

Rinse Announces \$23M Series D Financing Led by LG Investors

Client News

February 20, 2025

Gunderson Dettmer represented long-time client Rinse, an operator of laundry and dry cleaning delivery service, in its \$23 million Series D financing led by LG Investors. Rinse's platform features smart scheduling for pickups and deliveries, alongside high-quality cleaning managed through a technology platform. The new capital will be used to scale Rinse's growth and development.

In the [announcement of the transaction](#), CEO and co-founder Ajay Prakash said, "The way people manage everyday tasks is evolving—consumers are seeking seamless, tech-enabled solutions that make life easier. Rinse was built to modernize an essential but traditionally inconvenient chore. With this latest investment, we're well on our way to becoming a household name and the leader in all laundry outside the home."

The Gunderson deal team was led by Joe Raffetto and included Claudia Renert, Maurice Osei and Yue Yang.

Companies

[Rinse](#)

[LG Investors](#)

Related People

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