United States securities and exchange commission logo

March 9, 2021

Gleb Budman

Chief Executive Officer

Backblaze, Inc.

500 Ben Franklin Ct.

San Mateo, CA 94401

Re: Backblaze, Inc.

Draft Registration

Statement on Form S-1

Submitted February

10, 2021

CIK No. 0001462056

Dear Mr. Budman:

We have reviewed your draft registration statement and have the following comments. In

some of our comments, we may ask you to provide us with information so we may better

understand your disclosure.

Please respond to this letter by providing the requested information and either submitting

an amended draft registration statement or publicly filing your registration statement on

EDGAR. If you do not believe our comments apply to your facts and circumstances or do not

believe an amendment is appropriate, please tell us why in your response.

After reviewing the information you provide in response to these comments and your

amended draft registration statement or filed registration statement, we may have additional

comments.

Draft Registration Statement on Form S-1

Key Business Metrics, page 56

|  |  |  |
| --- | --- | --- |
| 1. | You | disclose that your |
| business and future success depends in part on your ability | | to add |
|  | new | customers and to |
| increase usage and adoption of your solutions with existing | |  |
|  | customers. Please tell | |
| us what consideration was given in disclosing the number of | | new |
|  | and | existing customers |
| for the periods presented. We refer you to Section III.B of | | SEC |
|  | Release No. 33-8350. | |
| Gleb Budman | |  |
| FirstName |  |  |
| Backblaze, LastNameGleb Budman | |  |
|  | Inc. |  |
| Comapany |  |  |
| March | NameBackblaze, Inc. |  |
| 9, | 2021 |  |

March2 9, 2021 Page 2

Page

FirstName LastName

Management's Discussion and Analysis of Financial Condition and Results of Operations

Critical Accounting Policies and Estimates

Revenue Recognition, page 65

1. You disclose that revenue from consumption-based arrangements are recognized upon

invoice. Please clarify whether your invoice is within the same period that the service

revenue was earned. That is, revenue is being recognized when determinable.

1. Please tell us how you concluded that your arrangements do not include a software

license. We refer you to ASC 985-605-55-119 to 55-125. In addition,

please tell us

whether you incur set up costs and charge an installation fee for new customers.

Common Stock Valuations, page 66

1. When your preliminary IPO price is known, please reconcile and explain the differences

between the fair values of the underlying equity interest determined on each grant date,

including the difference between the most recent grant date fair value and the midpoint of

your offering range. Describe the objective evidence that supports your determination of

the fair value of the underlying equity interest at each grant or issue date. Please provide

this analysis for the one year period preceding the filing of the draft registration

statement. In addition, your disclosure should fully describe the assumptions utilized at

the IPO valuation date that are significantly different than those used in the most recent

valuation.

Principal Stockholders, page 101

1. Please disclose the natural person or persons who exercise the voting

and/or

dispositive powers with respect to the securities owned by TMT Investments PLC.

Description of Capital Stock Choice of Forum, page 108

1. Please disclose whether the exclusive forum provision in your certificate of incorporation

applies to actions arising under the Securities Act. Section 22 of the Securities Act creates

concurrent jurisdiction for federal and state courts over all suits brought to enforce any

duty or liability created by the Securities Act or the rules and regulations thereunder. If

the provision applies to Securities Act claims, please clearly describe the provision in your

disclosure including any risks to investors related to the provision. Please also state that

there is uncertainty as to whether a court would enforce such provision and that investors

cannot waive compliance with the federal securities laws and the rules and regulations

thereunder.

Gleb Budman Backblaze, Inc. March 9, 2021 Page 3 General

1. Please supplementally provide us with copies of all written communications, as defined in

Rule 405 under the Securities Act, that you, or anyone authorized to do so on your behalf,

present to potential investors in reliance on Section 5(d) of the Securities Act, whether or

not they retain copies of the communications.

You may contact Amanda Kim, Staff Accountant, at (202) 551-3241 or

Stephen

Krikorian, Accounting Branch Chief, at (202) 551-3488 if you have questions regarding

comments on the financial statements and related matters. Please contact Michael C.

Foland, Attorney-Advisor, at (202) 551-6711 or Jan Woo, Legal Branch Chief, at (202) 551-

3453 with any other questions.

Sincerely,

FirstName LastNameGleb Budman

Division of

Corporation Finance

Comapany NameBackblaze, Inc.

Office of

Technology

March 9, 2021 Page 3

1. Bennett L. Yee

FirstName LastName