EQUITY RESEARCH

UPDATED
07/11/2025

Inngest

TEAM

Jan-Erik Asplund
Co-Founder
jan@sacra.com

Marcelo Ballve
Head of Research
marcelo@sacra.com

Inngest

Visit Website

Platform enabling developers to build, test, and deploy serverless functions driven by events or schedules

#devtools

REVENUE

$2,500,000

2024

Details

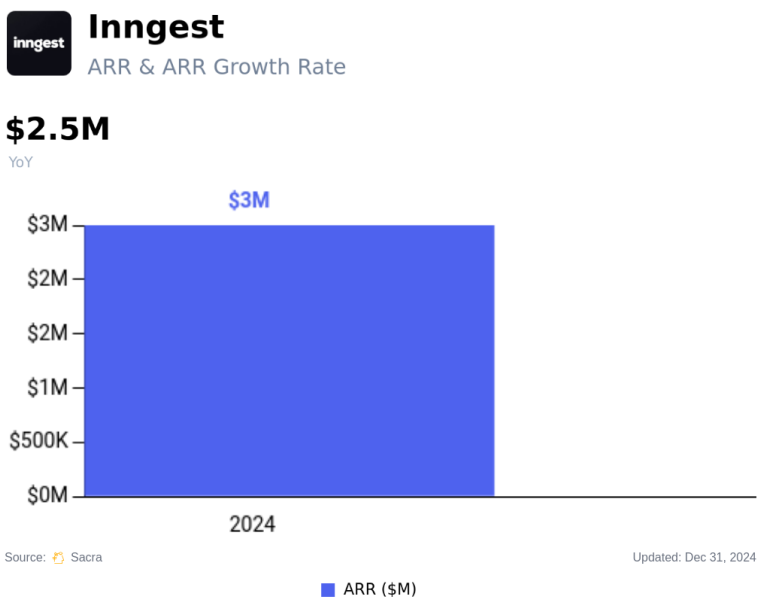
HEADQUARTERS

San Francisco, CA

CEO

Tony Holdstock-Brown

Revenue



Sacra estimates that Inngest hit approximately $2.5M in ARR as of late 2024, representing early-stage traction for the developer workflow platform. The company reached $1 million in signed ARR by the end of Q3 2024, with hundreds of customers at that time.

Inngest's revenue model is primarily usage-based, charging customers based on function executions rather than seat-based pricing. The company offers a self-serve Pro plan starting at $25 per month plus $0.40 per 1,000 executions, alongside enterprise contracts for larger customers. This pricing structure aligns with serverless computing trends and allows customers to scale costs with actual usage.

The company has seen strong developer adoption signals, with CLI installs growing 35x year-over-year to reach 32,000 weekly downloads. Enterprise customers include SoundCloud, which migrated to Inngest's platform for their workflow orchestration needs. Given the early stage nature of the business, year-over-year growth rates remain highly variable as the company builds its customer base.

Valuation

Inngest raised $6.1 million in January 2024 in a round led by Andreessen Horowitz, bringing total funding to $9.1 million. The company previously raised a $3 million seed round in July 2023 led by GGV Capital.

Key investors include Andreessen Horowitz, GGV Capital, Afore Capital, and notable angel investors including Guillermo Rauch of Vercel and GitHub co-founder Tom Preston-Werner. The strategic involvement of Vercel's founder reflects the tight integration between Inngest and the serverless ecosystem.

Product

Inngest is a reliability layer for backend applications that allows developers to write background jobs, AI pipelines, and scheduled tasks as regular functions while Inngest handles the complex infrastructure typically requiring queues, schedulers, and state machines. Developers install an SDK for Node.js, Python, or Go and write functions that can include built-in delays, retries, and step-by-step execution.

The platform includes a local development server that runs on port 8288, providing hot-reloading and a debugging interface for testing workflows locally. When deployed to production environments like Vercel, AWS Lambda, or containers, Inngest's cloud service manages event ingestion, durable execution, and automatic retries with exponential backoff.

The core differentiator is durable execution - each step in a workflow is persisted, allowing long-running jobs to survive cold starts and infrastructure changes. Developers can write multi-step processes that might include API calls, database operations, and delays spanning days or weeks, with Inngest ensuring reliable execution and providing observability through execution traces and structured logs.

Recent additions include flow control primitives for managing per-user concurrency and global throttling, particularly valuable for AI workloads that need to manage expensive GPU and LLM API calls. The platform also supports bulk replay functionality, allowing developers to re-run workflows with updated code or recover from failures.

Business Model

Inngest operates as a B2B SaaS platform with a usage-based pricing model that scales with customer workloads. The company provides the orchestration layer while customers run their actual compute on their preferred infrastructure, creating an asset-light model with strong gross margins.

The go-to-market strategy combines product-led growth through open-source tooling and developer adoption with enterprise sales for larger accounts. The local development server and generous free tier create a low-friction entry point, while enterprise features like SSO, advanced queuing, and longer data retention drive expansion revenue.

Inngest's cost structure benefits from not managing customer compute infrastructure directly, unlike competitors that run dedicated worker processes. Instead, the company focuses on event storage, orchestration logic, and the developer experience, allowing for better unit economics as customers scale their usage.

The business model includes both self-serve subscriptions and enterprise contracts, with pricing tied to execution volume rather than seats or infrastructure provisioning. This aligns costs with customer value and enables predictable scaling as workloads grow.

Competition

Developer-first orchestration platforms

Temporal represents the most established competitor in the durable execution space, with over $100 million in Series B funding and proven scale at companies like Netflix and Coinbase. Temporal offers polyglot SDKs and extremely high durability guarantees, but requires a steeper learning curve and heavyweight worker processes that can take weeks to deploy to production. Temporal is responding to serverless trends by developing WebAssembly SDKs to move closer to edge computing environments.

Trigger.dev targets the same TypeScript and Next.js developer ecosystem as Inngest, offering open-source tooling with tight Vercel integration and real-time visual timelines. Their freemium pricing model and focus on ease of use creates direct competition for entry-level and SME workloads where simplicity trumps enterprise-grade scale and reliability features.

Cloud provider vertical integration

AWS Step Functions, Google Workflows, and Azure Durable Functions are bundling workflow orchestration directly into their serverless platforms, competing on total cost of ownership and billing consolidation rather than developer experience. These services benefit from tight integration with other cloud services but lack the portability and developer-focused tooling that independent platforms provide.

Platform hosts like Vercel, Netlify, and Cloudflare are adding background functions and queue primitives directly to their edge networks, potentially commoditizing basic workflow orchestration. This vertical integration strategy aims to lock in workloads by providing good-enough functionality without requiring external services.

Low-code automation tools

Zapier, n8n, and Make are expanding from simple automation into more complex workflow orchestration, abstracting away code entirely for business users. While targeting different personas, these platforms are building more developer-friendly features and could encroach on simpler use cases that don't require custom code.

TAM Expansion

AI and machine learning workflows

The explosion in AI applications is creating massive demand for durable, observable pipelines that can handle multi-step data processing, model inference, and result aggregation. Inngest's flow control primitives for managing expensive GPU and LLM API calls position the platform as infrastructure for production AI systems. The company can expand into specialized AI workflow features like model versioning, A/B testing orchestration, and automated retraining pipelines.

Self-hosted and air-gapped deployments

Version 1.0 of Inngest's self-hosting capability opens regulated verticals including healthcare, financial services, and government that require on-premises deployment. The single-command installation with embedded SQLite and Redis, upgradeable to Postgres with high availability, addresses data residency and compliance requirements that previously blocked enterprise adoption.

Multi-language and ecosystem expansion

Moving beyond the initial TypeScript focus to Python and Go unlocks data science teams and large enterprise stacks. Java support on the roadmap would access enterprise Java shops, while additional language SDKs could capture specialized communities. Integration with emerging compute platforms like Deno, Bun, and WebAssembly runtimes expands the addressable developer base.

Risks

Hyperscaler commoditization: AWS, Google, and Microsoft are rapidly adding workflow orchestration features to their serverless platforms, potentially commoditizing basic job queues and step functions. As these cloud providers improve their developer experience and reduce pricing, Inngest's value proposition could erode for simpler use cases that don't require advanced durability or portability features.

Open source competition: The workflow orchestration space has strong open-source alternatives that could limit Inngest's pricing power and customer acquisition. As companies become more cost-conscious, they may choose to build on open-source foundations rather than pay for managed services, particularly for non-critical workloads.

Execution complexity: Inngest's business model depends on customers running increasingly complex, long-duration workflows that justify the platform's overhead. If serverless computing trends toward simpler, more atomic functions, or if customers find ways to avoid complex orchestration entirely, demand for Inngest's core value proposition could decline significantly.

DISCLAIMERS

This report is for information purposes only and is not to be used or considered as an offer or the solicitation of an offer to sell or to buy or subscribe for securities or other financial instruments. Nothing in this report constitutes investment, legal, accounting or tax advice or a representation that any investment or strategy is suitable or appropriate to your individual circumstances or otherwise constitutes a personal trade recommendation to you.

This research report has been prepared solely by Sacra and should not be considered a product of any person or entity that makes such report available, if any.

Information and opinions presented in the sections of the report were obtained or derived from sources Sacra believes are reliable, but Sacra makes no representation as to their accuracy or completeness. Past performance should not be taken as an indication or guarantee of future performance, and no representation or warranty, express or implied, is made regarding future performance. Information, opinions and estimates contained in this report reflect a determination at its original date of publication by Sacra and are subject to change without notice.

Sacra accepts no liability for loss arising from the use of the material presented in this report, except that this exclusion of liability does not apply to the extent that liability arises under specific statutes or regulations applicable to Sacra. Sacra may have issued, and may in the future issue, other reports that are inconsistent with, and reach different conclusions from, the information presented in this report. Those reports reflect different assumptions, views and analytical methods of the analysts who prepared them and Sacra is under no obligation to ensure that such other reports are brought to the attention of any recipient of this report.

Published on Jul 11th, 2025