

Prosus Leads Intella \$12.5M Series A with Participation from HearstLab

Client News

September 2, 2025

Gunderson Dettmer represented clients [Prosus](#) and HearstLab in the \$12.5 million Series A financing of Intella, a Saudi-based Arabic speech technology provider. Other investors included 500 Global, Wa'ed Ventures, Hala Ventures and Idrisi Ventures.

Founded in 2021, Intella delivers Arabic speech technology solutions, including enterprise-grade transcription, analytics and AI-powered customer engagement tools that operate seamlessly across regional dialects.

The company plans to use the new capital to launch its conversational AI agent, Ziila, alongside its analytics product intellaCX, expand its go-to-market teams in Saudi Arabia and Egypt and continue investing heavily in R&D to advance dialectal understanding.

In the [announcement of the transaction](#), Intella co-founder and CEO Nour AlTaher said, "From day one, our vision has been to bridge the gap between global AI advancements and the Arabic-speaking world. This funding allows us to accelerate our goal of helping every enterprise in the region transform their customer conversations from dark data into a strategic asset."

The Gunderson deal team was led by Jonathan Pentzien and Ibrahim Elshamy and included Kamna Kumar.

Companies

[Prosus Ventures](#)

[HearstLab](#)

Intella
500 Global
Wa'ed Ventures
Hala Ventures
Idrisi Ventures

Related People



Jonathan C. Pentzien
PARTNER
P +65 6800 0503



Ibrahim M. Elshamy
PARTNER
P +1 424 214 1753





Kamna Kumar
ASSOCIATE
P +65 6800 0506

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