

Finerio Connect Announces \$6.5M Equity Financing to Personalize Financial Products

Client News

October 23, 2023

Gunderson Dettmer represented client Finerio Connect, a Mexico City-based fintech startup, in its \$6.5 million equity financing led by Third Prime. Finerio Connect is an automated and personal finance platform designed to help users improve and manage their finances. The company will use the new capital to continue development.

The new capital included participation from Visa, Bancolombia Ventures, Krealo, Alaya Capital, Gaingels, Plug and Play and Winklevoss Capital.

In the [announcement of the transaction](#), Third Prime general partner Mike Kim said, “We believe that government support of open banking initiatives across LatAm, together with the enormous population of underserved consumers, creates a tremendous opportunity to create value for investors and to meaningfully increase the financial well-being of historically disadvantaged consumers.”

The Gunderson Dettmer deal team was led by Dan Green and Brian Willbur and included José Rico Moreno and Daniel Gallo.

Companies

[Finerio Connect](#)

[Third Prime](#)

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