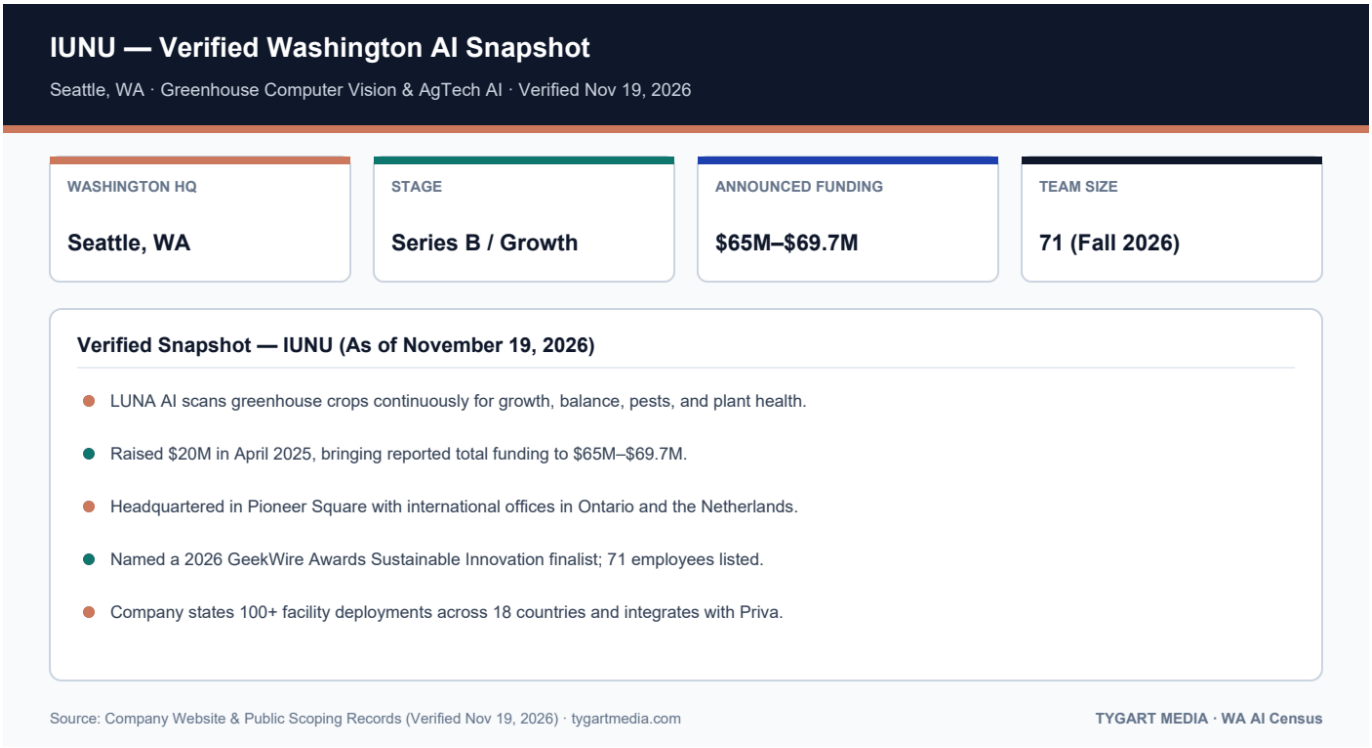
IUNU: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/iunu-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, IUNU (listed in some indexes as iUNu) operates actively from its Pioneer Square headquarters in Seattle with additional offices in Ontario, Canada and the Netherlands. Building autonomous computer vision and AI software for commercial greenhouses through LUNA AI and GrowerGPT, the company has raised $65M–$69.7M in reported funding—including a $20 million financing in April 2025—and lists 71 employees on the Fall 2026 GeekWire 200.



Field	Verified Record (As of Nov 19, 2026)
Company	IUNU (also styled iUNu in some directories)
Official Website	iunu.com
Washington HQ	558 First Avenue South, Suite 100, Seattle, WA 98104
Other WA Footprint	Pioneer Square headquarters; additional international offices in Ontario, Canada and the Netherlands
Founded	2013 (GeekWire 200, Fall 2026)
Founders / Leadership	Adam Greenberg (Founder & CEO); Allison Kopf (Executive Leadership, former Artemis founder)
Stage	Series B / Growth
Announced Funding	$65M–$69.7M (GeekWire reported $65M total after April 2025 $20M round; Tracxn reports up to $69.7M)
Team Size	71 (GeekWire 200, Fall 2026)
Primary Ecosystem Ties	Seattle Pioneer Square HQ; Fall 2026 GeekWire 200; 2026 GeekWire Awards Sustainable Innovation Award finalist

What IUNU Builds

IUNU (styled IUNU across its live website and 2025–2026 press coverage, though occasionally indexed as iUNu) builds LUNA AI, an autonomous computer vision and AI management platform for commercial controlled-environment agriculture (CEA). Installed inside commercial greenhouses, LUNA AI continuously scans thousands of individual plants to measure growth rates, crop balance, pests, and plant health without manual handling.

Rather than functioning solely as an imaging sensor, the platform integrates climate-control systems, enterprise resource planning (ERP) tools, and crop registration data into unified steering recommendations, yield predictions, and labor forecasts. On iunu.com, the company also features GrowerGPT, an AI assistant built to help head growers and operations managers query greenhouse performance and crop conditions.

Washington Footprint and Leadership

IUNU is headquartered in Seattle's Pioneer Square at 558 First Avenue South, Suite 100, Seattle, WA 98104, as noted in GeekWire's April 2025 financing coverage. To support major North American and European commercial greenhouse hubs, the company also maintains international offices in Ontario, Canada and the Netherlands.

Founder and CEO Adam Greenberg—the son of a botanist and previously co-founder of clean-water startup Pure Blue Technologies—established IUNU in Seattle in 2013, as outlined on IUNU About Us. Following IUNU's 2021 acquisition of Artemis, Artemis founder Allison Kopf joined IUNU's executive team.

Products, Users, and Public Traction

IUNU serves commercial greenhouse operators, controlled-environment agriculture enterprises, head growers, and agricultural executives managing high-density indoor facilities. Across its website and partner announcements, IUNU states that its technology is deployed across more than 100 facilities spanning 18 countries and integrates with greenhouse climate-control supplier Priva.

On iunu.com, IUNU highlights commercial grower Bushel Boy Farms in a featured case study quoting Head Grower Roberto Ramirez and claiming a 500x increase in crop registration coverage alongside a 10% reduction in fertilizer costs after adopting LUNA AI. Catoctin Mountain Growers is also featured on the company's homepage.

Funding, Stage, and Place in Washington's AI Landscape

IUNU is at the Series B / Growth stage with $65M–$69.7M in total reported funding. In April 2025, GeekWire reported that IUNU raised $20 million led by S2G Investments with participation from Farm Credit Canada (FCC) and Lewis & Clark Partners, bringing total capital raised to $65 million per GeekWire, while Tracxn tracks cumulative funding up to $69.7 million.

Earlier rounds included a $24 million Series B in 2022 along with prior $7 million and $7.5 million financings. Disclosed backers include S2G Investments, Lewis & Clark Partners, Farm Credit Canada (FCC), Ceres Partners, NCT Ventures, Serra Ventures, and Fortson Venture Capital (formerly Arnold Venture Group).

Verified Primary Sources & Official References

- IUNU Official Website: https://iunu.com/
- IUNU About Us: https://iunu.com/about-us
- GeekWire: IUNU raises $20M (April 2025): https://www.geekwire.com/2025/ai-for-greenhouses-seattle-startup-iunu-raises-20m-for-tech-that-monitors-plants/
- GeekWire: 2026 GeekWire Awards Sustainable Innovation Finalists: https://www.geekwire.com/2026/geekwire-awards-sustainable-innovation-finalists-tackle-energy-fashion-and-farming/
- GeekWire: IUNU raises $24M Series B (2022): https://www.geekwire.com/2022/iunu-a-seattle-startup-that-develops-computer-vision-tech-for-greenhouses-raises-24m/
- GeekWire 200: https://www.geekwire.com/geekwire-200/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/iunu-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/iunu-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.