

Linear

Product development system · ~\$100M ARR · \$1.25B valuation Jun 2025 · May 2026

Where teams and agents share the same context.

The opinionated product development system for software teams. Founded 2019 by Karri Saarinen, Tuomas Artman, and Jori Lallo. The May 2026 hero is *"the product development system for teams and agents."* The 5-LLM corpus and 386-post Reddit capture say the speed and craft moats are real; the agent layer is where the next moat gets built.

[THE HIDDEN ENEMY]

The belief that issue tracking IS the work. **5-of-5 LLMs converge** on the 2019 framing (the prettier Jira). Reddit has already moved on: nine-plus developer-tooling posts on Linear plus Claude Code in three months. Linear's own homepage now says "system for teams and agents", and 28% of issues are already authored by agents. *Antidote:* position Linear as the shared-context layer where humans and agents work side by side.

[AUDIENCE TRUTH]

"Don't give me a flexible canvas. Tell me how to run product and engineering. We'll move our team. We'll pay the upgrade. Just keep the agents and the humans pointed at the same context."

[PERSONALITY]

OPINIONATED

5/5 LLMs converge. ChatGPT: *"Here's a good way to run product and engineering. Use it."* The narrowness is the moat.

BUILT BY ENGINEERS

Founders shipped the tool they wished they had. Local-first sync engine. Keyboard-first. The craft shows.

AESTHETIC-LED

Treats B2B software as a high-end consumer product. Grok: *"the only tool that doesn't feel like work."*

FORWARD-BETTING

Published "Issue Tracking is Dead" in March 2026 and shipped Linear Agent on every plan the same month. Bets get named, not hedged.

[VOICE]

Opinionated. Plain-spoken. Forward-honest. Talks like the engineers who built the thing, telling other engineers how the work is changing. Not the marketing department selling a category that's already over.

[4 DIFFERENTIATORS]

- 1 Local-first speed.**
5/5 LLMs name speed as the moat. Gemini: "downloads your workspace data locally. Zero latency."
- 2 Opinionated workflow (the Linear Method).**
5/5 LLMs contrast it with Jira's configurability. Cycles, projects, sub-issues. One way to work.
- 3 Built for software teams. Explicitly not for everyone.**
4/5 LLMs name who it's not for: marketing, ops, HR, heavy-compliance enterprises.
- 4 The agent-native context layer. The forward bet.**
28% of issues already authored by agents. 5 LLMs don't yet surface this; the gap is the positioning opportunity.