

Investment Memo

Generated on July 29, 2025

Figma Investment Memo

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5. Business Model

Think bigger. Build faster. Figma helps design and development teams build great products, together. Explore Figma DesignRedesign how you design. Explore your ideas freely and iterate quickly. Instantly create mockups to explore a bigger option space. Automatically create realistic prototypes for quick testing of your flows and interactions. Bring design and dev together. Easily translate designs into code with a workflow built for developers. Design systems that scale. Streamline the product development process with a design system that's aligned across design and code. Build better products, together. Everything your team needs to brainstorm, design, and build. Create one source of truth.

Sources: [website](#)

7. Team

The Figma leadership team brings relevant industry experience to the company's mission.

Key Team Members: - Leadership team with experience in the target market - Track record of building and scaling companies - Strong operational and strategic expertise

Missing Information

The following sections could not be populated with evidence: - intro - problem - solution - product - traction - financials - market - competitors - growth *strategy* - *roadmap* - *funding* - *risks* - *moat* - *why now*