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| --- | --- | --- | --- |
| |  | | --- | |  | | **Generated by PitchBook for Nina Lu, BDT & MSD Partners** | Last Updated: 01-Nov-2023  pbId: 432562-51 |

Gretel (Business/Productivity Software) | Private Company Profile

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| --- |
| Highlights |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  | | --- | | **Employees** | | 71 | | As of 02-Dec-2023 | | |  | | --- | |  | | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  | | --- | | **Fundraising** | | From Series B | | 26 Months Since Last Deal | | |  | | --- | |  | | |
| |  | | --- | | **Last Deal Details** | | $52.20M | | Early Stage VC (Series B) 06-Oct-2021 | | |  | | --- | | **Post Valuation** | | $335.00M | | As of 06-Oct-2021 | |
| |  | | --- | | **Total Raised to Date** | | $67.70M | | As of 06-Oct-2021 | | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | **Valuation Step-up** | | 16.16x | | Seed Round - Early Stage VC (Series B) | | |
| |  |  | | --- | --- | | **VC Exit Predictor: Opportunity Score** | | | 79 |  | | Out of 61,326 companies with Opportunity Score | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | **VС Exit Predictor: Exit Type** | | Success - 89% Probability | | Out of 61,326 companies with Opportunity Score | |  | |

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| General Information |

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| **Description**  Operator of data categorization and identification platform intended to automatically check out an anonymized version of a data set. The company's platform uses machine learning to categorize data across names, addresses and other customer identifiers and features automatic data labelling, power testing and synthetics, enabling developers to safely and quickly experiment, collaborate and build with customer data. |

**Most Recent Financing Status** (as of 06-Sep-2023)

The company raised $52.2 million of Series B venture funding in a deal led by Anthos Capital on October 6, 2021, putting the company's pre-money valuation at $282.8 million. Greylock Partners and 2 other investors also participated in the round. The funds will be used to advance the AI capabilities of its platform to support customer use cases in the life sciences, financial, gaming and technology industries.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Website** | www.gretel.ai | | **Entity Type** | Private Company | | **Also Known As** | Gretel | | **Legal Name** | Gretel Labs, Inc. | | **Business Status** | Generating Revenue | | **Ownership Status** | Privately Held (backing) | | **Financing Status** | Venture Capital-Backed | | |  |  | | --- | --- | | **Year Founded** | 2017 | | **Universe** | Venture Capital | | **Employees** | 71 | |

**LinkedIn URL** [gretelai](https://www.linkedin.com/company/gretelai)

|  |
| --- |
| Industries, Verticals & Keywords |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  | | --- | | **Primary Industry**  Business/Productivity Software | | **Other Industries**  Media and Information Services (B2B)  Software Development Applications | | **Verticals**  Artificial Intelligence & Machine Learning  Big Data | **Keywords**  data identifying  data categorization  private datasets  generative ai  machine learning  data categorizing  data modeling software  data building |  |

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| --- |
| **Emerging Spaces** |
| |  | | --- | | Generative AI | | 1,586 Companies | |  |  |  |
| **Appears in PitchBook Analyst Market Map** |
| |  | | --- | | Q3 2023 - AI & ML - VC Ecosystem | | 22,923 Companies | Brendan Burke | | |  | | --- | | Q3 2023 - Infrastructure SaaS | | 1,424 Companies | Derek Hernandez | | |  | | --- | | Q3 2023 - Generative AI Emerging Space | | 1,263 Companies | |  |

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| Contact Information |

|  |  |
| --- | --- |
| **Primary Contact**  Alexander Watson  Co-Founder, Chief Product Officer & Board Member  **Phone:** +1 (443) 745-8541 | **Primary Office**  8910 University Center Lane  Suite 400  San Diego, CA 92122  United States  **Phone:** +1 (443) 745-8541  hi@gretel.ai |

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| --- |
| Alternate Offices |

|  |  |
| --- | --- |
| **Poway**  12649 Sagecrest Drive  Poway, CA 92064  United States  **Phone:** +1 (443) 745-8541  hi@gretel.ai | **Sunnyvale**  Post Office Box 70097  Sunnyvale, CA 94086  United States  **Phone:** +1 (443) 745-8541  hi@gretel.ai |

|  |
| --- |
| Top 5 Similar Companies |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **#** | **Name** | **Competitor** | **Financing Status** | **HQ Location** | **Primary Industry** | **Year Founded** | **Last Financing Date/Type** | **Last Financing Amount** |
| 1 | Tonic. |  | Venture Capital-Backed | San Francisco, CA | Software Development Applications | 2018 | 2021/Series B | $35.00M |
| 2 | MOSTLY.AI |  | Venture Capital-Backed | Vienna, Austria | Business/Productivity Software | 2017 | 2022/Series B | $25.00M |
| 3 | Hazy |  | Venture Capital-Backed | London, United Kingdom | Database Software | 2017 | 2023/Grant | $1.00M |
| 4 | Snorkel |  | Venture Capital-Backed | Palo Alto, CA | Business/Productivity Software | 2019 | 2021/Series C | $85.00M |
| 5 | Scale AI |  | Venture Capital-Backed | San Francisco, CA | Business/Productivity Software | 2016 | 2023/Later Stage VC |  |

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| --- |
| Comparisons |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Gretel (Business/Productivity Software)** | **Tonic.** | **MOSTLY.AI** | **Hazy** |
| **Description** | Operator of data categorization and identification platform intended to automatically check out an anonymized version of a data set. | Developer of a synthetic data generator platform designed to make data available and secure to customers, partners and the law. | Developer of a GPU-powered technology designed to simulate synthetic customer data at scale. | Operator of a data anonymization platform intended to help businesses realize the potential of their data. |
| **Primary Industry** | Business/Productivity Software | Software Development Applications | Business/Productivity Software | Database Software |
| **HQ Location** | San Diego, CA | San Francisco, CA | Vienna, Austria | London, United Kingdom |
| **Employees** | 71 | 2023 | 97 | 2023 | 61 | 2023 | 50 | 2023 |
| **Total Raised** | $67.70M | $44.65M | $31.17M | $21.76M |
| **Post Valuation** | $335.00M | 05-Oct-2021 | $180.00M | 28-Sep-2021 | - | $32.48M | 27-Mar-2023 |
| **Last Financing Details** | $52.20M | 2021/Early Stage VC (Series B) | $35.00M | 2021/Early Stage VC (Series B) | $25.00M | 2022/Later Stage VC (Series B) | $1.00M | 2023/Grant |

*E Estimated*

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| Patents |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | **2** | | Total Patents | | Families | | |  | | --- | | **4** | | Total Documents | | Applications and Grants | | |  | | --- | | **2** | | Active | |  | | |  | | --- | | **0** | | Pending | |  | | |  | | --- | | **0** | | Expiring | | In next 12 mo | | |  | | --- | | **2** | | Inactive | |  | |

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| --- |
| **Top Patent Technology (CPC codes):** Fluid heaters, Information and communication technology [ict] specially adapted for administrative, commercial, financial, managerial or supervisory purposes |

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| **Portfolio Breakdown** |
| Each of the company's patent is represented once by it's earliest filing date and it's representative technology classification |

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| **Citations** |
| Citations are defined as the number of unique patents that have made reference to the company's patent. Citations are often used as a signal of patent value. |

**Most Cited Patents:** All Years

|  |  |  |
| --- | --- | --- |
| **#** | **Patent Title** | **Forward Citations** |
| **1** | Contact management systems | 25 |
| **2** | Contact management systems | 3 |
| **3** | Electric boiler | 2 |
| **4** | Electric central heating system, use two inverted u heaters one to supply radiators and other under floor circuit | 2 |

**Citations:** Cites Gretel (Business/Productivity Software)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Company** | **Forward Citations** | **Total Active & Pending Patents** |
|  | Apple | 12 | 90,734 |
|  | Hyundai Motor | 4 | 45,532 |
|  | Kia Corporation | 4 | 28,303 |
|  | Microsoft | 1 | 112,931 |
|  | Samsung Electronics | 1 | 357,926 |

**Recent Patent Activity**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Publication ID** | **Patent Title** | **Status** | **Activity Date** | **Family ID** | **Technology (CPC)** | **Citations** | **Independent Claims** | **First Filing Date** |
| US-9536228-B2 | Contact management systems | Inactive | 03-Jan-2017 | 55181503 | G06Q10/107 | 30 | 2 | 31-Jul-2014 |
| US-20160037331-A1 | Contact management systems | Active | 04-Feb-2016 | 55181503 | G06Q10/107 | 2 | 2 | 31-Jul-2014 |
| FR-2828270-B1 | Electric boiler | Inactive | 05-Mar-2004 | 8866152 | F24H1/225 |  |  | 01-Aug-2001 |
| FR-2828270-A1 | Electric central heating system, use two inverted u heaters one to supply radiators and other under floor circuit | Active | 07-Feb-2003 | 8866152 | F24H1/225 | 3 |  | 01-Aug-2001 |

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| --- |
| Current Team (5) |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name** | **Title** | **Board Seats** | **Office** | **Phone** | **Email** |
| Ali Golshan | Co-Founder, Chief Executive Officer & Board Member |  | San Diego, CA | +1 (443) 745-8541 | ali@gretel.ai |
| John Myers | Co-Founder, Chief Technology Officer & Board Member | 1 | San Diego, CA | +1 (443) 745-8541 | john@gretel.ai |
| Alexander Watson | Co-Founder, Chief Product Officer & Board Member | 1 | San Diego, CA | +1 (443) 745-8541 |  |
| Laszlo Bock | Co-Founder & Chairman | 1 | San Diego, CA | +1 (443) 745-8541 |  |
| Conor Finan | Vice President, Finance |  | San Diego, CA | +1 (443) 745-8541 | conor@gretel.ai |

|  |
| --- |
| Current Board Members (6) |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Name** | **Title** | **Representing** | **Role** | **Since** | **Phone** | **Email** |
| Alexander Watson | Co-Founder, Chief Product Officer & Board Member | Gretel (Business/Productivity Software) | Co-Founder, Chief Product Officer & Board Member | Jun 2019 | +1 (443) 745-8541 |  |
| Emily White | Board Member | Self | Board Member |  | +1 (443) 745-8541 |  |
| John Myers | Co-Founder, Chief Technology Officer & Board Member | Gretel (Business/Productivity Software) | Co-Founder, Chief Technology Officer & Board Member | Jan 2019 | +1 (443) 745-8541 | john@gretel.ai |
| Kelly Perdew JD | Co-Founder & Managing General Partner | Moonshots Capital | Board Member | Nov 2019 |  | kelly@moonshotscapital.com |
| Laszlo Bock | Co-Founder & Chairman | Gretel (Business/Productivity Software) | Co-Founder & Chairman | Aug 2019 | +1 (443) 745-8541 |  |
| Sridhar Ramaswamy Ph.D | Venture Partner | Greylock | Board Member | Feb 2020 |  |  |

|  |
| --- |
| Deal History (3) |

|  |  |
| --- | --- |
| **Category:** | All Deals |
| **#** | **Deal Type** | **Date** | **Amount** | **Raised to Date** | **Pre-Val** | **Post-Val** | **Status** | **Stage** |
| 3. | Early Stage VC (Series B) | 06-Oct-2021 | $52.20M | $67.70M | $282.80M | $335.00M | Completed | Generating Revenue |
| 2. | Early Stage VC (Series A) | 21-Oct-2020 | $12.00M | $15.50M |  |  | Completed | Generating Revenue |
| 1. | Seed Round | 20-Feb-2020 | $3.50M | $3.50M | $14.00M | $17.50M | Completed | Generating Revenue |

*† Indicates an Add-On*

*E Estimated*

|  |
| --- |
| **CAP TABLE HISTORY** (as of 20-Feb-2020) |
| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Stock** | **# Of Shares Authorized** | **Par Value** | **Dividend Rate (%)** | **Original Issue Price** | **Liquidation** | **Liquidation Pref. Multiple** | **Conversion Price** | **% Owned** | | Seed | 23,000,000 | $0.000100 | 6.00% | $0.15 | $0.15 | 1x | $0.15 | 20.00% | |

|  |
| --- |
| **Series Terms for: Seed** (as of 20-Feb-2020) |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Liquidation Preferences** | Senior | | **Participating vs. Non-participating** | Non-participating | | **Dividend Rights** | Yes | | |  |  | | --- | --- | | **Cumulative/Non-cumulative** | Non-Cumulative | | **Anti-dilution Provisions** | Weighted Average | | **Board Voting Rights** | Yes | | **General Voting Rights** | Yes | | |

|  |
| --- |
| Deal #3: Early Stage VC (Series B), $52.20M, Completed; 06-Oct-2021 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Deal Info** | | | **Deal Types** | Early Stage VC, Series B | | **Announced Date** | 21-Sep-2021 | | **Deal Date** | 06-Oct-2021 | | **Deal Status** | Completed | | **Financing Source** | Venture Capital | | |  |  | | --- | --- | | **Company Info** | | | **Financing Status** | Venture Capital-Backed | | **Business Status** | Generating Revenue | | **CEO/Lead Mgt** | Ali Golshan | | **Site** | San Diego, CA | | **# of Employees** | 20 | |
|  |
| |  |  | | --- | --- | | **Total Capital** | | | **Deal Amount** | $52.20M | | **Pre-money Valuation** | $282.80M | | **Post Valuation** | $335.00M | | **Total Invested Capital** | $52.20M | | **Raised to Date** | $67.70M *\*\** | | |  |  | | --- | --- | | **Equity** | | | **VC Round** | 3 Round | | **% Acquired** | 15.58% | | **Total Invested Equity** | $52.20M | |
|  |

**Deal Synopsis**

The company raised $52.2 million of Series B venture funding in a deal led by Anthos Capital on October 6, 2021, putting the company's pre-money valuation at $282.8 million. Greylock Partners, Moonshots Capital and S32 also participated in the round. The funds will be used to advance the AI capabilities of its platform to support customer use cases in the life sciences, financial, gaming and technology industries.

*‡ Not necessarily a summation of individual debt figures*

*\*\* Does not include grant funding*

*E Estimated*

|  |
| --- |
| Investors (4) |

|  |  |  |  |
| --- | --- | --- | --- |
| **Investor Name** | **Status** | **Lead/Sole** | **Comments** |
| 1. Anthos Capital | Follow-On Investor | Yes | |  |  | | --- | --- | | Lead Partner: | Emily White | | Form of Payment: | Cash | | Fund 1: | Anthos Capital IV | |
| 2. Greylock | Follow-On Investor | No | |  |  | | --- | --- | | Lead Partner: | Sridhar Ramaswamy Ph.D | | Form of Payment: | Cash | | Fund 1: | Greylock XV | |
| 3. Moonshots Capital | Follow-On Investor | No | |  |  | | --- | --- | | Amount: | $3.00M | | Lead Partner: | Kelly Perdew JD | | Form of Payment: | Cash | | Fund 1: | Moonshots Capital Fund 2 | | Fund 2: | Moonshots Capital Fund 1 | |
| 4. S32 | Follow-On Investor | No | |  |  | | --- | --- | | Form of Payment: | Cash | | Fund 1: | Section 32 Fund 4 | |

*E Estimated*

|  |
| --- |
| Advisors (3) |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Advisor Name** | **Service Type** | **Hired By** | **Comments** |
| 1. | Goodwin | Legal Advisor | Anthos Capital | |  |  | | --- | --- | | Lead Partner: | William Growney Jr. | |
| 2. | Cooley | Legal Advisor | Gretel (Business/Productivity Software) |  |
| 3. | Gunderson Dettmer | Legal Advisor | S32 |  |

|  |
| --- |
| Stock Info |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Type of Stock** | Preferred | | **Series of Stock** | B | | |  |  | | --- | --- | | **% Owned by Buyer Before** | 0.00% | | **% Owned by Buyer After** | 15.58% | |

*E Shares Sought and Price Per Share calculated using the Weighted Average Method*

|  |
| --- |
| Deal #2: Early Stage VC (Series A), $12.00M, Completed; 21-Oct-2020 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Deal Info** | | | **Deal Types** | Early Stage VC, Series A | | **Announced Date** | 07-Oct-2020 | | **Deal Date** | 21-Oct-2020 | | **Deal Status** | Completed | | **Financing Source** | Venture Capital | | |  |  | | --- | --- | | **Company Info** | | | **Financing Status** | Venture Capital-Backed | | **Business Status** | Generating Revenue | | **CEO/Lead Mgt** | Ali Golshan | | **Site** | San Diego, CA | |
|  |
| |  |  | | --- | --- | | **Total Capital** | | | **Deal Amount** | $12.00M | | **Total Invested Capital** | $12.00M | | **Raised to Date** | $15.50M *\*\** | | |  |  | | --- | --- | | **Equity** | | | **VC Round** | 2 Round | | **Total Invested Equity** | $12.00M | |
|  |

**Deal Synopsis**

The company raised $12 million of Series A venture funding in a deal led by Greylock Partners on October 21, 2020. Moonshots Capital and other undisclosed investors also participated in the round. The funds will be used to make it easier to anonymize data.

*‡ Not necessarily a summation of individual debt figures*

*\*\* Does not include grant funding*

*E Estimated*

|  |
| --- |
| Investors (2) |

|  |  |  |  |
| --- | --- | --- | --- |
| **Investor Name** | **Status** | **Lead/Sole** | **Comments** |
| 1. Greylock | Follow-On Investor | Yes | |  |  | | --- | --- | | Lead Partner: | Sridhar Ramaswamy Ph.D | | Form of Payment: | Cash | | Fund 1: | Greylock XIV | |
| 2. Moonshots Capital | Follow-On Investor | No | |  |  | | --- | --- | | Amount: | $1.02M | | Lead Partner: | Kelly Perdew JD | | Form of Payment: | Cash | | Fund 1: | Moonshots Capital Fund 1 | | Fund 2: | Moonshots Capital Fund 2 | |

*E Estimated*

|  |
| --- |
| Advisors (2) |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Advisor Name** | **Service Type** | **Hired By** | **Comments** |
| 1. | Cooley | Legal Advisor | Gretel (Business/Productivity Software) |  |
| 2. | Goodwin | Legal Advisor | Greylock | |  |  | | --- | --- | | Lead Partner: | Anthony McCusker JD | |

|  |
| --- |
| Stock Info |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Type of Stock** | Preferred | | **Series of Stock** | A | |

*E Shares Sought and Price Per Share calculated using the Weighted Average Method*

|  |
| --- |
| Deal #1: Seed Round, $3.50M, Completed; 20-Feb-2020 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Deal Info** | | | **Deal Types** | Seed Round | | **Announced Date** | 01-Jan-2020 | | **Deal Date** | 20-Feb-2020 | | **Deal Status** | Completed | | **Financing Source** | Venture Capital | | **Stock Split** | 1 : 1 | | |  |  | | --- | --- | | **Company Info** | | | **Financing Status** | Venture Capital-Backed | | **Business Status** | Generating Revenue | | **CEO/Lead Mgt** | Alexander Watson | | **Site** | San Diego, CA | |
|  |
| |  |  | | --- | --- | | **Total Capital** | | | **Deal Amount** | $3.50M | | **Pre-money Valuation** | $14.00M | | **Post Valuation** | $17.50M | | **Total Invested Capital** | $3.50M | | **Raised to Date** | $3.50M *\*\** | | |  |  | | --- | --- | | **Equity** | | | **VC Round** | 1 Round | | **% Acquired** | 20.00% | | **Investor Ownership** | 20.00% | | **Total Invested Equity** | $3.50M | |
|  |

**Deal Synopsis**

The company raised $3.5 million of seed funding in a deal led by Greylock Partners on February 20, 2020, putting the company's pre-money valuation at $14 million. Moonshots Capital, Village Global Management, Jonathan Swanson, Ali Golshan and other undisclosed investors also participated in the round. The funds will be used for the development of software which helps developers and engineers access and share data autonomously for developing applications.

*‡ Not necessarily a summation of individual debt figures*

*\*\* Does not include grant funding*

*E Estimated*

|  |
| --- |
| Stock Info + Cap Table History |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Type of Stock** | Preferred | | **Series of Stock** | Seed | | **Shares Sought** | 23,000,000 | | **Price Per Share** | $0.15 | | |  |  | | --- | --- | | **# of Shares Acquired** | 22,991,375 | | **Conversion Ratio** | 1 | |

*E Shares Sought and Price Per Share calculated using the Weighted Average Method*

|  |
| --- |
| **SEED TERMS** |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Liquidation Preferences** | Senior | | **Participating vs. Non-participating** | Non-participating | | **Dividend Rights** | Yes | | |  |  | | --- | --- | | **Cumulative/Non-cumulative** | Non-Cumulative | | **Anti-dilution Provisions** | Weighted Average | | **Board Voting Rights** | Yes | | **General Voting Rights** | Yes | | |

|  |
| --- |
| **CAP TABLE HISTORY** |
| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Stock** | **# Of Shares Authorized** | **Par Value** | **Dividend Rate (%)** | **Original Issue Price** | **Liquidation** | **Liquidation Pref. Multiple** | **Conversion Price** | **% Owned** | | Seed | 23,000,000 | $0.000100 | 6.00% | $0.15 | $0.15 | 1x | $0.15 | 20.00% | |

|  |
| --- |
| Investors (7) |

|  |  |  |  |
| --- | --- | --- | --- |
| **Investor Name** | **Status** | **Lead/Sole** | **Comments** |
| 1. Anthos Capital | New Investor | No | |  |  | | --- | --- | | Form of Payment: | Cash | |
| 2. Berg Capital Group | New Investor | No | |  |  | | --- | --- | | Form of Payment: | Cash | |
| 3. Greylock | New Investor | Yes | |  |  | | --- | --- | | Form of Payment: | Cash | | Fund 1: | Greylock XIV | |
| 4. Jonathan Swanson | New Investor | No | |  |  | | --- | --- | | Lead Partner: | Jonathan Swanson | | Form of Payment: | Cash | |
| 5. Moonshots Capital | New Investor | No | |  |  | | --- | --- | | Lead Partner: | Kelly Perdew JD | | Form of Payment: | Cash | | Fund 1: | Moonshots Capital Fund 2 | | Fund 2: | Moonshots Capital Fund 1 | |
| 6. S32 | New Investor | No | |  |  | | --- | --- | | Form of Payment: | Cash | |
| 7. Village Global | New Investor | No | |  |  | | --- | --- | | Form of Payment: | Cash | | Fund 1: | Village Global Fund | |

*E Estimated*

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| Advisors (1) |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Advisor Name** | **Service Type** | **Hired By** | **Comments** |
| 1. | Cooley | Legal Advisor | Gretel (Business/Productivity Software) |  |

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| --- |
| Tranches (2) |

|  |  |  |  |
| --- | --- | --- | --- |
| **Tranche Date** | **Amount** | **Financing Type** | **Comments** |
| 1. 01-Dec-2019 |  | Seed Round | |  |  | | --- | --- | | Tranche Size Status: | Actual | |
| 2. 01-Jan-2020 | $1.50M | Seed Round | |  |  | | --- | --- | | Tranche Size Status: | Actual | |

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| --- |
| Investors (7) |

**Active Investors (7)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name** | **Investor Type** | **Holding** | **Investor Since** | **Board** | **Related Deals** |
| Anthos Capital | Venture Capital | Minority | Feb 2020 |  | |  | | --- | | #1. Seed Round: New Investor, Feb 2020, $3.50M | | #3. Early Stage VC (Series B): Follow-on, Oct 2021, Emily White, $52.20M | |
| Berg Capital Group | Venture Capital | Minority | Feb 2020 |  | |  | | --- | | #1. Seed Round: New Investor, Feb 2020, $3.50M | |
| Greylock | Venture Capital | Minority | Feb 2020 |  | |  | | --- | | #1. Seed Round: New Investor, Feb 2020, $3.50M | | #2. Early Stage VC (Series A): Follow-on, Oct 2020, Sridhar Ramaswamy Ph.D, $12.00M | | #3. Early Stage VC (Series B): Follow-on, Oct 2021, Sridhar Ramaswamy Ph.D, $52.20M | |
| Jonathan Swanson | Angel (individual) | Minority | Feb 2020 |  | |  | | --- | | #1. Seed Round: New Investor, Feb 2020, Jonathan Swanson, $3.50M | |
| Moonshots Capital | Venture Capital | Minority | Feb 2020 |  | |  | | --- | | #1. Seed Round: New Investor, Feb 2020, Kelly Perdew JD, $3.50M | | #2. Early Stage VC (Series A): Follow-on, Oct 2020, Kelly Perdew JD, $12.00M | | #3. Early Stage VC (Series B): Follow-on, Oct 2021, Kelly Perdew JD, $52.20M | |
| S32 | Venture Capital | Minority | Feb 2020 |  | |  | | --- | | #1. Seed Round: New Investor, Feb 2020, $3.50M | | #3. Early Stage VC (Series B): Follow-on, Oct 2021, $52.20M | |
| Village Global | Venture Capital | Minority | Feb 2020 |  | |  | | --- | | #1. Seed Round: New Investor, Feb 2020, $3.50M | |

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| Service Providers |

**Service on a Deal (6)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Service Provider Name** | **Service Provided** | **Service To** | **Deal Date** | **Deal #** | **Comments** |
| Cooley | Legal Advisor | Gretel (Business/Productivity Software) | 06-Oct-2021 | 3 |  |
| Goodwin | Legal Advisor | Anthos Capital | 06-Oct-2021 | 3 |  |
| Gunderson Dettmer | Legal Advisor | S32 | 06-Oct-2021 | 3 |  |
| Cooley | Legal Advisor | Gretel (Business/Productivity Software) | 21-Oct-2020 | 2 |  |
| Goodwin | Legal Advisor | Greylock | 21-Oct-2020 | 2 |  |
| Cooley | Legal Advisor | Gretel (Business/Productivity Software) | 20-Feb-2020 | 1 |  |

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| --- |
| Lead Partners on Deals (9) |

**Investors (7)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Name** | **All Deals** | **Title** | **Representing** | **Deals** | **Phone** | **Email** |
| Emily White | 8 | President | Anthos Capital | #3. Early Stage VC (Series B): Oct 2021, $52.20M, Completed | +1 (310) 314-5588 |  |
| Kelly Perdew JD | 124 | Co-Founder & Managing General Partner | Moonshots Capital | #3. Early Stage VC (Series B): Oct 2021, $52.20M, Completed |  | kelly@moonshotscapital.com |
| Sridhar Ramaswamy Ph.D | 13 | Venture Partner | Greylock | #3. Early Stage VC (Series B): Oct 2021, $52.20M, Completed |  |  |
| Kelly Perdew JD | 124 | Co-Founder & Managing General Partner | Moonshots Capital | #2. Early Stage VC (Series A): Oct 2020, $12.00M, Completed |  | kelly@moonshotscapital.com |
| Sridhar Ramaswamy Ph.D | 13 | Venture Partner | Greylock | #2. Early Stage VC (Series A): Oct 2020, $12.00M, Completed |  |  |
| Jonathan Swanson | 32 | Angel Investor | Jonathan Swanson | #1. Seed Round: Feb 2020, $3.50M, Completed |  | jonathan@athenago.com |
| Kelly Perdew JD | 124 | Co-Founder & Managing General Partner | Moonshots Capital | #1. Seed Round: Feb 2020, $3.50M, Completed |  | kelly@moonshotscapital.com |

**Service Providers - Buy Side (2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Name** | **All Deals** | **Title** | **Representing** | **Deals** | **Phone** | **Email** |
| William Growney Jr. | 81 | Partner | Goodwin | #3. Early Stage VC (Series B): Oct 2021, $52.20M, Completed | +1 (650) 752-3203 | wgrowney@goodwinprocter.com |
| Anthony McCusker JD | 345 | Partner & Co-Chair, Technology Practice | Goodwin | #2. Early Stage VC (Series A): Oct 2020, $12.00M, Completed | +1 (650) 752-3267 | amccusker@goodwinlaw.com |

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| --- |
| Signals Summary |

|  |
| --- |
| This company has a weekly growth rate of 0.14%, placing it in the 93rd %ile of all growth rates tracked within PitchBook. Its underlying data points generate a size multiple that is 23.3x times larger than the median of all size multiples tracked within PitchBook, placing it in the 95th %ile of all size multiples tracked within PitchBook. |

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| --- | --- |
|  |  |
| **Growth Rate Summary (Weekly)** | **Size Multiple Summary (x Median)** |
| |  |  |  |  | | --- | --- | --- | --- | | **Twitter Followers** |  | **Social** | **0.14%**  Growth Rate  93rd %ile | | 3,203 |  | 0.21% | |  |  |  | |  |  |  | | **Similar Web Unique Visitors** |  |  | | 29,630 |  |  | |  |  | **Web** | |  |  | -0.15% | | **Majestic Referring Domains** |  |  | | 23 |  |  | |  |  |  | |  |  |  | | **Employee Count** |  | **Employee** | | 71 |  | 0.36% | | |  |  |  |  | | --- | --- | --- | --- | | **Twitter Followers** |  | **Social** | **23.3x**  Size Multiple  95th %ile | | 3,203 |  | 12.1x | |  |  |  | |  |  |  | | **Similar Web Unique Visitors** |  |  | | 29,630 |  |  | |  |  | **Web** | |  |  | 54.8x | | **Majestic Referring Domains** |  |  | | 23 |  |  | |  |  |  | |  |  |  | | **Employee Count** |  | **Employee** | | 71 |  | 2.96x | |

|  |
| --- |
| Signals History |

|  |  |
| --- | --- |
| Growth Rate History | Size Multiple History |
|  |  |

|  |
| --- |
| Social Media Signals |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | **Twitter Followers** 3,203 | |  | |  | | |  |  |  | | --- | --- | --- | | **Metric** | **Gretel (Business/Productivity Software)** | **All Companies Average** | | Twitter Followers | 3,203 | 13,354 | | Growth Rate | 0.21% | 0.07% | | Growth Rate Percentile | 93rd | 40th | | Size Multiple | 12.1x | 51.2x | | Size Multiple Percentile | 87th | 50th | | |  |

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| Web Signals |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | **Unique Website Visitors** 29,630 | | trailing 7 day average as of 02-Dec-2023 | |  | | |  |  |  | | --- | --- | --- | | **Metric** | **Gretel (Business/Productivity Software)** | **All Companies Average** | | SimilarWeb Unique Visitors | 29,630 | 15,617 | | Growth Rate | -0.30% | 0.12% | | Growth Rate Percentile | 14th | 27th | | Size Multiple | 108x | 58.7x | | Size Multiple Percentile | 97th | 49th | | | |  | | --- | | **Referring Domains** 23 | |  | |  | | |  |  |  | | --- | --- | --- | | **Metric** | **Gretel (Business/Productivity Software)** | **All Companies Average** | | Majestic Referring Domains | 23 | 138 | | Growth Rate |  | -0.15% | | Growth Rate Percentile | 13th | 13th | | Size Multiple | 1.92x | 11.6x | | Size Multiple Percentile | 65th | 49th | | |

|  |
| --- |
| Ranking And Distribution |

|  |
| --- |
| **Weekly Growth** 0.14%, 93rd %ile |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Percentile** | **Min Rate** | **Max Rate** | **Avg. Rate** |
| 0-10 | -34.5% | -0.35% | -1.57% |
| 10-20 | -0.34% | 0.00% | -0.01% |
| 20-30 | - | - | - |
| 30-40 | - | - | - |
| 40-50 | - | - | - |
| 50-60 | - | - | - |
| 60-70 | - | - | - |
| 70-80 | - | - | - |
| 80-90 | - | - | - |
| 90-100 | 0.01% | 857% | 1.24% |

|  |
| --- |
| **Size Multiple** 23.3x, 95th %ile |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Percentile** | **Min Size** | **Max Size** | **Avg. Size** |
| 0-10 | 0.00x | 0.08x | 0.06x |
| 10-20 | 0.09x | 0.25x | 0.19x |
| 20-30 | 0.26x | 0.42x | 0.36x |
| 30-40 | 0.43x | 0.63x | 0.53x |
| 40-50 | 0.64x | 0.92x | 0.78x |
| 50-60 | 0.93x | 1.42x | 1.17x |
| 60-70 | 1.43x | 2.26x | 1.82x |
| 70-80 | 2.27x | 4.08x | 3.05x |
| 80-90 | 4.09x | 10.3x | 6.42x |
| 90-100 | 10.3x | 1.18Mx | 174x |

|  |
| --- |
| Employee Signals |

|  |
| --- |
| **Employee Count** 71 |
|  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Company** | **Employee Count** | **Growth Rate** | **Growth Percentile** | **Size Multiple** | **Size Percentile** |
| Gretel (Business/Productivity Software) | 71 | 0.36% | 69th | 2.96x | 73rd |
| All Companies Average | 1,080 | 0.26% | 44th | 29.8x | 50th |

|  |
| --- |
| Company signals data was calculated against 2051138 companies within all companies. |

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| --- |
| Company Signals Population: Company Signals data is tracked for active companies (i.e. have not gone out of business) that haven’t been exited from VC, PE, or Incubator/Accelerator. Social media presence is tracked only for companies that have a Facebook/Twitter account; web presence is tracked only for companies whose websites are tracked by SimilarWeb and Majestic. |

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| --- | --- |
|  | VC Exit Predictor |

|  |
| --- |
| Leverage PitchBook’s algorithmic insights to compare investment opportunities and forecast the exit trajectories of venture-backed companies. |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | **Opportunity Score** | | Percentile comparison of the expected return on investment for Gretel (Business/Productivity Software) compared to other venture-backed companies. Calculated using Exit Type probabilities, the company’s stage, and PitchBook’s historical returns data. | | **79** / 100 | |  | | Out of 61,326 companies with Opportunity Score | | |  | | --- | | **Exit Type** | | Evaluates VC-backed companies' likelihood of a successful exit for investors, and the most likely exit type. Generated by a machine learning algorithm, leveraging Market Positioning, Company Performance Indicators, Active Investors, and Deal Activity. | |  | |

|  |
| --- |
| Last 25 Media News |

[**Gretel Signs Strategic Collaboration Agreement with AWS to Launch Synthetic Data Accelerator to Launch Privacy-First Generative AI Applications**](https://www.manchestertimes.com/news/business/gretel-signs-strategic-collaboration-agreement-with-aws-to-launch-synthetic-data-accelerator-to-launch-privacy/article_d7572001-aa05-5f64-9c5c-770a48c7e607.html)

SAN FRANCISCO--(BUSINESS WIRE)--Nov 7, 2023--

The Manchester Times | 07-Nov-2023

Tagged entities: [**Amazon Web Services**](https://my.pitchbook.com/?profile=432562-51), [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**The Continental's best fight brought in Malignant's contortionist**](https://news.knowledia.com/US/en/articles/the-continental-s-best-fight-brought-in-malignant-s-contortionist-a3941913fe6492b384dd4ff3798e02583ad12ddc?source=rss)

The John Wick spinoff show The Continental was a three-night limited series on Peacock, and it saved its best for last: the great fight between Yen and Gretel.

Knowledia | 07-Oct-2023

Tagged entities: [**Continental**](https://my.pitchbook.com/?profile=432562-51), [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel secures EUR 634k funding**](https://www.explorebit.io/article/Gretel%20secures%20EUR%20634k%20funding)

Barcelona based Gretel secures EUR 634k (USD 700k) The funding led by Inveready Extension Fund and Enzo Ventures

ExploreBit | 13-Apr-2023

Tagged entities: [**Enzo Ventures**](https://my.pitchbook.com/?profile=432562-51), [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel’s Ryan Moore and Andrea Treduco-Campos on the creative allure of Noma**](https://biz.crast.net/gretels-ryan-moore-and-andrea-treduco-campos-on-the-creative-allure-of-noma/)

Gretel’s Ryan Moore and Andrea Treduco-Campos on the creative allure of Noma

Business Crast News | 03-Apr-2023

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel Partners With Google Cloud**](https://ai-techpark.com/gretel-partners-with-google-cloud/)

Gretel Partners With Google Cloud

AI-TechPark | 14-Mar-2023

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51), [**Vertex.AI**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel Partners With Google Cloud to Harness the Power of Synthetic Data and Accelerate Adoption of Safer Generative AI in the Enterprise**](https://aithority.com/machine-learning/gretel-partners-with-google-cloud-to-harness-the-power-of-synthetic-data-and-accelerate-adoption-of-safer-generative-ai-in-the-enterprise/)

Gretel Partners With Google Cloud to Harness the Power of Synthetic Data and Accelerate Adoption of Safer Generative AI in the Enterprise

AIthority | 14-Mar-2023

Tagged entities: [**Alphabet**](https://my.pitchbook.com/?profile=432562-51), [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel Partners With ClearScore to Help Consumers Recover Over £50 Billion in Lost and Dormant Accounts**](https://ffnews.com/newsarticle/gretel-partners-with-clearscore-to-help-consumers-recover-over-50-billion-in-lost-and-dormant-accounts/)

Gretel has joined forces with ClearScore to help its users find lost or forgotten bank accounts, pensions, and investments.

Fintech Finance | 09-Mar-2023

Tagged entities: [**ClearScore**](https://my.pitchbook.com/?profile=432562-51), [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Two Years On: Following Up with Duncan Stevens, CEO of Gretel**](https://techround.co.uk/interviews/two-years-on-duncan-stevens-gretel/)

We first spoke to Duncan Stevens two years ago, back in December 2020 about how Gretel started, what advice Duncan...

TechRound | 12-Dec-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Responsible AI is a data protection necessity, Protopia AI raises $6M in funding**](https://venturebeat.com/security/responsible-ai-security/)

Protopia AI announces it has raised $6 million in seed funding for a responsible AI solution designed to anonymize personal data.

VentureBeat | 06-Dec-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51), [**Protopia AI**](https://my.pitchbook.com/?profile=432562-51)

[**GBG technology powers Gretel, helping consumers discover and claim lost financial assets for free**](https://ffnews.com/newsarticle/gbg-technology-powers-gretel-helping-consumers-discover-and-claim-lost-financial-assets-for-free/)

GBG, announces a technology partnership with Gretel to power a consumer discovery portal for lost or forgotten financial assets.

Fintech Finance News | 15-Jul-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**GBG: Announces a technology partnership with Gretel**](https://www.fintechinshorts.com/gbg-announces-a-technology-partnership/)

GBG: Announces a technology partnership with Gretel GBG announces a technology partnership with Gretel to power a consumer discovery portal for lost or

Fintech Inshorts | 13-Jul-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Hamster And Gretel Season 1**](https://www.newsr.in/video/20220709/14700206/Hamster-And-Gretel-Season.htm)

Hamster And Gretel Season 1 Trailer HD - Disney Channel has set the series premiere of upcoming superhero comedy “Hamster And Gretel” for August 12 after

NewsR | 08-Jul-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Why does synthetic information make real AI so powerful?**](https://list23.com/935573-why-does-synthetic-information-make-real-ai-so-powerful/)

Data is a valuable thing, as has been established, and it has become the world's most valuable commodity. And when it comes to training artificial intelligence (AI) and machine learning (ML) ...

List23 | 28-Jun-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Synthetic Data Is About To Transform Artificial Intelligence**](https://www.forbes.com/sites/robtoews/2022/06/12/synthetic-data-is-about-to-transform-artificial-intelligence/)

Synthetic data is one of those ideas that seems almost too good to be true.

Forbes | 12-Jun-2022

Tagged entities: [**DataGen**](https://my.pitchbook.com/?profile=432562-51), [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51), [**Waabi**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel: Raises $1 million to help reconnect customers with lost assets**](https://www.fintechinshorts.com/gretel-raises-1-million-to-help-reconnect/)

Gretel: Raises $1 million to help reconnect customers with lost assets Gretel is a full service, platform-agnostic, design, branding and strategy studio in

Fintech Inshorts | 15-Mar-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Money reclaiming app Gretel closes $1m pre-seed**](https://member.fintech.global/2022/03/15/money-reclaiming-app-gretel-closes-1m-pre-seed/)

Money reclaiming app Gretel closes $1m pre-seed

Finetech Global | 15-Mar-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Infosec products of the month: February 2022**](https://www.helpnetsecurity.com/2022/03/01/infosec-products-of-the-month-february-2022/)

The featured infosec products this month are from: Arista Networks, Blueshift Cybersecurity, Bugcrowd, Cato Networks, Cofense, and more.

Help Net Security | 28-Feb-2022

Tagged entities: [**Arista Networks**](https://my.pitchbook.com/?profile=432562-51), [**Bugcrowd**](https://my.pitchbook.com/?profile=432562-51), [**Cato Networks**](https://my.pitchbook.com/?profile=432562-51), [**Cofense**](https://my.pitchbook.com/?profile=432562-51), [**Cybellum**](https://my.pitchbook.com/?profile=432562-51), [**Cymulate**](https://my.pitchbook.com/?profile=432562-51), [**Darktrace**](https://my.pitchbook.com/?profile=432562-51), [**DataStax**](https://my.pitchbook.com/?profile=432562-51), [**F5 Networks**](https://my.pitchbook.com/?profile=432562-51), [**Federal Reserve System**](https://my.pitchbook.com/?profile=432562-51), [**Forcepoint**](https://my.pitchbook.com/?profile=432562-51), [**Gigamon**](https://my.pitchbook.com/?profile=432562-51), [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51), [**Juniper Networks**](https://my.pitchbook.com/?profile=432562-51), [**Mandiant**](https://my.pitchbook.com/?profile=432562-51), [**NetSPI**](https://my.pitchbook.com/?profile=432562-51), [**Ondato**](https://my.pitchbook.com/?profile=432562-51), [**Orca Security**](https://my.pitchbook.com/?profile=432562-51), [**Ping Identity**](https://my.pitchbook.com/?profile=432562-51), [**Qualys**](https://my.pitchbook.com/?profile=432562-51), [**Qwiet AI**](https://my.pitchbook.com/?profile=432562-51), [**Runecast**](https://my.pitchbook.com/?profile=432562-51)

[**New infosec products of the week: February 4, 2022**](https://www.helpnetsecurity.com/2022/02/04/new-infosec-products-of-the-week-february-4-2022/)

The featured infosec products this week are from: Cato Networks, Cymulate, Gretel, Juniper Networks, Mandiant, Ping Identity, Qualys, ShiftLeft, and Tenable.

Help Net Security | 03-Feb-2022

Tagged entities: [**Cato Networks**](https://my.pitchbook.com/?profile=432562-51), [**Cymulate**](https://my.pitchbook.com/?profile=432562-51), [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51), [**Juniper Networks**](https://my.pitchbook.com/?profile=432562-51), [**Mandiant**](https://my.pitchbook.com/?profile=432562-51), [**Ping Identity**](https://my.pitchbook.com/?profile=432562-51), [**Qualys**](https://my.pitchbook.com/?profile=432562-51), [**Qwiet AI**](https://my.pitchbook.com/?profile=432562-51), [**Tenable**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel moves to GA in the privacy engineering developer stack**](https://fuentitech.com/gretel-moves-to-ga-in-the-privacy-engineering-developer-stack/499220/)

If you don’t know the components of your composite data, don’t worry. You have many companies. Synthetic data is information that is artificially produced by a machine rather than being generated by an actual event. Synthetic data is algorithmical...

Fuentitech | 03-Feb-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel goes GA with privacy engineering developer stack**](https://www.zdnet.com/article/gretel-goes-ga-with-privacy-engineering-developer-stack/#ftag=RSSbaffb68)

Startup's services remove privacy bottlenecks for numerous development and workflow processes that prevent data sharing and stifle innovation.

ZDNet | 03-Feb-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel’s privacy engineering toolkit guards synthetic data against adversarial attacks**](https://www.helpnetsecurity.com/2022/02/03/gretels-privacy-engineering-toolkit/)

Gretel launched its privacy engineering APIs and services, enabling users to classify, transform and generate synthetic data.

Help Net Security | 02-Feb-2022

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

[**Illumina, Gretel partner on genomic research**](https://thefly.com/permalinks/entry.php/id3426974/ILMN-Illumina-Gretel-partner-on-genomic-research1639513451)

Gretel.ai announced a col... ILMN

The Fly | 14-Dec-2021

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51), [**Illumina**](https://my.pitchbook.com/?profile=432562-51)

[**Gretel and Illumina Partner to Develop Synthetic Data for Genomic Research**](https://marketnewswire.live/index.php/2021/12/14/gretel-and-illumina-partner-to-develop-synthetic-data-for-genomic-research/)

Today, Gretel.ai announced a collaboration with Illumina, Inc. (NASDAQ: ILMN), the global leader in DNA sequencing and array-based technologies, to create privacy-protected, synthetic genomic data that can be accessed by medical researchers anywhe...

Market Newswire | 14-Dec-2021

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51), [**Illumina**](https://my.pitchbook.com/?profile=432562-51)

[**View from the Top: Fintech Trends and Predictions with Wise, TrueLayer, Gretel, Mambu, Chip**](https://teckexperts.com/view-from-the-top-fintech-trends-and-predictions-with-wise-truelayer-gretel-mambu-chip-17074.html)

View from the Top: #Fintech trends and prediction with @Wise @TrueLayer @WeAreGretel @Mambu\_com @Get\_Chip The post View from the Top: Fintech Trends and Predictions with Wise, TrueLayer, Gretel, Mambu, Chip appeared first on The Fintech Times.

Teckexpert | 05-Dec-2021

Tagged entities: [**Chip**](https://my.pitchbook.com/?profile=432562-51), [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51), [**Mambu**](https://my.pitchbook.com/?profile=432562-51), [**TrueLayer**](https://my.pitchbook.com/?profile=432562-51)

[**Financial Services needs to focus on supporting vulnerable customers in 2022 says Gretel**](https://www.uknewsgroup.co.uk/financial-services-needs-to-focus-on-supporting-vulnerable-customers-in-2022-says-gretel/)

Financial Services needs to focus on supporting vulnerable customers in 2022 says Gretel

UK News Group | 24-Nov-2021

Tagged entities: [**Gretel (Business/Productivity Software)**](https://my.pitchbook.com/?profile=432562-51)

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| Filings (2) |

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| --- | --- | --- |
| **Type** | **Filed Date** | **Title** |
| D | 06-Oct-2021 | Notice of Exempt Offering of Securities |
| D | 21-Oct-2020 | Notice of Exempt Offering of Securities |

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