



## KOMI Raises \$12M Series A to Grow All-in-One Creator Commerce Platform

*KOMI set to release new Commerce and Community products for creators;  
Expand U.S. team to support the company's growth*

**LOS ANGELES and LONDON, July 18, 2023** - [KOMI](#) the all-in-one creator commerce platform that empowers creators to maximize their commercial potential, today announced it raised a \$12 million Series A. The round was led by VC investors including RTP, Third Prime, Antler, E& Capital, and Contour Ventures, alongside strategic investors including Sony Music Entertainment, Live Nation, Vicus, and Laffitte Management Group. This brings the total amount raised to \$17 million in a little over a year, further fueling the company's rapid growth and scale.

KOMI sits at the intersection of two large and expanding markets, the Creator Economy and Social Commerce, an industry expected to surpass [\\$1.2 trillion by 2025](#). KOMI announced its seed round last year, and has experienced more than 500% growth of creators signing up for the waitlist since December. Today, KOMI partners with creators and brands from six continents who have a combined global audience of over 2 billion engaged fans. Creators using the platform include: Usher, Jessica Alba, Lizzo, the San Francisco 49ers, Matthew McConaughey and Charles Leclerc.

KOMI initially provided creators and brands a social-first digital storefront to natively showcase their full collection of offerings through a white label content hub. Beyond the content hub, KOMI has been working extensively with creators and their teams to identify how to best support their efforts to commercialize their profile and fandom. As a result, KOMI is set to enter beta with two new offerings:

- **Commerce:** Creators will now be able to benefit from unique on-page checkout functionality and an ability to easily launch their own merch/product ranges direct to fans.
- **Community:** Users will be able to access new, custom-built data capture tools, in addition to deeper marketing tools, to empower creators and brands to truly benefit from audience ownership and fuel monetization.

"The creator economy is on track to [grow to \\$480 billion](#) by 2027, proving creators have huge commercial potential given the trust and distribution they have garnered from their fans," said Lewis Crosbie, CEO and Co-Founder of KOMI. "However, creators and brands currently lack the digital infrastructure needed in order to maximize this opportunity, which is why KOMI is focused on building around three core pillars we believe are the most important for creators to reach their commercial potential, namely: Content, Commerce and Community."

“KOMI has built a platform that is empowering artists, both established and aspiring, to maximize their ability to authentically monetize their fandom,” said Ron Laffitte, Founder of Laffitte Management Group, Manager to One Republic, Usher and Pharrell Williams. “The new product releases will take KOMI further towards being the one-stop-shop supporting artists and their teams.”

In addition to the product work, the funding will also support the expansion of KOMI's U.S. based team with a focus on Marketing and Creator Partnerships. To view open roles, please visit [KOMI's career](#) site.

For more about KOMI, or to join the waitlist as a creator, please check out [KOMI](#).

### **About KOMI**

KOMI is an all-in-one creator commerce platform that empowers creators around the world to maximize their commercial potential. KOMI sits at the intersection of the creator economy and social commerce providing creators a digital storefront and tooling needed to maximize the value of their online presence. Creators such as Lizzo, Usher, Matthew McConaughey, Jessica Alba and Dwayne Wade use KOMI to deepen the relationship with their fans; to date more 2 billion fans are reached through the KOMI platform. KOMI has raised \$17M from VC and strategic investors including Sony Music, Live Nation and Red Light Music.

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