

Argentinian Teenager Secures Hi Ventures Investment for Sirvana, the AI-Powered Shopping Discovery Platform



BUENOS AIRES, ARGENTINA - March 14, 2025 - Hi Ventures today announced a \$2 million seed investment in [Sirvana](#), an AI-powered shopping discovery platform created by teenage entrepreneurs. The investment will accelerate Sirvana's technology development and market expansion in the US.

Founded by a trio of young Argentine entrepreneurs who became the youngest ever to raise capital in Argentina—19-year-old [Santiago Ruberto \(CEO\)](#), 20-year-old [Mateo Zarate \(CTO\)](#), and 24-year-old [Valentín Ratti \(CPO\)](#)—Sirvana is revolutionizing e-commerce by creating a seamless product discovery experience across multiple retailers. The platform currently offers 260,000 products from 811 stores, focusing initially on Argentina's apparel market before planned expansion into other sectors and regions.

Sirvana launched late last year in Argentina, strategically choosing the fashion sector as its initial focus—an exceptionally fragmented industry that combines thousands of small boutiques and independent designers alongside major multinational brands. The platform elegantly solves a critical consumer pain point by bringing Argentina's entire apparel offering together in one seamless marketplace, eliminating the need for consumers to navigate dozens of separate websites to find what they're looking for.

The Sirvana team currently operates out of a ["hacker house" in Buenos Aires](#), where engineers and founders gather daily to refine the platform's capabilities. The hacker house will soon be moving to San Francisco. Since launching its latest platform version in December 2024, Sirvana has gained over 20,000 app downloads, with a user base driving thousands of purchase initiations every month.

"We are building the future of e-commerce, the best experience for discovering and buying products through AI," said Santiago Ruberto, Co-founder and CEO of Sirvana. "Federico's immediate conviction in our vision was remarkable. From the beginning, we realized that he not only shared our vision but that his expertise would be what we needed even more than the investment itself. Finding a partner who truly understands what we're building and can help us navigate our growth journey is invaluable for our team."

Sirvana's technology includes advanced AI-powered features such as natural language search capabilities, image-based product discovery, and personalized recommendations. The platform has already gained significant traction, ranking as the third most downloaded shopping app in Argentina.

"Online shopping experience is broken, Sirvana's innovative use of AI technology to solve fundamental e-commerce pain points is exactly the kind of breakthrough we look for in our investments," said Jimena Pardo, Managing Partner at Hi Ventures. "Their AI browse agent and computer vision technology provide a truly magical shopping experience that addresses the inefficiencies in product discovery. We're particularly impressed with how their platform captures high-intent shoppers at the moment of discovery, driving better retention and stronger unit economics."

The new funding will enable Sirvana to enhance its technology infrastructure, expand its product scraping capabilities, refine its AI-driven search algorithms, and improve real-time data accuracy across e-commerce platforms.

Prior to Hi Ventures' investment, Sirvana had secured over \$615,000 from investors, including Newtopia VC, Broom Ventures, and angel investors such as Borja Martel (founder of Lemon Cash), Diego Pando (founder of Brubank) and Sullyen Almeida (partner at Monashees).

About Sirvana

Sirvana is an AI-powered shopping platform that aggregates products from thousands of online stores, allowing users to search, discover, and purchase items across multiple retailers in a single, seamless experience. The company was founded in 2023 by Santiago Ruberto, Mateo Zarate, and Valentín Ratti, and is based in Buenos Aires, Argentina. For more information, visit [Sirvana.ai](#)

About Hi Ventures

Hi Ventures is on a mission to support Latin American founders with global ambitions. The firm is led by the most experienced investor-founder team in the region, Jimena Pardo and

Federico Antoni, working together since 2012. Hi is the leading AI-focused VC in the region. It's recognized as a highly selective, high-value-added, and high-impact investor and has delivered the highest realized returns in Mexico. It's the only major VC in the region that has distributed more capital than it has called, driven by successful exits, most notably that of Cornershop to Uber.

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