

Copenhagen-Based Investment App Pluto Markets Announces \$2.6M Seed

Client News

February 7, 2024

Gunderson Dettmer represented Copenhagen-based client Pluto Markets, a neo-broker and trading company, in its \$2.6 million Seed financing led by Magnetic. Pluto's new investment app for friend groups enables investors to collaborate, compete, and co-invest powered by fractional shares zero-commission trading. The company plans to launch in Denmark as its first market, on July 1 this year and then plans to launch in a new market every six months, starting with the Nordics.

In the [announcement of the transaction](#), Pluto Markets founder Joakim Bruchmann said, "We are a neo-broker building a NextGen investment experience to replace the 90's incumbents who still charge high commissions, have a narrow asset offering and don't cater to ordinary people without financial backgrounds."

The Gunderson Dettmer deal team was led by Jared Mayberry and included Joe McGinley and Zack Goldman.

Companies

[Pluto Markets](#)

[Magnetic](#)

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