



Jago Coffee Announces \$6M Series A Financing

Client News

April 18, 2024

Gunderson Dettmer represented client Jago Coffee, an Indonesia-based mobile coffee-tech startup, in its \$6 million Series A financing led by Intudo Ventures and BEENEXT Accelerate. The new capital will be used to expand the company's fleet of carts from 300 to 1,500, and to set up cart parking facilities across Jakarta over the next six to nine months. The company also plans to develop spatial machine-learning models to help identify key locations for growth.

In the [announcement of the transaction](#), Intudo Ventures founding partner Patrick Yip said, "Compared to other coffee providers, Jago's total addressable market (TAM) is much higher. Jago's price point, mobility and operational model opens up a much larger customer base—including those that are budget sensitive. Jago also holds significant appeal to all consumers across the spectrum through product excellence while dynamically identifying and moving to pockets of demand as they form in real-time, building a larger TAM than would otherwise be available through stationary stores."

The Gunderson Dettmer deal team was led by David He and included Binh Vong.

Companies:

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[Intudo Ventures](#)

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