

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:

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[Salesforce Ventures](#)

[Tiger Global](#)

Related People





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