

Tiger Global Leads \$65M Series A Financing of Mr Yum

Client News

November 29, 2021

Gunderson Dettmer represented client Tiger Global as it led the \$65 million Series A financing of Mr Yum, a digital menu ordering and payments platform. The Australian-based company provides QR code ordering, pickup, and delivery. The new capital will enable Mr Yum continue to expand its operations globally.

In the [announcement of the transaction](#), CEO of Mr Yum Kim Teo said, “We made a big bet on QR codes early on. We saw that QR code readers had been embedded into the iPhone camera about three months before we launched, so we took that as a signal they would become more widely used. Obviously QR codes are now commonplace and the past couple of years has saved us years of consumer education and any hesitation around them.”

The Gunderson deal team was led by partners Steve Baglio and Bennett Yee, of counsel Mark Oblad, and associates Jason Kuo, Ian Jong, and Jeff Ong.

Companies:

[Tiger Global](#)

[Mr Yum](#)

Related People





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