



Cazoodle Shopping Search Launches Service For Electronics

Amit Chowdhry | Sunday September 27, 2009 | 238 views



Cazoodle Inc. is a start-up company that spun out of a project at the University of Illinois at Urbana Champaign (UIUC). Cazoodle was founded by Professor Kevin C. Chang and a research team of undergraduate/graduate students. Cazoodle is located at EnterpriseWorks, an incubation facility based on the Research Park at UIUC.

Cazoodle uses semantic search technology to connect consumers with offers on various merchant websites. Cazoodle already has apartment search services and they launched the electronics service earlier this week [at the DEMO conference](#).

Cazoodle is one of many services that finds deals online for electronics, but the website does more to sort deals. Cazoodle also has a service called Shopping Caddy that brings up additional information when searching for products to make sure you're getting the best deals. Cazoodle has been self-funded thus far.

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