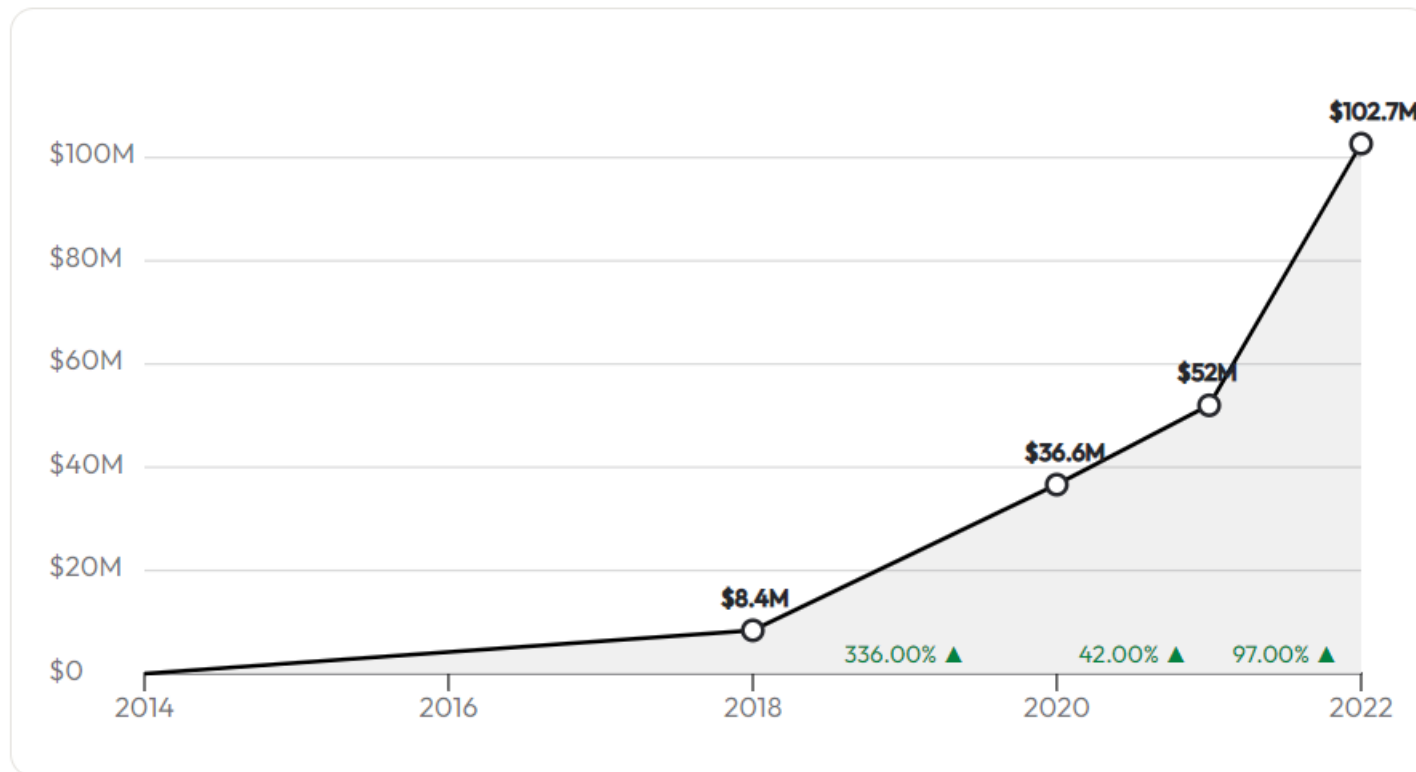
Postman hit \$36.6M in revenue in 2020

- **2018**

Postman hit \$8.4M in revenue in 2018

- **2014**

Postman launched in 2014 with \$0 revenue



Postman Fundina History

- 2021 Series D

Postman raised a Series D of \$225M at a \$5.6B valuation in August 2021

- 2020 Series C

Postman raised a Series C of \$150M at a \$2B valuation in November 2020

- 2019 Series B

Postman raised a Series B of \$50M at a \$365M valuation in June 2019

- 2016 Series A

Postman raised a Series A of \$7M

- 2015 Seed Round

Postman raised a Seed Round of \$1M

FUNDING DATE	ROUND	AMOUNT	VALUATION
08/19/2021	Series D	\$225M	\$5.6B
11/06/2020	Series C	\$150M	\$2B
06/19/2019	Series B	\$50M	\$365M
10/13/2016	Series A	\$7M	
05/26/2015	Seed Round	\$1M	

Top Competitors of Postman

1



Seasia Infotech

 405 |  \$78 Million

2



XcelTec Inc

 166 |  \$38 Million

3



iFlair Web Technologies Pvt Lt...

 131 |  \$24 Million

4



Inwizards Inc

 133 |  \$26 Million

5



ThinkSys Inc

 141 |  \$9 Million

6



Inheritx

 120 |  \$26 Million

[illegible]

- [illegible]

MAGILAM FOODS

Location: Kurumbapalayam

Founders: Two Brothers

How They Reach: Near Road

Main Focus Strategy: Organic and Natural.



REVENUE THROUGH

- Selling oil
- Other natural products like turmeric
- Millets
- Brown Sugar
- Installing the machinery



PRODUCTS



LESSONS LEARNT

- Left Hand Usage
- Usage of Wood
- Not one many





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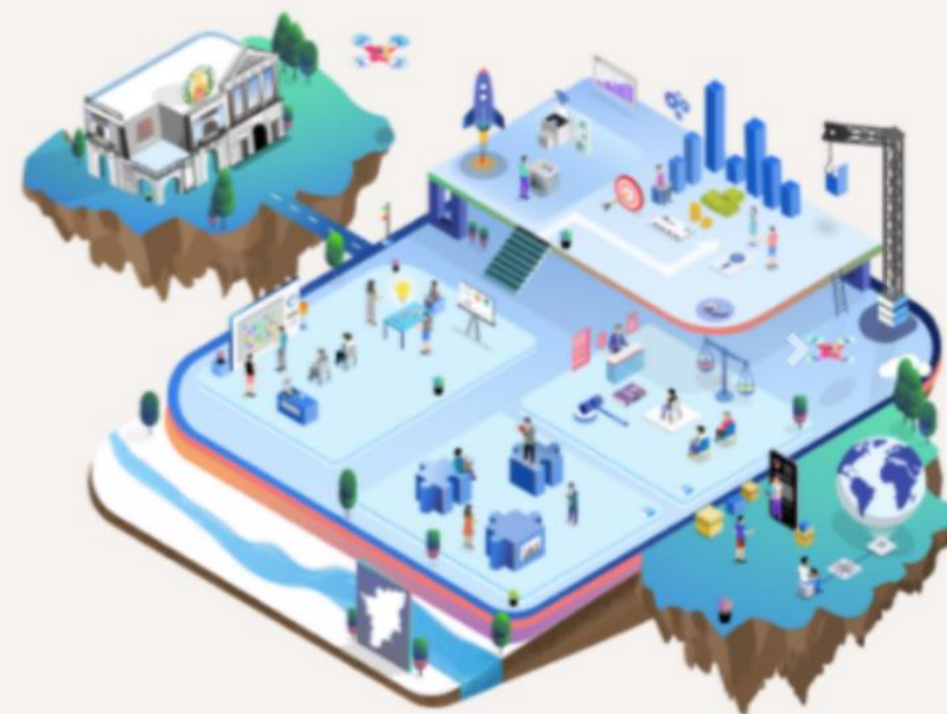
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A circular inset image showing a low-angle view of several skyscrapers reaching towards a sky with soft, colorful clouds in shades of purple, pink, and orange, suggesting a sunset or sunrise. The buildings are modern with glass facades, and some have lights on. One building on the right is under construction, with a crane visible at the top.

THANK YOU

THE SKY IS NOT
THE LIMIT,
IT'S JUST
THE BEGINNING.