



Gunderson Dettmer Represented Olist in Acquisition of Flip

Client News

August 4, 2025

Gunderson Dettmer represented client Olist, a Brazilian e-commerce platform, in its acquisition of credit platform Flip. The deal marks Olist's entry into the credit market and accelerates the company's growth plans. The acquisition also reinforces its positioning as an integrated offering platform for small and medium-sized businesses.

Flip founders Gustavo Trabelle and Raphael Levi will become partners in Olist and will serve as executives. The option to apply for credit directly through the Olist platform is expected to be available to its 50,000 customers within the next 60 days.

In the [announcement of the acquisition](#), Olist founder and CEO Tiago Dalvi said that with Flip, Olist is bringing forward its five-year growth plan to between 12 and 18 months. The expectation is that the credit offering will quickly become one of the company's three main products.

The Gunderson deal team included Brian Hutchings, Adan Muller, Carolina Zanolo and Rafa Bellaver.

Companies

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[Flip](#)

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Brian C. Hutchings

PARTNER

P +1 212 430 3150

Adan C. Muller

PARTNER

P +1 212 430 3179

Carolina Zanolio

ASSOCIATE

P +1 212 430 4225

Rafael Bellaver

ASSOCIATE

P +1 646 490 9096

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