

Browne Jacobson advises AI market research platform on \$4.5m fundraising for international expansion

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UK and Ireland law firm Browne Jacobson has advised international market research platform Bounce Insights (Bounce) on its raising of \$4.5 million in its latest funding round led by ACT Venture Capital.

The funding will accelerate Bounce's expansion in the US, allowing for the opening of a New York office, with a strategic vision to triple the company's global headcount by the end of 2026.

Bounce has raised \$6.5 million since launching their AI-powered platform in 2022. By combining proprietary data, generative AI and expert researchers in-house, Bounce has won customers across Europe and North America including some of the best known brands in the world – Coca Cola, Diageo, Mondelez, Unilever, Pernod Ricard, Clorox, Tesco, Marks & Spencer and many more.

The Browne Jacobson team comprised of partner and head of the firm's Irish corporate practice, William Darmody, and principal associate James Byrne.

William Darmody, partner and head of Browne Jacobson's Irish corporate team, said:

"We are pleased to have supported Bounce on what has been a very successful funding round for them, and we look forward to seeing their continuing growth both in Europe and into the US. Facilitating strategic global expansion for businesses operating across the London-Dublin-New York bridge remains a cornerstone of our international corporate practice. The success of this funding is a testament to our team's exceptional expertise in supporting clients in the technology space progress from domestic to complex international markets."

Rónán Dowling-Cullen, co-founder and co-CEO of Bounce Insights, said:

"This funding is fuel that will allow us to continue to ship new product fast, expand our offering for clients and grow the team to execute on a massive opportunity. We'd also like to thank Will and James for their support – a core factor in getting this over the line for us has been their commercial acumen and expertise in supporting technology-based business on their international growth plans."

This is the latest international transaction in the technology sector which the firm's corporate team has advised on, with recent examples including advising on IT and cyber services provider Littlefish's acquisition of technology consultancy Storm Technology based in Ireland, Irish technology business Inspeq AI on its funding round from Sure Valley Ventures, Delta Partners and PlugnPlay to drive expansion across the Ireland, UK, US and Asia and global digital transformation services provider Blueprintx's acquisition of US-based e-commerce consultancy ITG Commerce.

Key contact

Henrietta Scott



Head of Marketing

PRTeam@brownejacobson.com

+44 (0)330 045 2299

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