

About PandaDoc

The story of PandaDoc, from its humble beginnings as a rock band to its founding in 2011 and subsequent global expansion, culminating in achieving unicorn status with a \$1 billion valuation in 2021. A tale of entrepreneurial spirit, perseverance, and the power of combining cute pandas with efficient document management.



In 2004, Mikita Mikado, the CEO of PandaDoc, played in a rock band together with Sergey Barysiuk, the CTO of PandaDoc. Most likely, at that time, they had no idea in what direction their lives would go or what a journey they were about to experience!

In 2011, Mikita spent six hours designing a business proposal. Losing both time and patience, he looked at future co-founder, Sergey, and the idea of PandaDoc was born.

It did not take that long until the very first company office in Minsk, Belarus, was opened. This happened in August 2012. One and a half years later, both Mikita and Sergey moved to Silicon Valley and opened the second office, this time in San Francisco. The company was becoming well-known and was progressing fast. This success resulted in the first \$5 million raised as series A funding in 2015. Only in April 2017, the company got named as the whole world knows it nowadays - PandaDoc.

Why is PandaDoc called PandaDoc?

Our founders were trying to create a name that would help the company stand out from all its competitors. To have an animal as a part of the company’s name meant owning a name that would be catchy, make people memorize it easily, and create a psychological and emotional bond as, let’s be honest, who does not like animals? Especially as cute as pandas are! Moreover, by giving the company an animal name, they got a mascot, which is a plus!

However, the choice of an animal was not an easy one. Throughout the decision-making process, Panda competed with other animals like beavers, bees, lamas, seals, etc. In the end, Pandas conquered the hearts of our founders and the entire team and won them all over.

PandaDoc started conquering the world!

A few other impressive milestones happened the same year PandaDoc became PandaDoc. The company raised Series B funding (\$15 million) and managed to open another office, this time in Saint Petersburg. Less than a year later, another office was born, this time on the other side of the world, in Manila. PandaDoc was really conquering the world, and the world started to get to know PandaDoc. There have been another three offices opened since then: in Ukraine, Portugal, and our newest newborn in Poland.

And all of a sudden ... PandaCorn was born!

All of the hard work of our Pandas resulted in a huge success which was becoming a PandaCorn. What is a PandaCorn? If you were to combine a unicorn (the imaginary animal that resembles a horse and has a straight horn growing from its head) with a panda, you’d get a PandaCorn! In September 2021, PandaDoc publicly announced that it had reached unicorn status: a private company with a \$1 billion valuation.