

## Company Research on Linear:

Company Name: Linear

Website: <https://linear.app>

Description: Linear provides a purpose-built platform for modern software development, specializing in project and issue tracking, sprint planning, workflow automation, and visual product planning tools for product teams.

Industry: Software / Product Management Tools

Notable Facts: Founded by Karri Saarinen, Jori Lallo, and Tuomas Artman. Linear has raised \$82 million in funding and reached a \$1.3 billion valuation as of Series C. Used by both startups and large enterprises, and offers integrations with Slack, GitHub, Zendesk, and more.

Contact Info: Contact form available on <https://linear.app/contact>

## Competitor Research:

### 1. Linear

- Core Offerings: Issue tracking, project management, and product roadmap planning tools purpose-built for modern product development teams. Features include fast UI, keyboard shortcuts, integrations, and streamlined workflows.

- Key Differentiators: Exceptional speed and performance, intuitive keyboard shortcuts, purpose-built for product team workflows, Linear Sync Engine for high-performance, and enterprise-ready security.

- Relative Success: Valued at \$400 million, backed by top investors, and used by high-profile tech companies including Ramp, Cash App, Vercel, Retool, Loom, and Descript.

### 2. Atlassian Jira

- Core Offerings: Comprehensive issue tracking, project management, and agile development tools with advanced customization, reporting, and integration within the Atlassian ecosystem.

- Key Differentiators: Extensive customization, robust reporting and analytics, deep Atlassian ecosystem integration, and strong enterprise features.

- Relative Success: Part of Atlassian's multi-billion dollar portfolio with thousands of enterprise customers and dominant market share.

### 3. Asana

- Core Offerings: Work management platform for project tracking, team collaboration, goal setting, and workflow automation across industries.

- Key Differentiators: Strong visual project views (timeline, board, calendar), robust goal tracking and reporting, and cross-functional collaboration tools.

- Relative Success: Public company (NYSE: ASAN) with over 100,000 paying customers and approximately \$500 million in annual revenue.

### 4. Notion

- Core Offerings: All-in-one workspace combining notes, databases, project management, and collaboration tools with customizable page structures.

- Key Differentiators: Extreme customization, database functionality, wiki-style documentation, and ability to replace multiple tools with one platform.

- Relative Success: Valued at \$10 billion as of 2021 with millions of users, popular among startups and knowledge workers.

### 5. ClickUp

- Core Offerings: Comprehensive productivity platform with project management, task tracking, docs, goals, and team collaboration in a unified interface.

- Key Differentiators: Extensive feature set combining multiple productivity tools, customizable views and workflows, and competitive pricing.

- Relative Success: Valued at \$4 billion with over 2 million teams using the platform and rapid mid-market growth.