

Company Backgrounder



Who We Are

Retrevo is the first matchmaker for people and electronics.

What We Do (our mission)

We operate a smart but simple web site that makes finding, buying and using electronics easy and fun

What Problem Do We Solve?

Whether we realize it or not, we all have a dependent relationship with our electronics products because they are an important, integral part of our daily life – and more so every day. With more than 40,000 new CE products introduced every year, finding, buying, and using the right one has become a miserable, confusing and frustrating process. Consumers are inundated with complex products, options, constantly changing information and knowledge that they can't keep up with. General search engines give piles of unorganized data for users to sift; publisher test labs evaluate only a small set of products or support tips that get obsolete before you know it; shopping sites compare prices but don't help consumers find the best fit and retailers are limited to select manufacturers. Who can make sense of all this?

Vision

Our vision is to simplify and enhance people's digital lifestyle.

How We Do It

Retrevo's real-time, independent Web service aggregates, comprehends and summarizes important information on electronics products from experts, users, PDF manuals and Web pages and presents answers in easily digestible and actionable forms average consumers can understand and use to find, buy and use electronics products.

How We're Different

We aggregate and analyze unstructured information using AI based information interpretation, organizing the results into a centralized site (portal) of digestible and actionable answers.

- We analyze over 40 different electronics categories, hundreds of thousands of products, millions of facts and millions of user and expert reviews from thousands of publisher sites, user reviews, blogs, forums and more.
- The Retrevo service is built on advanced AI technology that uses automated multivariate Bayesian decision theory and supervised machine learning to insure information is always relevant, objective and impartial.

Our portal is the only centralized, independent source that covers consumer needs throughout the entire consumer electronics ownership lifestyle – Find, Buy, Use.

- The Retrevo Product Advisor educates people about a specific category and when they are ready to buy a product, synthesizes all the products facts and presents them on the first and only interactive Product Value Map. Product value coupled with expert and user sentiment summarization helps people find the best match for shopping.
- The Retrevo Support Advisor finds and organizes answers in manuals, manufacturers technical support, support forums, product notifications, third-party services and product accessories that help people get the most out of their electronics products.

Benefits to the Consumer

Retrevo does the research legwork for consumers, saving time, providing the first real-time and objective advice.

The Company

Retrevo was founded in 2005 by Vipin Jain, Jiang Wu and Manish Rathi and is based in Sunnyvale, CA. Privately held, we have received funding from both Alloy Ventures and Norwest Venture Partners.