



Animation Studio Invisible Universe Announces \$12M Series A Financing

Client News

August 11, 2022

Gunderson Dettmer represented Invisible Universe, an internet-first animation studio, in the announcement of its \$12 million Series A financing led by Seven Seven Six, a venture firm co-founded by Alexis Ohanian and Katelin Halloway. Cosmic Venture Partners, Franklin Templeton, Gaingels, and Initialized Capital were among the participating investors. The company combines animation technology, storytelling, creative talent and the power of social media platforms to develop and debut original animated character IP.

In the [announcement of the transaction](#), CEO of Invisible Universe Tricia Biggio said, “Invisible Universe has pioneered what it means to launch indelible character IP on the Internet. Our characters have captured the hearts of audiences, made them laugh, and allowed them to feel seen while providing a moment of delight in the timelines of their favorite social platforms. This capital from our incredible investors and partners allows us to seed and grow more IP and to commercialize our franchises at scale. When my two toddlers ask for Qai Qai or Clydeo instead of mainstream favorites, I know we’re building something special.”

The Gunderson Dettmer deal team was led by Brian Patterson and included Andrew Person, Amy Luong, Annie Dewberry and Lydia Carnevale.

Companies:

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[Related People](#)

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