

# Mexico-Based Auto Insurer Momento Seguros Raises \$10M Series A

Client News

August 28, 2025

Gunderson Dettmer represented client [Momento Seguros](#), a Mexico City-based digital auto insurer, in its \$10 million Series A financing led by Hedosophia and American Family Ventures.

Momento Seguros is the first fully-digital auto insurance carrier in Mexico. The company will use the new capital to scale geographically across Mexico, while continuing to compound its data and product advantage.

In the [announcement of the transaction](#), Momento Seguros co-founder Lois Rogel Vence said, “Just four years ago, we moved to Mexico to take on one of the country’s largest and most regulated industries. Since then, we’ve secured the fastest license approval on record, surpassed 10,000 active customers, partnered with 450+ agents and brokers, built Mexico’s #1-rated insurance app and experience (4.9/5), and assembled one of LatAm’s best teams.”

The Gunderson deal team was led by Brad Krack and included Daniel Gallo, Federico Varni and Felipe Hasenohr.

Companies

[Momento Seguros](#)

[Hedosophia](#)

[American Family Ventures](#)

Related People



Bradley D. Krack

PARTNER

P +1 415 801 4890



Daniel Gallo

ASSOCIATE

P +1 650 463 5436



Federico Varni

ASSOCIATE

P +1 212 430 4241

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