



Addi Raises \$65M Series B Equity and Debt Financing

Client News

May 26, 2021

Gunderson Dettmer represented client Addi, a Buy Now Pay Later platform based in Bogota and Sao Paulo, in its \$65 million Series B equity and debt financing led by Union Square Ventures.

In the [announcement of the transaction](#), co-founder and CEO of Addi Santiago Suarez said, “In Colombia and Latin America, most consumers can’t be part of the digital economy. Paying online is incredibly difficult, affordability is limited, and very few folks have a credit card. We empower merchants and customers and make it possible for them to meet digitally and transact with a fast, fair, and disruptive way of paying.”

The Gunderson deal team was led by Daniel Green and included Bradley Krack, Bob Zhao and Annie Dewberry, as well as Mark Foster, Jace Clegg, Aaron Fiske and Jamilah Mena.

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