

Imaginary Ventures Invest in GlossGenius \$28M Series C

Client News

July 27, 2023

Gunderson Dettmer represented client Imaginary Ventures as it participated in the \$28 million Series C financing of GlossGenius, a platform for the beauty and wellness industry. GlossGenius' all-in-one vertical payments app helps beauty and wellness companies manage workflows across their back and front offices. The new capital will be used to develop additional products to support business owners and invest in core areas of the GlossGenius team.

In the [announcement of the transaction](#), GlossGenius founder and CEO Danielle Cohen-Shohet said, "Given the many responsibilities that business owners have, they spend countless hours on time-consuming administrative work and processes that keep them from scaling themselves and revenue. Our product gives businesses complete control over their business, ultimately enabling them to scale themselves and build a unique brand identity and client experience in the same sophisticated way that larger companies would."

The Gunderson Dettmer deal team was co-led by Melissa Marks and Jack Paterson.

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