



DLA Piper has advised EQT Ventures on its investment in VidLab7



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EQT Ventures led the Series Seed investment round in VidLab7. VidLab7's mission is to transform personalized customer outreach through innovative AI technology. Their platform integrates with some of the world's largest CRM systems, allowing businesses to leverage synthetic media and generative AI to create hyper-personalized video and voice content through AI-generated media or lifelike avatars. By using personalized content, companies can reduce customer acquisition costs and accelerate revenue growth.

Read more about VidLab7 and the investment case [here](#).

The team from DLA Piper consisted mainly of [Mikael Moreira](#), [Erik Rosberg](#), and [Thea Werr](#) from DLA Piper in Sweden and [Andreas Fuchsel](#) and [Philipp Meyer](#) from DLA Piper in Germany.

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