



Bootstrapped to Profitability, EULER Raises \$4.3 Million Seed to Accelerate Agentic Partner Management

EULER, The Agentic PRM, raised \$4.3 million in seed funding led by Channel Equity Partners.

SAN DIEGO, CA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Channel Equity Partners leads first outside round as partner programs become a primary revenue channel for B2B software.

EULER, the agentic partner relationship management platform, today announced \$4.3 million in seed funding led by Channel Equity Partners. The company will use the capital to expand its team, accelerate product velocity, and scale go-to-market.

The round is EULER's first institutional capital. The company has been profitable and bootstrapped since launching, growing ARR 600% in 2025 and doubling revenue in the first half of 2026 alone.

"We didn't raise because we needed the money," said Greg Portnoy, Founder and CEO of EULER. "We raised because demand accelerated. Companies that treated partnerships as a side project three years ago are now building it into their core revenue strategy. We're building the infrastructure that makes partner revenue as measurable and predictable as any other go-to-market channel."

"Enterprise technology companies are realizing they've been overly reliant on direct sales for the last decade. The companies pulling ahead recognize that partner programs are the most efficient go-to-market motion available to them, and they're deploying significant resources into channel sales. We invested in EULER because it's the only AI-native PRM built for what enterprise teams actually need to scale partner revenue," said Andrew Albert, Managing Partner at Channel Equity Partners.

Partner programs drive 30% to 50% of revenue at many B2B software companies, yet most partner teams still run on spreadsheets, email chains, and portals partners rarely log into. EULER replaces that with agents that handle onboarding, training, enablement, deal registration, attribution, and partner support without manual work.

In Q2, EULER launched its MCP integration and became the first PRM available in Anthropic's

Connector Marketplace, giving partners the ability to access and manage their programs directly from the AI tools they already work in.

Since June, EULER's AI agents have answered more than 50,000 questions for 7,700 partners. EULER estimates its agents have saved users over 31,000 hours in that period.

EULER powers over 100,000 partnerships for customers like Gong, BambooHR, Zip, and BigCommerce, alongside category-defining companies in AI, aerospace, and developer tools. Customer results include 7x growth in partner-attributed revenue, 20x faster partner payouts, and 50 hours of operational capacity recovered monthly.

"EULER is genuinely AI-native. Most platforms layer a chatbot on top of what they already had. EULER built a best-in-class PRM around agentic experiences, and that makes them unique in the market," said Lilly Criscione, Manager, Partnerships at BambooHR.

"44% of partners are already deploying software agents, and we expect that to reach 64% within 18 months. Most partner infrastructure wasn't built for that. In a \$6.2 trillion IT market where partners deliver two-thirds of the revenue and surround 96% of deals, EULER is one of the few platforms built agentially from the ground up, which means vendors can engage every partner in their ecosystem, not just the ones that transact." said Jay McBain, Chief Analyst, Channels, Partnerships and Ecosystems at Omdia.

EULER has tripled its team over the past year and plans to double again within six months, hiring across engineering, product, sales, customer success, and marketing.

About EULER

EULER is the Agentic PRM for modern partnership teams, built to eliminate manual work, remove partner friction, and turn partner activity into scalable partner operations and predictable partner revenue. Learn more at eulerhq.com.

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