

Figma IPO: The 2025 Tech Market Standout

You won't believe this! Figma just filed to go public on July 1, 2025. Let's talk about it!

Figma, the cloud-based collaborative design platform founded in 2012, has officially filed its S-1 registration statement with the SEC as of July 1, 2025, marking one of the most highly anticipated tech IPOs of the year. The company plans to list on the New York Stock Exchange under the ticker symbol FIG. The number of shares and the price range have not yet been determined and will depend on market conditions at the time of the offering.

Major investment banks are backing the deal, with Morgan Stanley, Goldman Sachs, Allen & Company, and J.P. Morgan serving as joint lead book-running managers. The syndicate includes Bank of America, Wells Fargo, and RBC Capital Markets, among others.

Growth and Market Position

Figma has grown into a leading AI-powered collaboration platform with a reported 13 million monthly users and adoption by 95% of the Fortune 500. Its core product suite includes Figma Design, FigJam (an online whiteboard), and Figma Slides, enabling real-time collaboration for design, prototyping, and brainstorming.

Financial Highlights

- Q1 2025 revenue: \$228.2 million, up 46% year-over-year from \$156.2 million in Q1 2024.

- Q1 2025 net income: \$44.9 million, tripling from \$13.5 million in Q1 2024.
- Full-year 2024 revenue: \$749 million, a 48% increase from 2023, with a gross margin of 91%.
- Annual recurring revenue: Over 1,000 customers generate at least \$100,000 each, a 47% increase year-over-year.
- 2024 net loss: Figma reported a net loss of over \$700 million, attributed mainly to one-time costs from the failed Adobe acquisition.

Valuation and IPO Size

- Latest valuation: \$12.5 billion, established during a 2024 tender offer.
- Expected IPO raise: Approximately \$1.5 billion, making it one of the largest tech IPOs of 2025.
- Adobe acquisition collapse: Adobe's \$20 billion acquisition attempt was terminated in December 2023 due to regulatory opposition in Europe and the UK, paving the way for Figma's independent listing.

Strategic Vision and Use of Proceeds

Figma's leadership, led by CEO Dylan Field, emphasizes a commitment to innovation, AI investment, and community ownership as a public company. Field will retain majority voting power post-IPO, ensuring founder-led direction. Proceeds from the IPO will be used to accelerate growth, invest in AI, and repay debt.

Market Impact

Figma's IPO is being closely watched as a bellwether for tech listings in 2025, with analysts expecting it to reignite interest in software IPOs amid a broader market rally. The company's browser-based, collaborative approach continues to differentiate it from legacy competitors like Adobe and Sketch.

What's your take? Will Figma as a public company have its day in the sun? Share your thoughts below, and follow for more bite-sized IPO breakdowns!