

RevenueCat Announces \$12M Series C Financing to Expand to New Markets

Client News

April 25, 2024

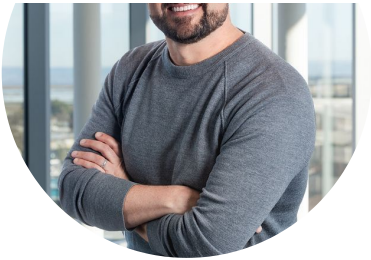
Gunderson Dettmer represented client RevenueCat, a subscription management platform, in its \$12 million Series C financing led by Adjacent. The company's subscription toolkit provides applications that monetize via in-app purchases with automatic calculation of metrics like a conversion from monthly recurring revenue and demonstrates marketing strategies, manages customer experience, reduces fragmentation, and also organizes projects. RevenueCat will use the new capital fuel new products and expand to new markets including Japan and South Korea.

In the [announcement of the transaction](#), RevenueCat CTO and co-founder Miguel Carranza said, "In the U.S., we've done a good job at educating developers, product people, marketers, and CEOs on the challenges of building in-house. In many other regions, it's unfortunately still the default for businesses to sink valuable resources into something that provides zero differentiation or value for that business's end users. We're investing in those regions by expanding our support for languages and local currencies later this year, deepening our relationships with local technology partners and agencies, as well as hiring in-market where possible."

The Gunderson Dettmer deal team was led by Andy Bradley and included Nate Gray, Bailey McQuain and Shagun Parekh.

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