

Seedz Announces \$16.5M Series A Financing

Client News

December 7, 2022

Gunderson Dettmer represented Brazil-based client Seedz, an agtech customer engagement platform, in its \$16.5 million Series A financing led by Alexia Ventures. The Seedz platform connects participants of the agribusiness chain through an independent loyalty and incentive program. The new capital will be used for international expansion, acquisitions, and entry into financial services.

In the [announcement of the transaction](#), Co-Founder and CEO of Seedz Matheus Ganem said, “Our core business is our loyalty program, in which farmers’ purchases are converted into points and cashback, but we built on top of that an intelligence platform for partners to network and connect their journeys with those of the products.”

The Gunderson Dettmer deal team was led by Christel Moreno and included Rafael Bellaver.

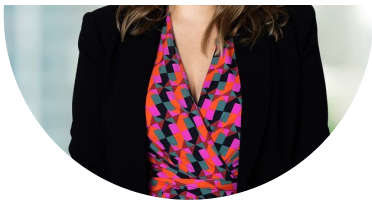
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