

See the Pitch Deck an AI Startup Used to Raise \$25M, Led by Kleiner Perkins

MAI, a startup building AI agents that run performance marketing for small and mid-sized businesses, has raised a \$25 million seed round led by Kleiner Perkins with participation from Gaorong Ventures and UpHonest Capital.

Its direct-to-consumer clients include medical apparel brand Dr. Woof Apparel, supplements brand Nutrition Faktory, and apparel companies Flamingo and Fanka.

Founded in December 2024, MAI is building AI agents so smaller companies without a lot of engineering support can wield the marketing muscle usually reserved for enterprise giants.

“Medium and smaller-sized businesses just don’t have that luxury,” said CEO Yuchen Wu, who spent a decade at Google developing its ads and machine-learning technology, then helped Instacart scale its logistics and growth stack.

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