

Mexico-based Senzai Announces \$2M Pre-Seed led by ALLVP

Client News

May 4, 2023

Gunderson Dettmer represented Mexico-based client Senzai, an AI optimization startup, in its \$2 million pre-seed financing led by ALLVP. Currently working with telecommunications and banks in its early-stage launch, Senzai helps companies implement AI by focusing on three tools: measuring impact, experimentation and optimization to figure out which customers are likely to respond to certain sales and marketing campaigns so that outcomes improve.

In the [announcement of the transaction](#), Senzai's CEO and co-founder Julian Lopez-Portillo said, "I thought there was a huge opportunity to bring some of these learnings of how AI could be implemented into companies in Latin America because they are still focusing on building tools rather than solving problems. I thought there's still a niche that hasn't been covered yet where we could build a tool that would solve this actual problem for enterprises."

The Gunderson Dettmer deal team was led by Dan Green and included Daniel Gallo, Kevin Mann and Alberto Garcia.

Companies

[Senzai](#)

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