

# IR-0055 Framer

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Private Draft Business: Framer Generated: June 01, 2026 Identity & Overview Framer was founded in Amsterdam in 2014 by **Koen Bok** and **Jorn van Dijk**. Before Framer, they co-founded Sofa, a design studio known for award-winning Mac apps, which Facebook acquired in 2011. By late 2013, both left Facebook aiming to build something for the long term — their answer was Framer. Note: Tech Startups also references a **Jisse Reijseger** as an early co-founder figure, though Bok and van Dijk are consistently credited as the primary co-founders across all major sources. Jorn van Dijk serves as CEO, while Koen Bok has taken a primary product-focused role. The core problem Framer solves is this: designers often create web designs in tools like Figma, only to rebuild them from scratch in development platforms like Webflow. Framer collapses that handoff — design, make it responsive, add animations, and publish, all in one place. Framer is a website design platform that empowers users to design, publish, and manage custom websites using a visual editing canvas. The business model is subscription SaaS — tiered plans covering hosting, CMS, analytics, and collaboration features, with add-on seat licensing for additional editors. Market Position Framer operates as a provider of a no-code website builder with integrated content management. It competes at the intersection of design tools and website publishing — a hybrid category that did not meaningfully exist before 2022. Framer's competitive set includes direct competitors like Figma, Squarespace, and Wix, as well as rising **vibe coding**; platforms such as Cursor and Lovable. Its top competitors, per Tracxn, include Wix, Webflow, and Beacons AI. More granularly, Webflow is the most direct head-to-head rival — both target professional design teams — while Squarespace and Wix address a more mass-market, non-designer audience. Framer ranks 3rd among 2,076 active competitors in its category and 2nd in total funding among that competitive set. Its positioning is deliberate: it targets the designer-first segment that finds Webflow too developer-centric and Squarespace too limiting. Framer believes its blend of design-first workflows, AI capabilities, and enterprise-grade infrastructure sets it apart. Traction & Scale Framer claims over half a million monthly active users. Hundreds of thousands of sites run on Framer. Revenue trajectory is steep: \$2.5M in December 2021, \$10M in December 2023, \$25M in December 2024, and \$50M by September 2025. In 2024, Framer grew to 154.7K followers on X, 100K fans on Instagram, and reached 11M YouTube viewers. In 2024, Framer became active in community building, with 83 meetups held in 26 countries. Close to half of the latest Y Combinator batch launched with Framer, alongside global brands like Perplexity, Scale AI, Huel, Miro, Zapier, and Mixpanel. As of April 30, 2026, Framer's employee count stands at 728 — a figure that has grown substantially, reflecting rapid scaling post-Series D. The company has offices in Amsterdam, San Francisco, and Barcelona. Financial Picture Framer has raised a total of \$163M in funding over 5 rounds from 12 investors. Key rounds: **Series B (2018)**: \$24M, led by Atomico, with Accel participating. **Series C (2023)**: \$27M, led by Meritech Capital, with Atomico, Accel, and Foundation Capital joining. **Series D (2025)**: \$100M at a \$2 billion valuation, led by Meritech and Atomico with participation from WiL and HV. By mid-2025, Framer crossed \$50M ARR, with the team targeting \$100M ARR within a year. Framer has been break-even for the past year — a rare achievement in growth-stage SaaS — which put the company in the position where existing investors proactively approached them for a new round. The latest confirmed valuation is \$2 billion, as of August 28, 2025. Public Sentiment Sentiment is broadly positive among professional designers, with notable friction points around pricing and feature gaps. On Capterra, one verified user stated: **Easy learning curve for Designers used to tools like Webflow or Figma**; Another was blunter: **After a year of using Framer to make my portfolio, I can safely say, this is the worst software for websites. Even WordPress is better and easier to use**; Pricing is the most consistent complaint. The biggest pain point for most users is pricing — Framer charges extra for multi-language support, extra editors, and even visitor/indexed page thresholds. Multiple Reddit threads have called the pricing model **overcomplicated**; and **user-unfriendly**; On the product side, Framer has a meaningful learning curve — users without design tool experience find the freedom overwhelming, as there are no onboarding

wizards or structured templates like in Wix or GoDaddy. Agencies and freelancers have also flagged poor client handoff flow — there is no proper live editing role for clients, and many resort to workarounds using Notion or Google Sheets. Among designers, however, enthusiasm is strong. Design quality is Framer's biggest advantage — no other website builder provides this level of visual control without writing code.

Media & Press

Framer's most significant press moment was its Series D announcement in August 2025. Business Wire covered the \$100 million Series D at a \$2 billion valuation, led by Meritech and Atomico. TechCrunch, Yahoo Finance, Reuters, and multiple trade outlets covered the round extensively. TechCrunch framed the milestone within broader hype for website builders, noting the competitive heat from Figma, Squarespace, Wix, Cursor, and Lovable. Earlier, Framer's AI feature launch in 2023 — Wireframer, a generative AI website tool — ranked #2 on Product Hunt. A 2018 TechCrunch piece covered Framer X entering the design tool ring against InVision, Adobe, and Sketch, marking its first significant industry-wide attention. The company's pivot from prototyping to full website builder (2021–2022) was covered as a defining 'make or break' moment across startup media. No major controversies or legal disputes involving the core product were identified. One Capterra reviewer flagged a content moderation concern — 'We have contacted Framer's support and Trust & Safety teams multiple times, but the image hasn't been removed yet and no one feels responsible' — pointing to a support responsiveness gap.

Current Status

Framer is in an aggressive growth phase. The trajectory across every measurable dimension — revenue, users, team size, funding — points sharply upward. Revenue hit \$50M in September 2025, doubling from \$25M in December 2024. The enterprise segment is now driving growth — most new signups are companies, not freelancers or small teams. Framer plans to use its \$100M funding to accelerate US expansion, enhance AI capabilities, and scale the platform toward becoming the leading solution for companies to manage their entire web presence. The company restructured its pricing in late 2025, simplifying from five tiers to a cleaner structure — a signal of maturation and a response to user complaints. Longer-term focus is clear: making Framer the platform where any company, of any size, can run their entire .com end-to-end. Competition from AI-native builders (Lovable, Cursor, bolt.new) is intensifying, but Framer's design-first positioning and enterprise infrastructure give it meaningful differentiation.

Summary Verdict

Framer is one of the most compelling growth stories in European SaaS over the past three years.

\*\* Founded in Amsterdam in 2014 by two ex-Facebook designers, the company nearly stalled as a prototyping tool before executing a high-conviction pivot to a full website builder in 2022. That bet has paid off decisively. The numbers tell the story: \$2.5M ARR at end of 2021 → \$50M ARR by September 2025. A \$2 billion valuation on \$163M raised. 500,000+ monthly active users. Close to half of the latest YC batch using the product. Break-even operations at scale — a rarity in venture-backed SaaS at this growth rate. Framer's structural advantage is its positioning in the whitespace between Figma (design only) and Webflow (dev-heavy build). It serves a specific, high-value user — the professional designer or marketing team that wants design-quality output without engineering dependency. Enterprise adoption by Miro, Perplexity, Scale AI, and Zapier validates that this is not a freelancer toy; it is becoming infrastructure for .com management. Key risks are real: pricing complexity continues to generate user friction; the CMS and client handoff experiences lag Webflow; and the fast rise of AI-native, prompt-to-site builders (Lovable, Bolt) threatens to erode Framer's 'fast to publish' value proposition from below. Platform lock-in — users host exclusively on Framer's infrastructure — is a structural concern for enterprise buyers with data sovereignty needs. The \$100M Series D is being deployed into US expansion and AI depth, which are the right bets. If Framer can land a defensible position as the design-grade, enterprise-ready alternative in an AI-accelerating market, the \$2B valuation may prove conservative. One-line assessment:

\*\* Framer is a disciplined, design-led SaaS platform executing a textbook pivot-to-growth playbook, now testing whether its designer-first identity can scale into a full enterprise web infrastructure play before AI-native competitors redefine the category entirely.