



Vivun Raises \$75M Series C Financing

Client News

May 23, 2022

Gunderson Dettmer represented client Vivun, a global provider of Buyer Experience (BX) software, in its \$75 million Series C financing led by Salesforce Ventures with participation from Tiger Global. Vivun's platform leverages artificial intelligence to help companies meet the demands of the sales-proof buyer from initial interest through evaluation. The new capital will be used to expand the company's platform.

In the [announcement of the transaction](#), Co-founder and CEO of Vivun Matt Darrow said, "With the additional funding, we intend to replicate our North American success across EMEA, while continuing to invest heavily in our core products and AI capabilities so that PreSales, Sales, Product, and other revenue-driving leaders have an unfair advantage at surpassing the expectations of their sales-proof buyers."

The Gunderson deal team was led by Trevor Knapp and included Gianna Sagan, Yeji Han, and Mike Murphy.

Companies:

[Vivun](#)

[Salesforce Ventures](#)

[Tiger Global](#)

Related People





Trevor Knapp
PARTNER
P +1 650 463 5447

Yeji Han
ASSOCIATE
P +1 650 463 5279



Mike W. Murphy
OF COUNSEL
P +1 650 473 5818

Related Services

Late-Stage Company
Seed, Venture and Growth Financings

Featured Insights

CLIENT NEWS

Brazilian Carbon Capture Company Mombak Announces \$30M Financing

CLIENT NEWS

Africa B2B OmniRetail Announces \$20M Financing

CLIENT NEWS

CLIENT NEWS

Glacier Announces Series A Financing to Expand Robot Recycling Fleet

CLIENT NEWS

Dataminr Announces \$100M Investment Led by Fortress Investment Group

CLIENT NEWS

Omnidian Announces \$87M Series C for Renewable Energy Performance

INSIGHTS

Splitting the Pie: How Savvy Founders Divide Ownership and Navigate Other Founder Equity Decisions

CLIENT NEWS

Chainguard Announces \$356 Million Series D Led by Kleiner Perkins and IVP

INSIGHTS

Client Insight: California AI Transparency Act

INSIGHTS

Client Insight: Prepare for BE-10 Benchmark Survey of US Direct Investment Abroad

INSIGHTS

Tech Brew Interviews Aaron Rubin in “Where the legal battle stands around copyright and AI training”

CLIENT NEWS

Latin America Fintech Belvo Announces \$15M Funding

INSIGHTS

Legal 500 Country Comparative Guides 2025: Venture Capital (Singapore)