

New Investment Firm Unlimited Announces \$8M Series A Financing

Client News

May 23, 2023

Gunderson Dettmer represented client Unlimited in its \$8 million Series A financing led by FirstMark and Citi Ventures. Unlimited gives investors exposure to the alpha-generating potential of alternative investment strategies without the high fees and adverse tax implications of typical fund structures. The new capital will be used to build out its sales and distribution teams and continue developing and launching new low-cost alternative strategy-tracking ETFs.

In the [announcement of the transaction](#), Unlimited's CEO and Chief Investment Officer Bob Elliot said, "Since the successful launch of HFND, we have heard from investors and financial advisors who want access to more alternative strategies in tax-efficient, low-cost and highly liquid products. This Series A financing will help bring those products to market for the benefit of all investors as well as allow us to expand our already significant thought leadership platform."

The Gunderson Dettmer deal team was led by Ryan Purcell and included Rosie Stein, Michael Weil and David Koenig.

Companies

[Unlimited](#)

[FirstMark](#)

[Citi Ventures](#)

Related People





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