

# Nectar Social Emerges from Stealth With a \$10.6M Series Seed Financing

Client News

June 5, 2025

Gunderson Dettmer represented client Nectar Social, an AI-driven social commerce platform, in its emergence from stealth mode and the announcement of its \$10.6 million Series Seed financing co-led by True Ventures and GV (Google Ventures). Nectar's suite of tools includes AI social copilot agents that autonomously handle community interactions, real-time data, and revenue attribution metrics that tie DMs, mentions, and comments to purchases. The company's new financing will allow Nectar to become essential to brands looking to compete in the crowded e-commerce space.

In the [announcement of the transaction](#), CEO and Co-founder of Nectar Social Misbah Uraizee said, "For all of our customers, organic communities are the hardest ... We saw how much private messaging was blowing up, and how terrible the internal elements were for brands to process and scale to that. Then, right at the cusp of [OpenAI's GPT] 3.5 launching, we were like: This is the moment. This is where you can start solving these problems in an authentic way. And that made us immediately jump on it."

The Gunderson deal team was led by Ibrahim Elshamy.

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