



DEUNA Enters the Latin American Market with \$30M Series A Financing

Client News

July 8, 2022

Gunderson Dettmer represented Silicon Valley-based e-commerce checkout platform DEUNA in its \$30 million Series A financing led by Activant Capital. DEUNA will enter and expand into the Latin American market and provide brands with a payments infrastructure that integrates with major payment providers and alternative payment methods and provides merchants access to more than 3 million users. The company will use its new capital to expand its presence in Latin America, product development, go-to-market strategy and grow its teams.

In the [announcement of the transaction](#), CMO of DEUNA Jose Molina said, “At DEUNA we are obsessed with creating magic for digital shoppers. Our product is a before and after for e-commerce. Today, millions of people buy online with a very bad experience. DEUNA is here to change that.”

The Gunderson Dettmer deal team was led by Brad Krack and included Jill He, Joanna Torress, Tom Villeneuve, Lily Kim, Sunny Kim and Jamilah Mena.

Companies:

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