

TECH STYLE LTD

TECH-STYLE.CO

PRODUCT BROCHURE

TrustList — Product Brochure

The B2B discovery and procurement intelligence platform — 200,000+ listings, verified reviews, rankings that are earned.

WHAT IS INSIDE

- Choosing business software is mostly guesswork
- Shortlist with confidence
- Be found by buyers who are already comparing
- The rules that make the data worth reading
- Explore the platform
- Other products
- Talk to us

Document

TrustList brochure

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<https://www.tech-style.co/docs/trustlist-brochure>

Find software and services you can trust. TrustList is a global B2B discovery and procurement intelligence platform where buyers compare vendors on verified evidence — not on who paid the most.

Choosing business software is mostly guesswork

Every vendor site says the same thing. Review sites rank whoever advertises. Analyst reports cost more than the software. So most procurement decisions come down to a shortlist someone half-remembered from a conference.

TrustList exists to replace that with evidence. It brings together verified company information, community and professional reviews, awards, rankings and market intelligence in one place — so a shortlist can be defended, not just asserted.

Buyers use it free. Vendors get a portal to claim and maintain their listing, prove their credentials and reach buyers who are actively comparing.

Listings	200,000+ products and services to compare
Reviews	Verified by work email or direct invitation
Rankings	Earned on rating and volume — never sold
Cost to buyers	Free, with no gated shortlist

FOR BUYERS

Shortlist with confidence

Everything a buyer needs to go from "we need a CRM" to a defensible three-vendor shortlist.

Category browsing

Explore by category — IT management, CRM, lead management, accounting, LIMS, business management and many more.

Side-by-side comparison

Put candidate products next to each other and compare features, ratings and review sentiment in one view.

Verified reviews

Reviews come from authenticated reviewers, so you're reading practitioners rather than anonymous accounts.

Rankings & awards

Category rankings derived from rating and review volume, plus awards that recognise consistent performers.

AI model leaderboard

A scored, continuously updated ranking of leading AI models — a fast-moving category that traditional directories ignore.

Launches

A feed of newly launched products, so buyers see what's arrived since the last time they evaluated the market.

Quote requests

Request pricing from verified vendors without handing your details to every supplier in the category.

Buyer guides

Category context explaining what actually differentiates products, so the comparison columns mean something.

FOR VENDORS**Be found by buyers who are already comparing**

The vendor portal turns a passive directory entry into a channel you control.

Claim & verify your listing

Take ownership of your company profile, confirm your details and carry a verification signal buyers can see.

Maintain your profile

Keep positioning, features, categories and media current — instead of leaving buyers to read a stale third-party summary.

Invite customer reviews

Invite your customers to review you through an authenticated flow, so genuine advocacy is visible and attributable.

Receive qualified leads

Quote requests come from buyers actively evaluating your category, not from a scraped list.

Launch announcements

Publish new products and releases into the Launches feed to reach buyers at the moment they're looking.

Market intelligence

See how your category is rated and ranked, and where you sit against the alternatives buyers consider.

HOW TRUST WORKS

The rules that make the data worth reading

A review platform is only as good as what it refuses to sell. These are the constraints TrustList operates under.

TrustList trust and verification model

Review verification	Reviewers authenticate via a work email address or a direct invitation, so reviews trace back to a real working context.
Vendor influence	Reviews are independently verified and are not influenced by vendor payments. Vendors cannot remove or reorder reviews about them.
Ranking basis	Rankings are calculated from rating and review volume. Placement is earned, not purchased — there is no pay-to-win tier.
Vendor verification	Companies can claim their listing and verify their identity, giving buyers a clear signal about who is actively maintaining a profile.
Buyer cost	Access is free for software buyers. Comparison, reviews and rankings are not paywalled.
Lead handling	Quote requests are directed to verified vendors, so buyer contact details aren't broadcast across a category.

WHAT'S INSIDE

Explore the platform

The main sections of trustlist.uk, and what each one is for.

Categories

The structured index of the market — browse software and IT services by what they actually do.

Launches

Newly listed and newly released products, surfaced as they arrive.

AI models

A scored leaderboard of leading AI models, kept current as the field moves.

Write a review

The authenticated review flow, open to practitioners with real experience of a product.

Vendor portal

Claim a listing, maintain a profile, invite reviews and manage incoming quote requests.

Comparison

Build a side-by-side view of shortlisted products before you commit to a demo cycle.

RELATED**Other products****OPEN-SOURCE ERP****Rutba ERP**

A modular business platform — 17 apps on one Strapi API.

MEDIA INFRASTRUCTURE**Media FileServer**

The origin server behind TrustList's images.

EMAIL DELIVERY**Rutba MTA**

Reputation-aware relay middleware for review invitations and campaigns.

CONTACT**Talk to us**

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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