



Brazilian digital retail platform Inventa gets Series A funding

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Four offices of US firm Cooley LLP have helped Inventa, a Brazilian digital platform for small and mid-sized retailers, raise 115 million reais (US\$21 million) in a Series A investment round.

The lead investors, São Paulo-based venture capital group Monashees and Silicon Valley fund Andreessen Horowitz, hired Gunderson Dettmer Stough Villeneuve Franklin & Hachigan LLP in New York and Bronstein, Zilberberg, Chueiri e Potenza Advogados in São Paulo.

The investment round closed on 24 January.

Latin Lawyer understands that Felsberg Advogados also advised Inventa, but this could not be confirmed before publication.

The Series A investment comes less than three months after Inventa obtained 30 million reais (US\$5.4 million) through a seed funding.

Inventa will use the new funds to expand its technology and marketing teams. The company also hopes to grow its customer base to over 200,000 and take its first steps to go international. The start-up currently has around 100 employees.

Founded in March 2021, the start-up uses technology to provide easier purchasing solutions to small businesses.

Counsel to Inventa

Cooley LLP

Partner Stephane Levy in New York; partner Alexander Lee in Santa Monica; associate Grant Page in Chicago; and associate Andres Medina-Jordan in Boston

Counsel to Monashees and Andreessen Horowitz

Gunderson Dettmer Stough Villeneuve Franklin & Hachigan LLP

Partner Adan Muller and associate Priscilla Park in New York

Bronstein, Zilberberg, Chueiri e Potenza Advogados

Partner Eduardo Zilberberg and associates Paula Bobrow and Fabio Baum in São Paulo

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