

# Latin America-based Elenas Announces \$20M Series B Financing

Client News

October 11, 2022

Gunderson Dettmer represented client Elenas, a Latam-based social commerce platform, in the announcement of its \$20 million Series B financing led by DILA Capital. Elenas' platform is designed for woman entrepreneurs to launch online businesses and sell their products on WhatsApp, Facebook and other social media sites. The new capital will be used for company, market and product expansion.

In the [announcement of the transaction](#), Managing Partner at DILA Capital Alejandro Diez Barroso said, "Elenas is revolutionizing the direct-sales industry by giving millions of people across the region the opportunity to sell thousands of products through their digital catalog. We are convinced that we are backing the right team in the right market and at the right time."

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

Companies

[Elenas](#)

[DILA Capital](#)

Related People





Daniel M. Green  
PARTNER  
P +1 650 463 5210



Brian L. Willbur  
OF COUNSEL  
P +1 415 801 4822

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