

Mexico-Based Minu Announces \$30M New Funding Round

Client News

November 19, 2024

Gunderson Dettmer represented client Minu, a Mexico-based employee wellness platform provider, in its \$30 million new funding round led by QED. Minu helps employers provide their workforce with more than 50 benefits, including telehealth, as well as earned wage access so they don't have to stress over waiting for payday. The company will use the new capital to consolidate the regional presence in Mexico and to continue strengthening its wellness offering across financial, physical and mental health.

In the TechCrunch [announcement of the transaction](#), it states, "All three [co-founders] call Mexico home and 'became obsessed with the problem of the lack of financial wellness in the country,' cofounder Nima Pourshasb said. They chose to tackle this issue with a B2B2C model for two reasons. One, Pourshasb said, 'people trust their employers. And secondly, we like the fact that there's this win-win alignment, that if a company selfishly knows that if their employees are healthier, they're going to be better for the company, they're going to stick around, they're going to be more productive.'"

The Gunderson Dettmer deal team was led by Dan Green and Brad Krack and included Eduardo Espinosa de los Monteros Pereda and Alan Gao.

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