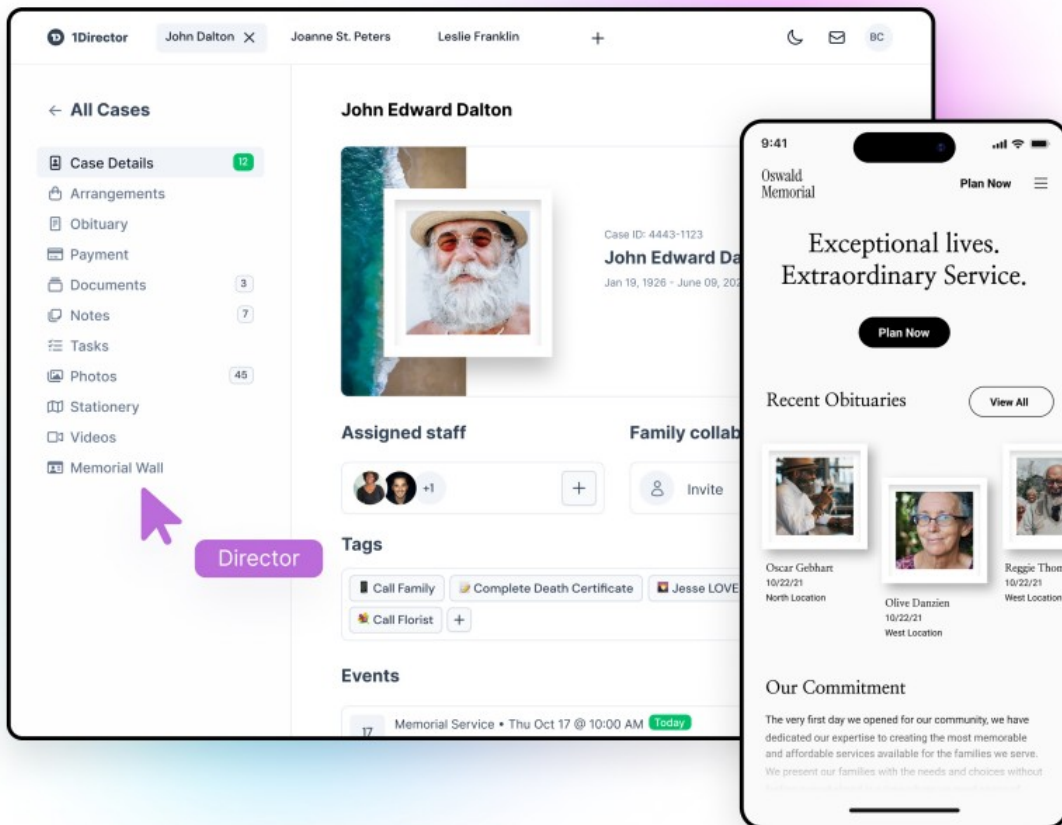


1Director Closes Pre-Seed Fundraising Round with Investments from NYC and San Francisco



Madison, Wisconsin Jan 8, 2026 ([IssueWire.com](https://www.issuewire.com)) - 1Director Closes Pre-Seed Fundraising Round with Investments from NYC and San Francisco

1Director, a Wisconsin-based B2B SaaS startup transforming the funeral service industry, is proud to announce the successful close of its pre-seed fundraising round. The round was led by RiverPark

Ventures, based in New York City, and Underdog Labs, based in San Francisco. This funding underscores the nationwide confidence in the 1Director's innovative approach to optimizing funeral home operations and enhancing collaboration with families.

The funeral service industry has long faced operational inefficiencies and a lack of modern technological tools. Funeral directors manage complex workflows while supporting grieving families, yet most existing systems fail to provide streamlined, user-friendly solutions. 1Director is addressing these challenges by delivering a modern, intuitive platform that empowers funeral homes to optimize their business operations and elevate their service to families.

"Our goal is to bring a fresh perspective to an industry that has long been underserved by innovation," said Rianne Lund, Co-Founder and CEO of 1Director. *"Closing this round with support from esteemed investors like RiverPark Ventures and Underdog Labs is a testament to the value and potential of our solution."*

RiverPark Ventures is a New York-based early-stage fund that backs transformative companies reshaping traditional industries, while Underdog Labs, headquartered in San Francisco, invests in mission-driven startups that bring technology to historically overlooked markets. Their investment in 1Director reflects a shared belief in the company's potential to modernize funeral service operations at scale.

The funds will be used to accelerate product development, expand the team, and build partnerships with funeral homes across the country. This milestone comes on the heels of **1Director winning the National Funeral Directors Association's Innovation Award**, further solidifying its role as a forward-thinking leader in the space.

"We're thrilled to be contributing to Wisconsin's entrepreneurial growth while addressing a deeply meaningful challenge," Lund added. *"This funding allows us to continue building a platform that truly makes a difference for funeral directors and the families they serve."*

Join the Movement to Modernize Funeral Services

1Director is currently engaging with funeral homes interested in streamlining their business operations through innovative technology. For funeral directors looking to streamline their processes and improve family collaboration, visit <https://www.1director.com> or contact our team to learn more.

About 1Director

1Director is a Wisconsin-based B2B SaaS company focused on empowering funeral homes to optimize operations and collaborate with families more effectively. Co-founded by Rianne Lund, Steve Hurth, Scott Hurth, and Jerod Gibson, the company combines cutting-edge technology with a deep understanding of the unique challenges faced by the funeral service industry.

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