

Sheppard Mullin Represented Creator Platform Spotter in \$200 million Series D Funding Round

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Sheppard Mullin advised Los Angeles-based startup Spotter, Inc., the creator platform, in a \$200 million Series D funding round led by SoftBank Vision Fund 2. This follows an additional \$555 million that Spotter has raised across three previously undisclosed rounds of financing. With this new capital and through reinvestment, Spotter will invest \$1 billion directly into YouTube creators, allowing them to further grow their businesses.

The firm also represented Spotter in all of its previous financing rounds, which included participation by Access Industries, CoVenture, Crossbeam Venture Partners, GPS Investment Partners, and HighPost Capital.

Founded in 2019 to help YouTube creators scale their brands, channels, and revenue, Spotter provides creators up-front cash to license existing content. To date, Spotter has deployed hundreds of millions of dollars into some of the most watched YouTube creators including Mr. Beast, Dude Perfect, Like Nastya, Aphmau, and Smokin' & Grillin' wit AB. Spotter has licensed content that consists of hundreds of thousands of videos, generating over 40 billion monthly watch-time minutes.

The Sheppard Mullin deal team that represented Spotter was led by partners David Sands and Farha Chowdry and associate Andrew Kreider. Partners Leo Caseria, Dmitriy Chelnitsky, Frank Dworak and associate Jay Chen provided invaluable support.

[Click here to read the press release.](#)

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Practice Areas

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