



Mayfield Leads \$25M Series B Financing of Orb

Client News

September 17, 2024

Gunderson Dettmer represented client [Mayfield](#) in leading the \$25 million Series B financing of Orb, a billing software. Designed to be “a single source of truth” for finance orgs, Orb provides the infrastructure for different types of billing plans, like usage-based and consumption-based plans, as well as workflows for payments and invoicing. Orb will use the new capital to build among other features an AI-powered pricing recommendation engine.

In the [announcement of the transaction](#), Orb CEO and co-founder Alvaro Morales said, “We bring together billing and data in a single platform. Traditional billing tools are far removed from the product, centered around commercial constructs like a ‘subscription’ or ‘contract.’ Orb starts with ingesting raw product usage, and enables our users to define any pricing logic on top of that.”

The Gunderson Dettmer deal team was led by Mike Allers and included Shawna Reeder, Michelle Lee and Umar Chaudhary.

Companies

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