

Seedz Acquires Farm Management Platform Perfarm

Client News

July 21, 2022

Gunderson Dettmer represented client Seedz in the acquisition of Perfarm, a data platform for managing farms. Seedz provides a monthly subscription platform that enables rural producers and resellers to receive a unique digital currency that can be exchanged for rewards such as cashback, subscriptions, and farm operating software. The acquisition will help reduce the costs and help farmers make decisions about their harvests, of which almost 40,000 farmers are using the system.

In the [announcement of the acquisition](#), Co-founder and CEO of Seedz Matheus Ganem said, “There is a very big impact on the farmer’s operation when he is not digitalized and one of the biggest pains is in the planning of the business, in knowing what to plant and what input he needs. We decided to get into the day-to-day life of the farm in order to help the farmer solve these problems.”

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

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[Perfarm](#)

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