

# Manufacturing and Supply Chain Integrator Prima Announces \$42.5M Financing

Client News

December 6, 2024

Gunderson Dettmer represented client Prima, a manufacturing and supply chain integrator based in Mexico, in its \$42.5 million financing from Acrew, Quona Capital, Nazca, Greenoaks, Canary, NXTTP, Picus Capital, Endeavor, Fluent Ventures, K50 Ventures, Marathon Ventures, Box Group, WTI, and more.

Prima serves as a one-stop shop for manufacturers, offering financial support, engineering, technology, and end-to-end services—handling everything from lead generation to delivery and invoicing—so manufacturers can focus on production. The company will use its new capital to expand its operations and continue elevating Mexico’s manufacturing standards.

In the [announcement of the transaction](#), CEO and Co-founder of Prima Juan Pablo Ramos said, “We’re building a business model that can serve this market in a differentiated manner, that tackles the pain points. And those pain points are significantly more acute than we ever expected because informality in Mexico is so rampant. But at the same time, the opportunity is so massive.”

The Gunderson deal team was led by Brad Krack and included Federico Varni and Eduarda Tavares.

Company

[Prima](#)

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