

Tiger Global Leads \$8M Series A Financing of SleekFlow

Client News

July 5, 2022

Gunderson Dettmer represented client Tiger Global as it led the \$8 million Series A financing of SleekFlow, a Hong Kong-based omnichannel social commerce platform. SleekFlow will use its new capital for its market penetration into Southeast Asia, the U.K and Europe. The company also plans to enhance its product development with fintech and data analytics and upgrade its e-commerce integration.

In the [announcement of the transaction](#), founder and CEO at SleekFlow Henson Tsai said, “Consumers now spend 80 percent of their time on social platforms, and it is already a habit to discover and buy products directly from here. SleekFlow aims to drive this e-commerce revolution by being the top social commerce unified hub — merging conversations, product catalogs, payment solutions, and order management into one for businesses.”

The Gunderson deal team was led by Zhen Liu and included Ying Zhu, Abby Chen and Suki Su.

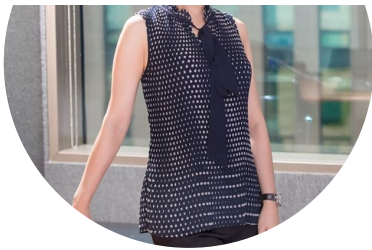
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