

Influencer Platform Inluur Announces Series A Financing

Client News

November 14, 2024

Gunderson Dettmer represented client Inluur, a networking platform for influencers, in its Series A financing led by Point72 Ventures and HTwenty Capital. Inluur helps influencers monetize their talent, expand their reach, and grow their businesses by streamlining connections between brands and influencers, allowing them to build meaningful relationships and impactful campaigns together. The company will use the new capital to add insights for influencer campaigns along with financial tools.

In the [announcement of the transaction](#), Inluur co-founder and CEO Alessandra Angelini said, “Inluur is a connected community where influencers ‘find home’—gaining access to brand opportunities and resources to thrive. This funding will help us enhance our platform, enabling influencers to grow their businesses and connect with brands more effectively.”

The Gunderson Dettmer deal team was led by Cody Peterson and included Tim Greene, Bess Blumenfeld, Radhika Raman and Natalie Kerr.

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