

SetSail Raises \$26M Series A Financing

Client News

January 27, 2021

Gunderson Dettmer represented client SetSail, an AI-powered platform that combines data and behavioral science to drive more revenue per sales rep, in its \$26 million Series A financing led by Insight Partners. The new funding will be used to grow its product, go-to-market, and customer success teams.

In the [announcement of the transaction](#), CEO of SetSail Haggai Levi said, “Today, about 25% of sales reps drive 75% of revenue for B2B businesses. SetSail’s technology bridges this gap, tapping into the potential of every rep and enabling sales teams to capture new revenue.”

The Gunderson deal team was led by Scott Dettmer and Bennett Yee and included Melissa Brekke, Damon Zhangchai and David Behrend.

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