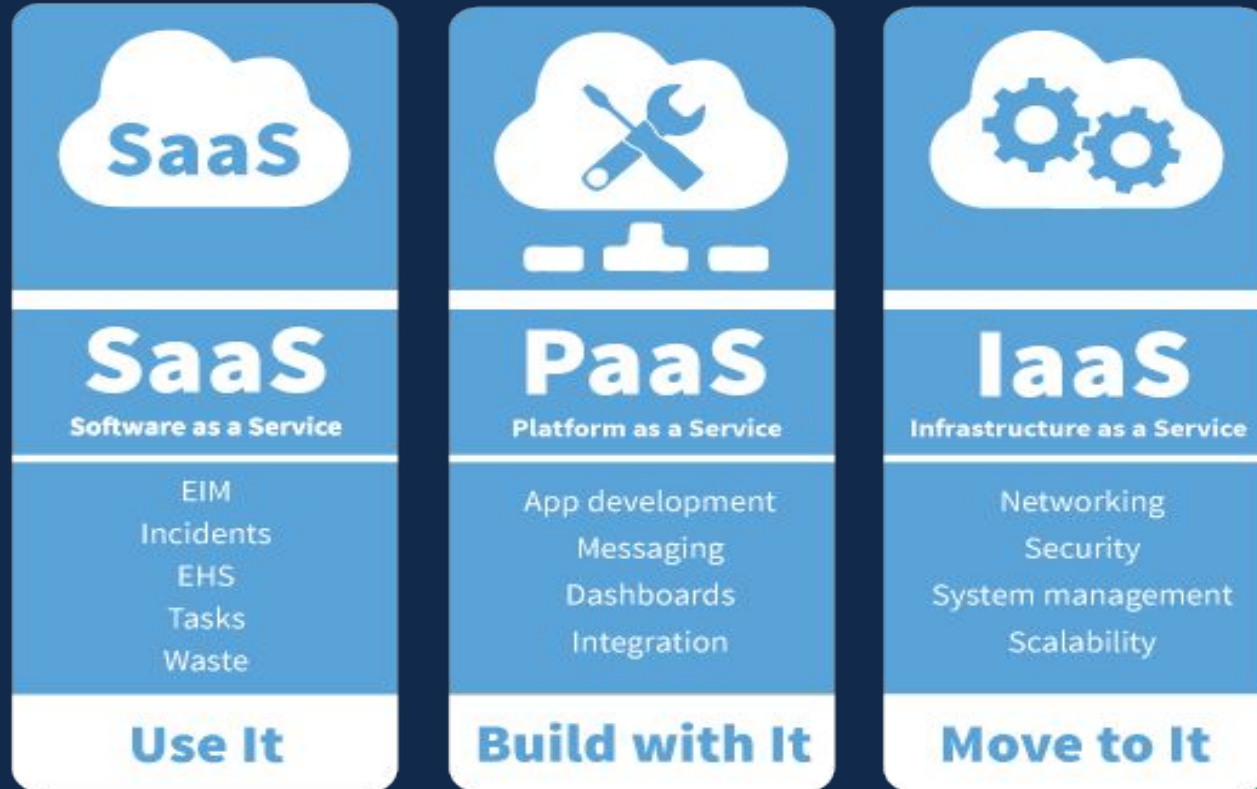


# Postman

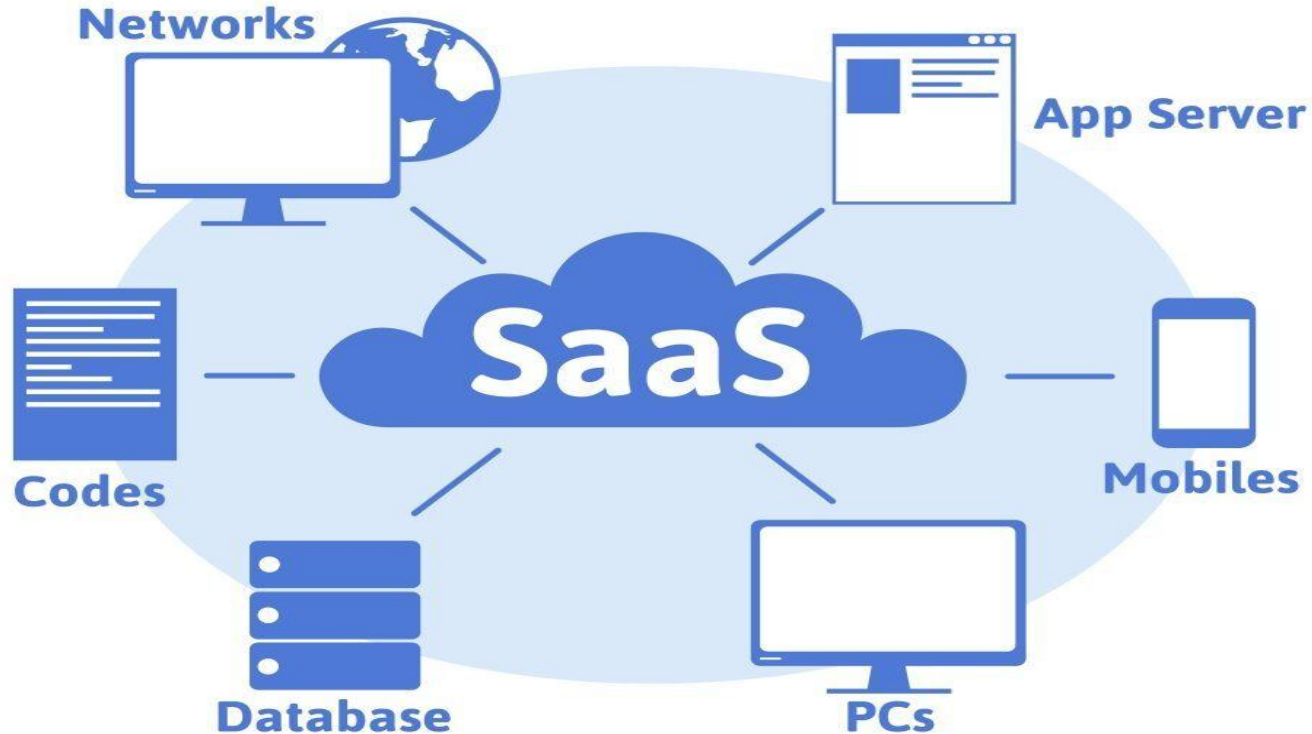


**SaaS-API Development and Testing**

# 3 Pillars of Cloud Computing



# SaaS: Boon for Companies



# Founders

Ankit Sobti, Abhinav Asthana, Abhijit Kane

## Values

Create with Curiosity

Earn Trust

Embrace Constraints

Win Together

Own & Deliver



# Untold Story of Postman CEO

From Basti to San Francisco: The untold story of Postman CEO who built a \$2B startup

When he started out with Postman, Abhinav was often told by people they could do the things it was doing over a weekend or in a month. He didn't disagree with them but believed that staying true to the project and taking the "tough calls" that were needed were key in building a sustainable product.

<https://youtu.be/mQkDX9-zvcl>



# Vision

Encourage creativity by providing user friendly tools that help people create innovative softwares.

# Mission

Simplify each step of building an API and streamlines collaboration so you can create better APIs—faster.



Date	Number of Investors	Raised Money	Lead Investors
------	------------------------	--------------	----------------

June 11 2020	3	\$150M	Insight Partners
--------------	---	--------	------------------

June 20 2019	2	\$50M	CRV
--------------	---	-------	-----

Oct 13 2016	1	\$7M	Nexus Venture
-------------	---	------	---------------

May 26 2015	1	\$1M	
-------------	---	------	--



A decorative graphic on the left side of the slide, consisting of several overlapping green triangles and polygons that create a sense of depth and movement.

Postman: From side project to million dollar  
startup in 2018

And now it is a unicorn



# Moving Ahead



**Postman helps software developers accelerate the development process through collaboration with various stakeholders.** The platform is used by over 11 million developers across the world, and more than 500,000 companies globally, including the likes of Microsoft and Twitter.

# SWOT Analysis

## Strengths

- Company and industry knowledge
- Personal connections
- Leadership and communication skills
- Management accounting and controls
- Strategy planning
- Risk management

## Weaknesses

- Tendency to be too pessimistic
- Can't work long hours due to family commitments
- Terrible at project management
- Uncomfortable with a rapid rate of change
- Tend to end up in political battles that damage both sides i.e. lose-lose

## Opportunities

- Attend conferences and network to learn about new technologies, methods and approaches.
- Embrace change and empower young talent to remain relevant.
- Sell the value of talents such as management accounting, strategy planning and risk management.
- Leverage personal connections to be an agent of change.

## Threats

- Pace of technology change
- Ageism: perception that youth are more creative
- Office politics such as adversaries who gain power
- Ambitious employees who work long hours are interested in my role.
- Several members of my team aren't diligent and tend to make mistakes that threaten our reputation.

# What inspires us..

**Other SaaS Unicorns in India:**

**Zoho, Freshworks, HighRadius, Druva, Icertis**

**Postman valuation is \$2Bn**

**Many more are expected by 2025**

**There are more than 1000 SaaS companies in India**

**How inspiring is that for an engineering student ?**



# Postman:Takeaways

SaaS Company:API development and testing

Create better API-Faster

Encourage creativity

\$150M investment in 2020

Helping 50000 global companies

Let's get inspired..!





**Thank You**