

# Gifttr

Helping you remember to  
show your love





# 01

## Problem vs. Solution

# THE PROBLEM

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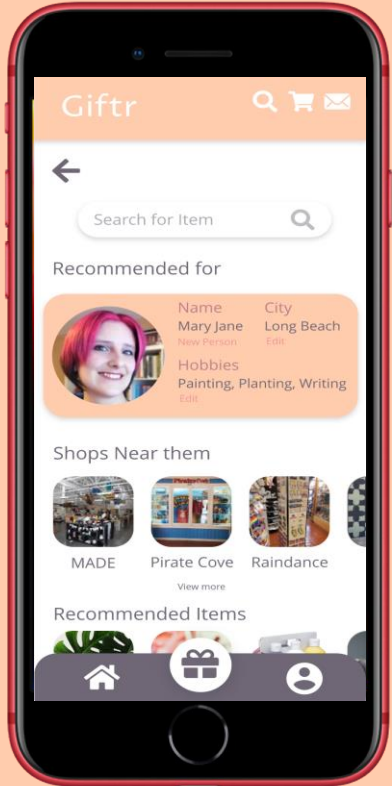
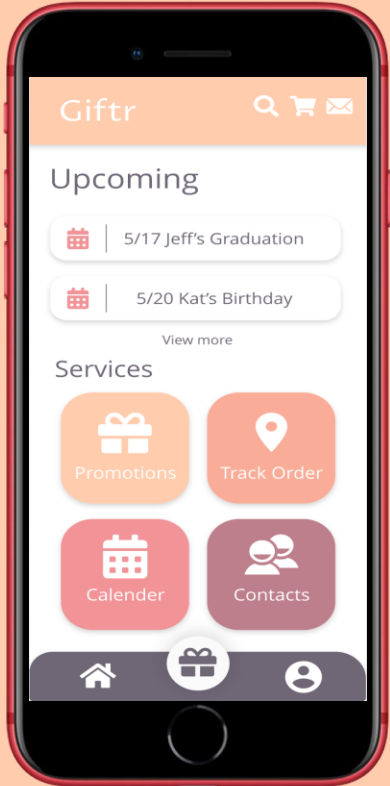
- ❖ People forget to gift one another (birthdays, anniversaries, etc.)
- ❖ People have trouble picking the right gift
- ❖ Giant shopping websites have taken over the market
- ❖ Less personal gifts



# OUR SOLUTION

## Giftr

- ❖ An app that understands that we're human ---- **We're forgetful**
- ❖ Giftr is here to make the difficult decisions a thing of the past





02

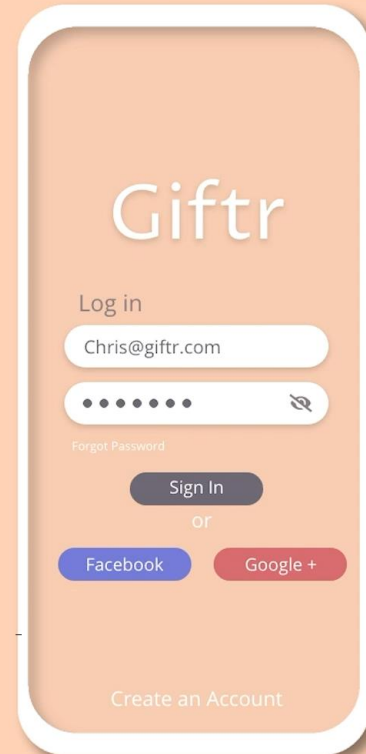
All About the  
Product

# DEMO

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# Giftr





# BENEFITS

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## Picking the Right Gift

recommended gifts based on hobbies

## Setting Reminders

gift reminders for event or spontaneous



## More Personal Experience

opposed to normal shopping website

## Support for Local Business

showcasing new spots for users



03

Competitors

# SWOT Analysis

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## Strengths

User friendly and person centered shopping experience, supports local businesses.

W

## Weakness

Since we are a new company we need to build a network.

O

## Opportunity

Local businesses are always looking for ways to promote their business. People like genuine gifts.

T

## Threats

Big ecommerce giants such as Amazon, Shopify, and Etsy.

# Competitors

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	Us	Amazon	Etsy
Ease of search (for gifts)	Search by a person preference and events	You have to know what you are searching for	You have to know what you are searching for
User friendliness	Simple, easy to navigate user interface	Complicated user interface	Simple for customers, complex for sellers
Event Reminders	Yes	No	No



04

Business Model



**Them**

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Harms small local business  
by charging many fees to  
list items.



**Us**

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Supports local businesses  
by allowing them to list  
items with one flat fee.

# Our Plans

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## Basic

- Shop by event for 5 events
- List 5 items

**Free**



## Pro

- Shop by event for 20 events
- List 20 items

**\$10**



## Premium

- Unlimited shop by events
- 50 listings

**\$15**



# How money

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Subscription

Sponsored Stores



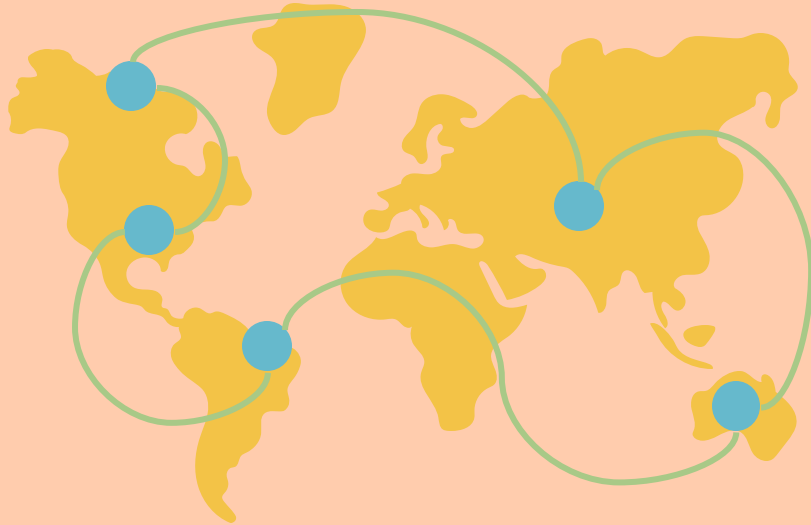
Sponsored Items

Partnership with shipping services



# Why Now

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## COVID 19

We wanted to create a way to support local business as well as ensure that an event does not go unnoticed during this time of crisis.

# Thanks!

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Do you have any questions?



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