

FOR IMMEDIATE RELEASE

DEAL NOTE: Crowell & Moring Advises Payload in \$650,000 Seed Round Financing

San Francisco – September 15, 2021: Crowell & Moring client Payload, a new digital media company focused on the business and policy of space, raised a \$650,000 seed round, to provide business and policy news and analysis to aerospace and defense industry professionals. Winklevoss Capital, the venture firm owned by Cameron and Tyler Winklevoss, as well as Andy Weissman and Sam McIngvale, is the primary source of financing source for this seed round.

Payload sees an opportunity to provide marketers with a place to reach high-level space influencers. The company currently issues a sponsored weekly newsletter, with plans to transition to a daily newsletter and other complementary products such as events and podcasts. Crowell & Moring’s deal team was partner [Jon O’Connell](#), counsel [Matt Pelnar](#) and paralegal Nathaniel Gagnon.

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