

# Digital Financial Platform Finli Announces \$6M Series Seed Financing

Client News

July 6, 2022

Gunderson Dettmer represented client Finli, a Los Angeles-based digital financial platform, in its \$6 million Series Seed financing led by the Urban Innovation Fund. The company's platform provides zero merchant-transactions fees and helps small business owners track their finances with more efficient tools that send invoices, view customer information and check on payment statuses.

In the [announcement of the transaction](#), CEO of Finli Lori Shao said, "You don't have to fit yourself into a QuickBooks box or a Square box; you can continue to operate your own way, on your own terms and we meet you where you are. Finli stands for 'financial lift,' so it is in our DNA to financially lift communities, and we can do that through one small, microbusiness at a time."

The Gunderson Dettmer deal team was led by Cody Peterson and included Layla Chung, Caroline Downer, Tim Greene and Radhika Raman.

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