



# Gunderson Dettmer Represented Wasoko in a Merger of Africa's Largest Network of Informal Retailers

Client News

August 27, 2024

Gunderson Dettmer represented Kenya-headquartered client Wasoko, an e-commerce platform intended to connect buyers and sellers across Africa, in its merger-of-equals with MaxAB. The merged entity will form the largest network of B2B informal retailers to more than 65 million consumers and more than 450,000 merchants on the continent.

Wasoko and MaxAB previously offered e-payments, credit financing, and digital services to mom-and-pop shops, creating new revenue streams. In their merged entity, these services will be managed by separate business units through a unified app, alongside their core commerce offerings.

In the [announcement of the merger](#), founder and CEO of Wasoko and co-CEO of the combined entity Daniel Yu said, "Through our integrated technology stack, our expanded Pan-African reach uniquely positions us to offer the best products and services from across Africa at maximum accessibility and affordability, supercharging our growth beyond what either company could achieve independently."

The Gunderson Dettmer team was led by corporate partner Bradley Krack, corporate associate Ibrahim Elshamy and M&A associate Anthony Ramirez and included corporate associates Amy Luong and Natalie Kerr, tax group partner Mark Foster, executive compensation partner Michael Richman and associate Sofia Rattes.

## Companies

Wasoko

MaxAB

## Related People

Bradley D. Krack

PARTNER

P +1 415 801 4890

Ibrahim M. Elshamy

PARTNER

P +1 424 214 1753

Anthony J. Ramirez

ASSOCIATE

P +1 424 214 1773

Amy N. Luong

ASSOCIATE

P +1 650 324 5171

Mark M. Foster

PARTNER

P +1 650 463 5343

Michael N. Richman

PARTNER

P +1 650 463 5287

Sofia B. Rattes

ASSOCIATE

P +1 650 463 5301

## Related Services

Mergers & Acquisitions

Private & Public Companies

# Featured Insights

## CLIENT NEWS

Brazilian Carbon Capture Company Mombak Announces \$30M Financing

## CLIENT NEWS

Africa B2B OmniRetail Announces \$20M Financing

## CLIENT NEWS

Glacier Announces Series A Financing to Expand Robot Recycling Fleet

## CLIENT NEWS

Dataminr Announces \$100M Investment Led by Fortress Investment Group

## CLIENT NEWS

Omnidian Announces \$87M Series C for Renewable Energy Performance

## INSIGHTS

Splitting the Pie: How Savvy Founders Divide Ownership and Navigate Other Founder Equity Decisions

## CLIENT NEWS

Chainguard Announces \$356 Million Series D Led by Kleiner Perkins and IVP

## INSIGHTS

Client Insight: California AI Transparency Act

## INSIGHTS

Client Insight: Prepare for BE-10 Benchmark Survey of US Direct Investment Abroad

## INSIGHTS

Tech Brew Interviews Aaron Rubin in “Where the legal battle stands around copyright and AI training”

CLIENT NEWS

Latin America Fintech Belvo Announces \$15M Funding

INSIGHTS

Legal 500 Country Comparative Guides 2025: Venture Capital (Singapore)