

# Mexico-based Kuona Announces \$6M Seed Financing

Client News

December 16, 2022

Gunderson Dettmer represented Mexico-based client Kuona, an enterprise SaaS company, in its \$6 million seed financing led by Cometa. Kuona's platform enables consumer brands and retailers to optimize their pricing, trade promotions, and inventories using artificial intelligence. The new capital will be used to continue expanding its team and geographical presence in the United States, Latin America, and Europe.

In the [announcement of the transaction](#), CEO of Kuona Chema Sanroman said, "Our tool helps them understand what's working and what's not. It also gives them a picture of what has been working in the past, the present and then allows them to plan for the future."

The Gunderson Dettmer deal team was led by Daniel Green and Brian Willbur and included Nathalya Zara.

Companies

[Kuona](#)

[Cometa](#)

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