

Argentina E-commerce Platform Melian Announces \$2M Series Seed

Client News

May 12, 2025

Gunderson Dettmer represented client Melian, an AI-powered shopping discovery platform based in Argentina, in its \$2 million Series Seed financing led by Hi Ventures. Melian focuses on reimagining e-commerce by offering a seamless product discovery experience that spans multiple retailers. The new capital will help support the company's ongoing technology development and expansion into the U.S. market.

In the [announcement of the transaction](#), Hi Ventures Managing Partner Jimena Pardo said, "Melian's innovative use of AI to solve fundamental e-commerce pain points is exactly what we look for in early-stage investments. Their AI browsing agent and computer vision capabilities create a magical shopping experience that drives both retention and unit economics."

The Gunderson deal team was led by Dan Green and Federico Varni and included Felipe Hasenohr.

Companies

[Melian](#)

[Hi Ventures](#)

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