

Camouflet Raises \$12M in Series A Funding to Fuel Expansion in Redefining AI-Driven Dynamic Pricing Technology

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Camouflet has achieved a significant milestone with the completion of its \$12 million Series A funding round, led by QVM. As the first embedded dynamic pricing platform, Camouflet continues to earn investor confidence through its cutting-edge solutions for real-time pricing optimization.



Like billiards, success requires mastering patience: the game rewards not the bold but the precise, in a symphony of angles, spins, and momentum conducted by the steady hand of its player.”

Jeff Radwell, Founder and CEO of Camouflet.

Camouflet’s advanced platform empowers businesses to capture demand, maximize profitability, and stay ahead of the competition by seamlessly adapting to market changes in real time. By combining modular flexibility with embedded capabilities, the platform meets the unique needs of industries ranging from e-commerce to travel, logistics, and beyond.

“The successful completion of this funding round represents a pivotal moment for Camouflet, providing the resources to accelerate innovation and expand the impact

of our pricing platform across industries,” said Jeff Radwell, Founder and CEO of Camouflet.

“We’re proud to close our Series A funding round with incredible momentum as we continue to lead the way in revolutionizing pricing strategies. A new era of evolution is underway at Camouflet.”

This funding will support several key initiatives that position Camouflet for significant growth and market impact:

Expansion Focus: Camouflet is poised to scale its platform across mid-size to large enterprises in key industries, including E-commerce, Consumer Packaged Goods (CPG), Retail, and Entertainment. These industries represent significant opportunities where dynamic pricing can deliver transformative value. Additionally, the company plans to accelerate geographic expansion, targeting high-potential markets in North America, Asia, Europe. By focusing on these regions, Camouflet will build a strong presence in established and emerging markets, enabling it

to meet the growing demand for advanced pricing solutions across diverse industries.

Growth Strategy: The company will leverage its early success, using key case studies and testimonials to demonstrate the platform's measurable impact on profitability and operational efficiency. These success stories will be instrumental in building credibility and driving new client acquisitions. Camouflet also plans to expand strategic partnerships with ERP/CRM providers and consultancies, creating integrated solutions that deliver seamless user experiences and wider adoption. Marketing efforts will be amplified through a multi-channel strategy, including targeted content creation, digital marketing campaigns, and increased participation in industry conferences and events, positioning Camouflet as a thought leader in dynamic pricing innovation.



Jeff Radwell, Founder and CEO of Camouflet

Sales and Customer Success: To drive sustained growth, Camouflet will scale its direct sales efforts, with a focus on acquiring and growing enterprise-level accounts. The introduction of referral programs will extend market coverage by incentivizing existing clients and partners. Enhancing the customer success function will also be a priority, with dedicated efforts to boost client retention, identify upsell opportunities, and foster client advocacy.

These initiatives reflect Camouflet's commitment to innovation, client satisfaction, and industry leadership, setting the stage for exponential growth and deeper market penetration in the years ahead. The dynamic pricing software market is expected to grow from \$2.64 billion in 2023 to \$5.45 billion by 2028, at a compound annual growth rate (CAGR) of 15.6% before skyrocketing to \$11.22 billion by 2030 with a CAGR of 16.16%. Camouflet is uniquely positioned to lead this expansion, delivering innovative solutions that redefine pricing agility across industries.

"At Camouflet, we recognize that Diversity, Equity, and Inclusion (DEI) has become a contentious topic, even within the technology sector, but as a queer man, I see DEI as a matter of humanity and progress, not politics," Founder and CEO Jeff Radwell explained. "Camouflet firmly believes that inclusivity is not a political stance but a foundational principle of innovation. This belief is echoed by our investors, whose collective \$15 million contributions in Camouflet reflect a shared vision on championing representation within tech."

"For us, DEI is about creating an environment where all voices and talents come together to drive success. At Camouflet, our commitment to inclusivity is unwavering, rooted in the celebration of diverse perspectives and fostering an environment that isn't about following trends or taking sides, but embracing the experiences that propel society forward," Radwell added. "We remain steadfast in our dedication to creating a culture where everyone, regardless of background, feels valued and empowered to contribute to our shared success. For Camouflet, diversity is a strength, and we uphold it proudly and unapologetically."

Camouflet's unique approach combines real-time market analysis, predictive analytics, and scenario testing with industry-specific modules to offer unparalleled insights and agility. By processing vast datasets, the platform delivers precise, actionable pricing strategies that drive measurable business outcomes. This modular, embedded design ensures seamless integration into existing workflows, making advanced dynamic pricing accessible and effective for businesses of all sizes.

"This round of funding reinforces the belief investors have in our mission and the revolutionary potential of the Camouflet platform," said Radwell. "We look forward to continuing to build tools that not only keep up with the market but redefine it, empowering businesses to thrive in a chaotic market. There are thousands of software startups out there. Like billiards, achieving success requires mastering patience: the game rewards not the bold but the precise, in a symphony of angles, spins, and momentum conducted."

About Camouflet

Camouflet, a Los Angeles technology company, takes pride in being an LGBTQ+ founded and led business, committed to fostering inclusivity, diversity, and innovation. Established in 2024 by Jeff Radwell, the company offers modular and embedded technology to deliver tailored solutions that empower businesses across industries to maximize profitability and maintain a competitive edge. With cutting-edge, real-time dynamic pricing tools designed to enhance profitability and competitiveness, Camouflet is redefining the landscape of pricing innovation. Rooted in a culture of authenticity and creativity, the company's diverse leadership and team drive its mission to empower businesses with transformative solutions. As an LGBTQ+ led organization, Camouflet is dedicated to championing representation in the technology space and inspiring others to embrace the power of diversity as a catalyst for driving meaningful change

For more information about Camouflet, visit: www.camouflet.co

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