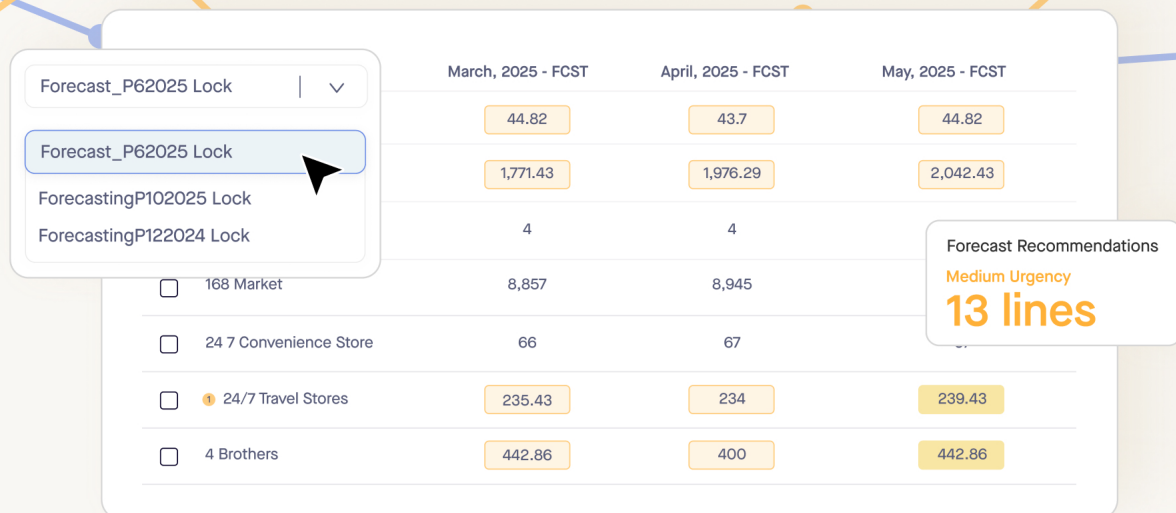


confido

# Confido Raises \$20M to Accelerate Bringing AI to TPM and Deductions Management



The screenshot displays the Confido interface. On the left, a dropdown menu is open, showing four options: 'Forecast\_P62025 Lock' (selected), 'ForecastingP102025 Lock', and 'ForecastingP122024 Lock'. The main table shows forecasts for March, April, and May 2025. The table has columns for 'March, 2025 - FCST', 'April, 2025 - FCST', and 'May, 2025 - FCST'. The rows represent different categories: '168 Market', '24 7 Convenience Store', '24/7 Travel Stores', and '4 Brothers'. A 'Forecast Recommendations' box on the right indicates 'Medium Urgency' and '13 lines'.

	March, 2025 - FCST	April, 2025 - FCST	May, 2025 - FCST
Forecast_P62025 Lock	44.82	43.7	44.82
Forecast_P62025 Lock	1,771.43	1,976.29	2,042.43
ForecastingP102025 Lock	4	4	
ForecastingP122024 Lock	8,857	8,945	
<input type="checkbox"/> 168 Market	66	67	
<input type="checkbox"/> 24 7 Convenience Store	235.43	234	239.43
<input type="checkbox"/> 24/7 Travel Stores	442.86	400	442.86
<input type="checkbox"/> 4 Brothers			

Forecast Recommendations  
Medium Urgency  
13 lines

## Confido Raises \$20M to Accelerate Bringing AI to TPM and Deductions Management

Confido is reimagining CPG software with AI at the foundation. Its platform combines Trade Promotion Management, Sales Forecasting, Deductions Management, and Cash Application.

- **Trade Promotion Management:** Create promotions, match events to deductions, and track ROI in 80% less time compared to competitive systems
- **Sales Forecasting:** Integrated consumption and shipment forecasting with AI-driven recommendations and scenario planning
- **Deductions Management:** Automatically retrieve backups, classify deductions, sync with the ERP, and dispute invalid charges with 50+ retailers and distributors
- **Cash Application:** AI matches payments to open invoices with precision, eliminating manual entry and speeding up reconciliation

Confido's flexibility is a key reason enterprise and category-leading brands are making the switch to the centralized platform. In as little as two months, teams can be fully onboarded and operating in Confido. Accounting, Finance, and Sales teams work together in one system — with shared data, streamlined workflows, and a single source of truth.

Confido's platform is leveraged by over a hundred brands, including high-growth brands like OLIPOP, Simple Mills, Dr. Squatch, and DUDE Wipes — alongside mature enterprise brands like Baskin-Robbins and Our Home.

### What's Next

With its Series A funding — part of a \$20M total raise led by Footwork with participation from Watchfire Ventures, Y Combinator, Boulder Food Group II, Fintech Fund, Barrel Ventures, and strategic angels — Confido is investing further in engineering, automation, and AI. The company's long-term vision is to be the singular AI Operating System for CPG, maximizing on-shelf performance for every brand it serves.

"To truly maximize on-shelf performance, we have to think beyond just traditional TPM and proactively identify and act on opportunities for our customers," said Justin Hunter, co-founder and CEO.

"We're committed to being the partner that moves as fast as our customers do, and raising their expectations of their software solutions," said Kara Holinski, co-founder and CTO. "That means faster onboarding, deeper support, and a roadmap that evolves with the needs of CPG operators."

For brands looking to level up how they manage gross-to-net, Confido offers tailored, [30-minute demos](#) to show how its platform can help teams plan smarter, reclaim revenue faster, and operate with confidence.