

Greycroft Closes More Than \$1B of Capital Commitments

Client News

April 26, 2023

Gunderson Dettmer represented client Greycroft in the closing of more than \$1 billion of capital commitments across new funds. The firm's two flagship vehicles, Greycroft Partners VII and Greycroft Growth IV, enable the firm to continue to invest in early and growth-stage enterprise and consumer businesses.

In the announcement of the fund formations, Greycroft co-founder and managing partner Dana Settle said, "Greycroft's bicoastal foundation in Los Angeles and New York has given us unique access and insights to the technological advancements that drive emerging themes and reshape industries at the intersection of culture and business. Our investment approach remains the same, identifying companies that are finding novel applications of next-generation technology and supporting them at the critical moment of commercialization."

The Gunderson Dettmer deal team was co-led by Brian Hutchings and Steve Franklin and included Jaime Narayan, Pete Dupont, Elliot Gluck and Keith Geddings.

Companies

Greycroft

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