

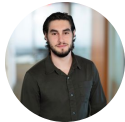
Wilson Sonsini Advises Palmstreet on Fundraising Transactions



MATTER LEADS



Lang Liu



Alex Youssef

CLIENT HIGHLIGHTS

June 3, 2025

On May 21, 2025, Plant Identification, Inc. (d/b/a Palmstreet), a live-shopping marketplace, announced it has raised \$25 million in aggregate funding from investors such as a16z, Craft Ventures, and Headline, along with other early-stage investors. Wilson Sonsini Goodrich & Rosati has represented Palmstreet in its recent financing transactions.

Founded in 2020, Palmstreet began as a live shopping platform for rare plants and has since transformed into a community hub for handmade crafts and artisanal decor. With over one million members participating in live shopping experiences, the platform has seen community sales grow fivefold in the past year. With the \$25 million raised, Palmstreet is investing in its team to enhance product development and go-to-market strategies.

The Wilson Sonsini team that advised Palmstreet includes [Lang Liu](#), [Alex Youssef](#), and [Jing Zhang](#).

For more information, please see Palmstreet's [blog post](#).