

# Raine Ventures Participates in Rock The Bells Series B

Client News

April 17, 2023

Gunderson Dettmer represented client Raine Ventures in its participation of the \$15 million Series B financing of Rock The Bells, a hip hop-focused content and commerce startup. The company's platform serves as a place to read, shop and listen to all of the elements of hip-hop through content, commerce, and experiences, enabling fans to connect with their favorite artists and get collectibles.

The new capital will be used to scale three pillars of the business, including creating more long-form content projects, launching new retail partnerships and expanding internationally to the European Union, growing the annual company Festival, and introducing new experiential events in the marketplace.

In the [announcement of the transaction](#), Rock The Bells founder LL Cool J said, "This Series B round is a reflection of the confidence that our investors have in Rock The Bells as a global platform. Hip-Hop is an art form that many people doubted from day one, but our culture continues to rise to higher heights! I'm honored that Rock The Bells is leading this resurgence of timeless Hip-Hop, while simultaneously bridging the generations. I'm so excited about all of the amazing things we have planned for the community, fans and brands! This is just the beginning."

The Gunderson Dettmer deal team was led by Brad Krack and included Damon Zhangchai.

Companies

[Raine Ventures](#)

[Rock The Bells](#)

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