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Mexico-Based Primero Raises $12 Million Seed Financing

Client News
August 25, 2026

Gunderson Dettmer represented Mexican startup Primero in its $12 million seed financing co-led by Kaszek and General Catalyst.

Primero is helping large Latin American companies modernize core operations that still run on fragmented legacy software. Its core product, Primia, connects disparate systems, captures company-specific processes, and helps deploy AI agents that can carry out complex tasks.

The company will use the new capital to hire more talent and expand deployments with large enterprise customers across the region, aiming to bring artificial intelligence to Latin America's largest companies as they seek to modernize old systems and automate labor-intensive work.

In a Reuters article profiling the transaction, Primero CEO Jose Murillo said it is already working with customers including gym operator SmartFit, fuel retailer Terpel, food company Verde Valle, and Mexico City's economic development agency. Murillo added the company aims to help Latin American companies become more globally competitive rather than fall further behind global peers.

The Gunderson deal team was led by Adan Muller and Eduardo Espinosa de los Monteros Pereda.

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