

Imaginary Ventures Invests in \$110M Series B Financing of GRIN

Client News

October 14, 2021

Gunderson Dettmer represented client Imaginary Ventures as an investor in the \$110 million Series B financing of GRIN, a leading creator management platform. The new capital will allow GRIN to continue growing its executive leadership team, expand into international markets and continue working toward its vision of building the infrastructure for the creator economy.

In the [announcement of the transaction](#), co-Founder and CEO of GRIN Brandon Brown said, “Authenticity is critical in the creator economy, and that’s why we built GRIN, a SaaS platform built for creator management that is trusted by thousands of the world’s leading brands. GRIN provides the best overall solution for brands and creators seeking direct, authentic partnerships that will resonate.”

The Gunderson deal team was led by Melissa Marks and included Jack Paterson and David Styles.

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Melissa B. Marks
PARTNER
P +1 212 430 3155



David J. Styles
ASSOCIATE
P +1 212 430 4242

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