

# Lux Capital Makes First Brazil-Based Investment by Leading the \$4M Seed Financing of Magie

Client News

August 22, 2024

Gunderson Dettmer represented client Lux Capital in leading the \$4 million Seed financing of Brazil-based fintech Magie. Magie, Lux's first Brazil-based investment, is creating an AI-powered financial assistant that allows people to send money and pay bills through WhatsApp.

In the **announcement of the transaction**, the article notes, "Cofounder Luiz Ramalho's ultimate goal is for Magie to be a more full-fledged financial assistant — and an equalizer. He hopes to potentially charge for a premium subscription, where Magie can help users work through financial decisions, like what kind of loan to take out and at which bank."

The Gunderson Dettmer deal team was led by Greg Volkmar and included Rafa Bellaver.

Companies

**Lux Capital**

**Magie**

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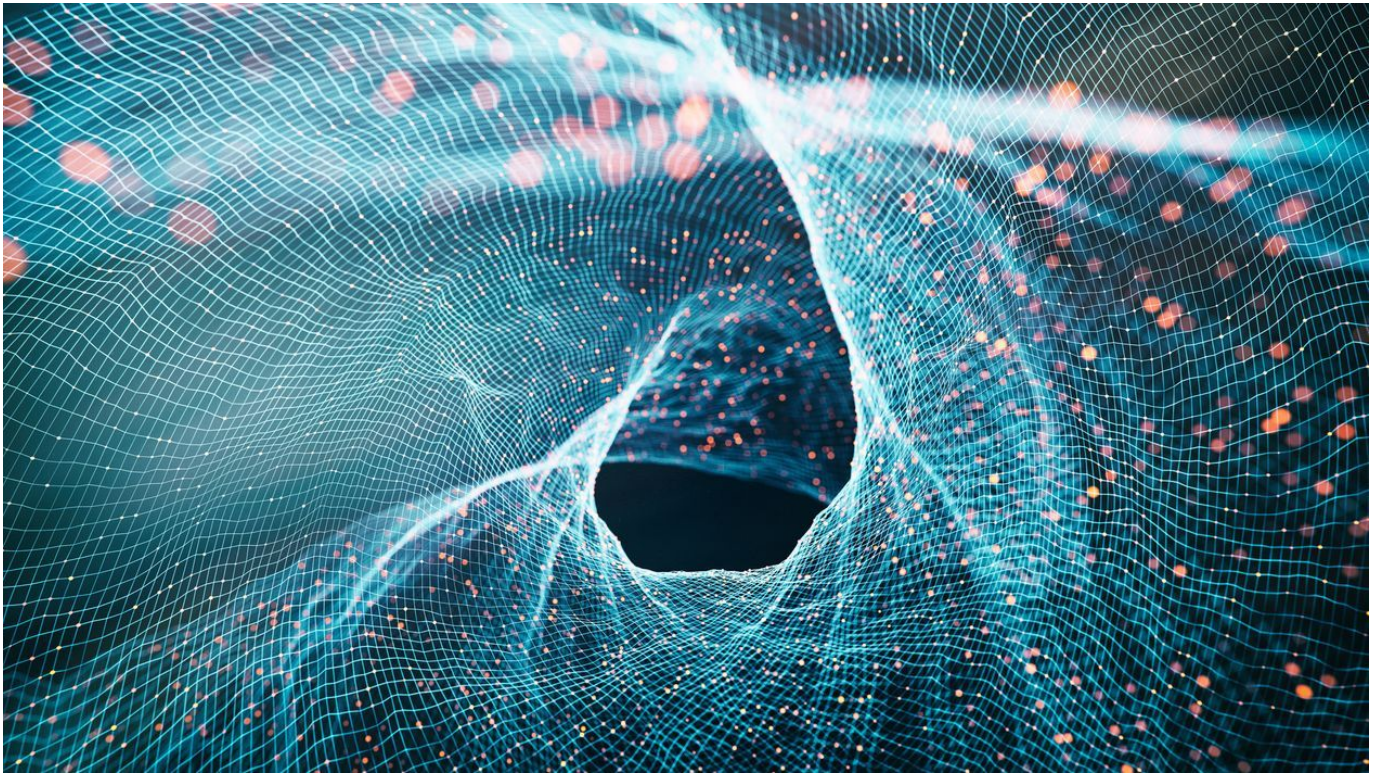
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