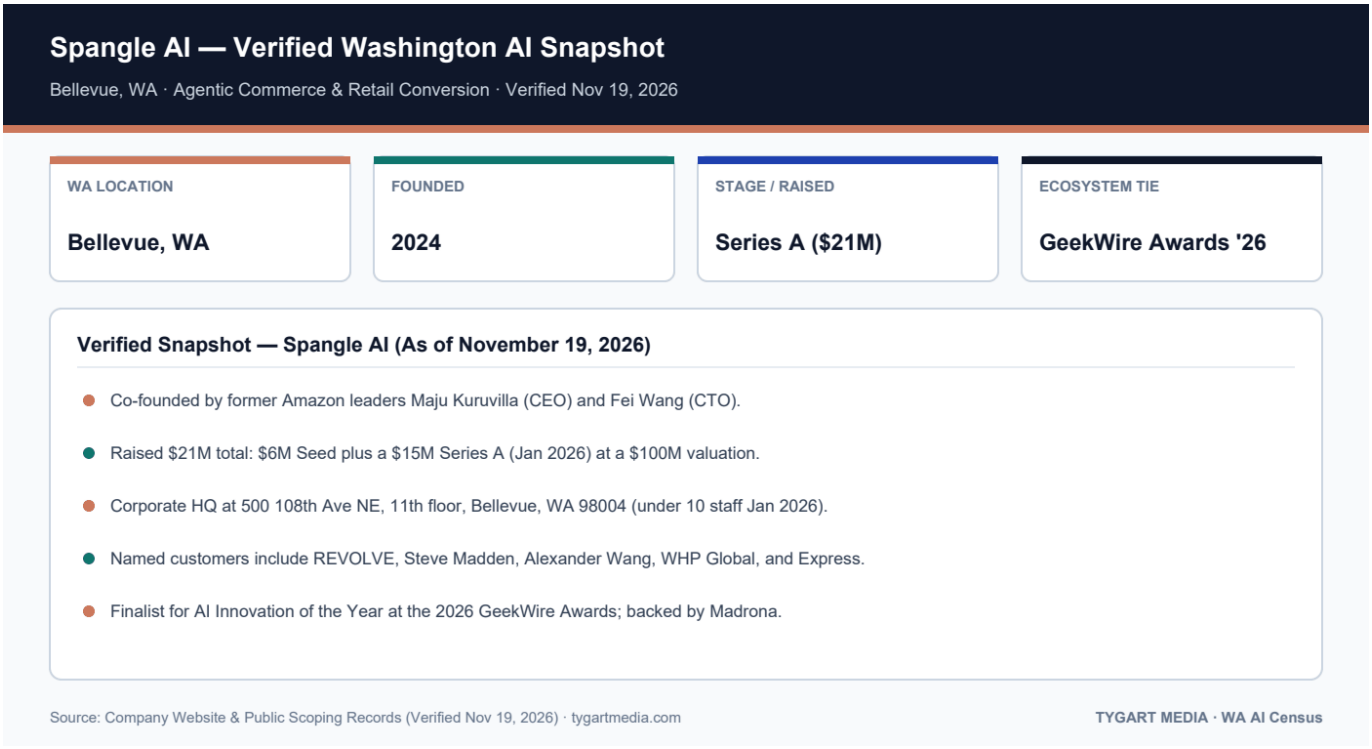
Spangle AI: Bellevue AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, Spangle AI (Spangle.ai, Inc.) operates independently from Bellevue, Washington, offering its AI Discovery, Paid Acquisition, Onsite Discovery, Product Intelligence 360, and Spangle Halo retail platform at spangle.ai. Backed by $21M in total disclosed funding through its January 2026 Series A at a $100M valuation, the company was named a 2026 GeekWire Awards finalist for AI Innovation of the Year.



Field	Verified Record (As of Nov 19, 2026)
Company	Spangle AI (Spangle.ai, Inc.)
Official Website	https://www.spangle.ai/
Washington HQ	Bellevue, WA (500 108th Ave NE, 11th floor, Bellevue, WA 98004)
Other WA Footprint	Frequently described as a Seattle-area startup in regional press; backed by Seattle-based Madrona
Founded	2024 (emerged from stealth in 2025; Jan 2026 GeekWire noted a prior-year launch)
Founders / Leadership	Maju Kuruvilla (Co-Founder & CEO), Fei Wang (Co-Founder & CTO), Karen Moon (COO), Yufeng Gou (Head of Engineering)
Stage	Series A
Announced Funding	$21M total ($6M Seed + $15M Series A in Jan 2026 at $100M valuation)
Team Size	Under 10 employees (as of Jan 8, 2026 GeekWire report; later headcount not publicly disclosed)
Primary Ecosystem Ties	2026 GeekWire Awards Finalist (AI Innovation of the Year), Madrona Venture Group, Amazon alumni leadership, Bellevue tech corridor

What Spangle AI Builds

Spangle AI (Spangle.ai, Inc.) builds AI-native commerce intelligence and agentic storefront infrastructure for enterprise online retailers. Rather than routing visitors arriving from social ads, AI answer engines, or autonomous shopping agents to generic static product pages, Spangle generates tailored shopping experiences in real time based on shopper intent and referral context—whether a visitor is browsing, comparing options, or ready to purchase.

As described on spangle.ai and in January 2026 GeekWire coverage, the system trains on a retailer's catalog, brand guidelines, and performance data without depending on historical user identity. Its platform connects product enrichment, onsite search, paid media landing experiences, and merchant-side agent representation in a single operating loop.

Washington Footprint and Leadership

Spangle AI's official Privacy Policy and Terms of Use verify its corporate headquarters at 500 108th Ave NE, 11th floor, Bellevue, WA 98004, in downtown Bellevue. Regional press summaries, including GeekWire's January 2026 funding story, also informally group the startup within the broader Seattle tech market.

The founding and executive team combines senior Pacific Northwest e-commerce engineering experience with fashion retail leadership. At the time of its January 2026 Series A announcement, GeekWire reported that Spangle operated with fewer than 10 employees; an updated later-2026 headcount has not been publicly disclosed.

Products, Users, and Public Traction

Spangle AI targets enterprise apparel, footwear, and multi-brand e-commerce retailers whose performance marketing, merchandising, and digital storefront teams typically operate in separate silos. In January 2026, the company told GeekWire it had signed nine enterprise customers during its first nine months of operation while declining to disclose revenue figures.

Live customer logos and case studies on spangle.ai—including a published Express case study—highlight deployments across major fashion retailers alongside executive endorsements from REVOLVE and Steve Madden. The company's site also displays SOC 2 Type II certification, Business of Fashion (BoF) AI Startups to Watch recognition, and an NRF VIP Award badge.

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

Spangle AI has raised $21M in total disclosed venture funding: a $6M Seed round followed by a $15M Series A announced on January 8, 2026. Led by NewRoad Capital Partners at a $100M valuation, the Series A included returning Seattle investor Madrona alongside DNX Ventures, Streamlined Ventures, and angel backers.

In April 2026, Spangle AI was named one of five finalists for AI Innovation of the Year at the 2026 GeekWire Awards alongside Avante, ConverzAI, Envive AI, and Synthesize Bio. Within Washington's AI cluster, Spangle reflects Bellevue and Seattle's deep concentration of Amazon commerce alumni building specialized agentic retail software positioned against legacy personalization vendors such as Adobe and Mastercard Dynamic Yield.

Verified Primary Sources & Official References

• Spangle AI Official Website: https://www.spangle.ai/
• Spangle AI Company Page: https://www.spangle.ai/company
• Spangle AI Privacy Policy (Bellevue HQ): https://www.spangle.ai/privacy-policy
• Spangle AI Express Case Study: https://www.spangle.ai/case-studies/express
• GeekWire — Spangle AI $15M Series A (Jan 8, 2026): https://www.geekwire.com/2026/former-amazon-execs-raise-15m-for-agentic-commerce-startup-that-uses-ai-to-generate-custom-storefronts/
• GeekWire — 2026 GeekWire Awards AI Innovation Finalists (Apr 9, 2026): https://www.geekwire.com/2026/geekwire-awards-ai-innovation-of-the-year-finalists-transform-hr-retail-biotech-and-more/

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