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**VENTUREWIRE****Wysada Raises More Than \$5M in Series A for Its Online Store**

*October 27, 2014*

Wysada, a Middle East luxury online retailer of home goods, decor and interior furnishings, said it has raised more than \$5 million in Series A funding.

The round was led by Badia Impact Fund, a venture capital fund belonging to Silicon Badia, a global group of venture funds based in New York City and Jordan. Other strategic investors in the round include the Kingdom of Saudi Arabia and the **Gulf Cooperation Council**. Other unnamed existing investors also participated in the round.

The company said the funding would be used to expand its operations in Jordan, the United Arab Emirates and Saudi Arabia, including for hiring, sales and marketing, and procurement and distribution of products.

Wysada was founded in Amman, Jordan, in July 2012. The online retailer specializes in offering flash sales to its customers.

**<http://wysada.com>**

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