

Prosus Leads \$10M Seed Funding of Queen.ai

Client News

February 7, 2025

Gunderson Dettmer represented client Prosus Ventures as it led the \$10 million seed funding of queen.ai, a leading provider of agentic AI solutions for e-commerce in the Middle East. This is one of the largest seed investments in the MENA region to date. The new capital will be used to enhance the company's agentic AI platform, expanding its team, and attracting more customers while broadening its autonomous marketing solutions.

In the [announcement of the transaction](#), Prosus Head of Middle East Investments Robin Voogd said, "As one of the largest e-commerce and marketplace investors in the world, we've seen first-hand how AI Agents are redefining the landscape of global marketplaces for online merchants. There's a huge opportunity and we believe queen.ai is well-placed to unlock this technology for merchants in an AI-first world. The company has demonstrated an innovative approach to bringing AI to the e-commerce industry and is backed by an expert founding team. They will provide significant value to merchants focused on delivering a strong digital shopping experience across countries."

The Gunderson Dettmer deal team was led by Jonathan Pentzien and included Kinnari Sahita.

Companies:

[Prosus](#)
[queen.ai](#)

Related People



Jonathan C. Pentzien

PARTNER

P +65 6800 0503



Kinnari Sahita

ASSOCIATE

P +65 6800 0504

Related Services

Fund Investments in Companies

Middle East & North Africa

Featured Insights

CLIENT NEWS

Brazilian Carbon Capture Company Mombak Announces \$30M Financing

CLIENT NEWS

Africa B2B OmniRetail Announces \$20M Financing

CLIENT NEWS

Glacier Announces Series A Financing to Expand Robot Recycling Fleet

CLIENT NEWS

Dataminr Announces \$100M Investment Led by Fortress Investment Group

CLIENT NEWS

Omnidian Announces \$87M Series C for Renewable Energy Performance

INSIGHTS

Splitting the Pie: How Savvy Founders Divide Ownership and Navigate Other Founder Equity Decisions

CLIENT NEWS

Chainguard Announces \$356 Million Series D Led by Kleiner Perkins and IVP

INSIGHTS

Client Insight: California AI Transparency Act

INSIGHTS

Client Insight: Prepare for BE-10 Benchmark Survey of US Direct Investment Abroad

INSIGHTS

Tech Brew Interviews Aaron Rubin in “Where the legal battle stands around copyright and AI training”

CLIENT NEWS

Latin America Fintech Belvo Announces \$15M Funding

INSIGHTS

Legal 500 Country Comparative Guides 2025: Venture Capital (Singapore)