

Mexico-Based Leadsales Announces \$3.7M Seed Financing

Client News

August 28, 2023

Gunderson Dettmer represented Mexico-based client Leadsales, a conversational commerce company, in its \$3.7 million seed financing led by Ulu Ventures and Blue Pointe Ventures. Leadsales' customer relationship management tool provides customizable columns and sales funnel automation to help small and medium-sized businesses manage potential sales. The new capital will help grow the team and expand into Brazil.

In the [announcement of the transaction](#), Leadsales' founder and CEO Roberto Peñacastro said, "We quickly noticed a trend that small businesses were transitioning to selling via WhatsApp without the right tool to scale their business. Our native chat integration on our pipeline view is truly unique as no other CRM does this integration for chats, and on top of this, we've built a platform that is built for non-tech savvy users that takes less than five minutes to 'plug & play.'"

The Gunderson Dettmer deal team was led by Dan Green and included Daniel Gallo and Alan Gao.

Companies

[Leadsales](#)

[Ulu Ventures](#)

[Blue Pointe Ventures](#)

Related People





Daniel M. Green
PARTNER
P +1 650 463 5210



Alan Gao
ASSOCIATE
P +1 650 463 5323

Related Services

Early-Stage Company

Private & Public Companies

Featured Insights

CLIENT NEWS

Anduril Announces Acquisition of Klas to Advance Tactical Edge Computing and Communications

FIRM NEWS

Gunderson Dettmer Commemorates 2025 Asian American and Pacific Islander Heritage (AAPI) Month

CLIENT NEWS

Prosus Leads US\$7.25M Financing of Zapia

CLIENT NEWS

Brazilian Carbon Capture Company Mombak Announces \$30M Financing

CLIENT NEWS

Latin American Fintech Clara Announces \$80 Million 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