

Kudos Announces \$7M Seed Financing

Client News

October 20, 2022

Gunderson Dettmer represented client Kudos, a digital smart wallet, in the announcement of its \$7 million Seed financing led by Patron. Kudos helps customers maximize their credit card rewards and benefits by recommending the right credit card to use for every online purchase. The new capital will be used for product development, the launch of new initiatives, and to increase user growth.

In the [announcement of the transaction](#), CEO and Co-founder of Kudos Tikue Anazodo said, “Our goal at Kudos is to simplify online checkout and maximize rewards and benefits to the consumer. The support of our investors allows us to further realize this goal and continually improve the customer experience. We identified an opportunity to build a new wallet product with a more consumer-focused lens and are excited to provide greater utility and benefits to our users.”

The Gunderson Dettmer deal team was led by Randall Clark and included Valerie Wood, Jess Brodman, Michael Dansey and Shayna Hochberger.

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Randall J. Clark
PARTNER
P +1 212 430 3132



Valerie E. Wood
ASSOCIATE
P +1 646 490 9056

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