



dataplor Announces \$10.6M Series A Led by Spark Capital

Client News

April 18, 2024

Gunderson Dettmer represented client dataplor, a leading provider of global location intelligence, in its \$10.6 million Series A financing led by Spark Capital. dataplor helps global enterprises grow abroad by mapping tough-to-reach markets with a privacy-first approach. The company will use the new capital to accelerate its ongoing expansion, building the most accurate, comprehensive and dynamically updated database of global Point of Interest (POI) data on the market.

In the [announcement of the transaction](#), dataplor CEO and founder Geoff Michener said, “From the outset, dataplor was built on the belief that accurate, reliable, and privacy-first location data was missing from the global market. We aim to help companies uncover hidden opportunities and build stronger relationships within the worldwide business community. Estimates show bad data costs the market nearly \$7 trillion annually. Many providers claim to offer comprehensive global coverage but lack the expertise and verification measures to deliver highly accurate datasets.”

The Gunderson Dettmer deal team was led by Cody Peterson and included Tim Greene, Natalie Kerr, Maurice Osei, Frida Alim and Radhika Raman

Companies

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[Spark Capital](#)

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