

Ironspring Ventures Leads \$9M Series Seed Financing of ProKeep

Client News

June 2, 2022

Gunderson Dettmer represented client Ironspring Ventures who led the \$9 million Series Seed financing round of ProKeep, an end-to-end communication and commerce platform for the distributor market based in New Orleans. ProKeep streamlines ordering, deliveries and pickups in its all-in-one platform and will use its new capital to accelerate its marketing and sales efforts, expand its partnership channels, and enter into additional industries.

Co-Founder and General Partner of Ironspring Ventures Ty Findley, who will join ProKeep's Board of Directors, said in the [announcement of the transaction](#), "When you think about industrial supply chains, distributors are mission-critical but have been largely overlooked in the innovation discussion, leaving a massive whitespace for a modern distributor platform to be built. Prokeep's ability to bootstrap to over 1,000 distributors and power 5.5 million conversations, all while deeply respecting the human element involved between distributors and their customers, blew us away and is indicative of this team's ability to build a premier SaaS business. This round is all about scaling a proven business model, and we're thrilled to partner with Jack, McKay, Mark, and the entire Prokeep team."

The Gunderson deal team was led by Wesley Watts and included Luke Thomas and Ben Cukerbaum.

Companies:

[Ironspring](#)

[ProKeep](#)

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