

B2B Marketplace Ghost Announces \$30M Series B

Client News

August 21, 2023

Gunderson Dettmer represented client Ghost, a B2B marketplace for surplus inventory, in its \$30 million series B financing led by Cathay Innovation. Ghost's members-only marketplace helps brands and retailers discreetly buy, sell and ship their extra merchandise for items like fashion, beauty, footwear and home goods. The company will use the new capital to grow the team, expand globally and further develop its product.

In the [announcement of the transaction](#), Ghost co-founder Dee Murthy said, "We've spent a ton of time educating brands and retailers that data and technology can make their process and their lives easier. The macro trends in the economy have been a tailwind for us and there's an openness for trying something new as the traditional things have not been working for a lot of them. It felt like this business has been timed really well for what's happening in the world of retail."

The Gunderson Dettmer deal team was led by Randall Clark and included Darryl Long, Russell Smith, Hoda Eldib and Emily Miller.

Companies

[Ghost](#)

[Cathay Innovation](#)

Related People





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