

Duro Announces \$7.5M Seed Led by Primary Ventures

Client News

April 24, 2024

Gunderson Dettmer represented client Duro, a leading Cloud-native PLM platform in hardware engineering, in its \$7.5 million Seed financing led by Primary Ventures. Duro offers a plug-and-play tech stack solution that simplifies complex product data management by addressing common inefficiencies in BOM management, design changes and procurement. The company will use the new capital to grow its R&D team to deliver new features that empower customers to build a best-in-class hardware tech stack.

In the [announcement of the transaction](#), Duro CEO and Co-founder Michael Corr said, “Duro exists to reduce the cost of failure, allowing engineers to embrace risks and boost innovation. As a catalyst for growth in a ripe hardware industry, our vision to host the bill of materials for every hardware product globally will empower teams to innovate and accelerate market entry like never before.”

The Gunderson Dettmer deal team was led by Ross Burningham and included Brent Armitage and Zack Goldman.

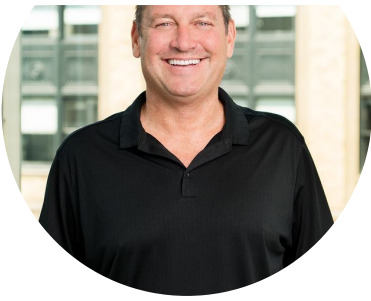
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