

Giftella — Fact Sheet

The AI gift finder that learns who you're buying for.

THE BASICS

Product	AI gift-finder mobile app
Platforms	iOS (App Store) and Android (Google Play)
Founder & CEO	Samson Jiya
Co-Founder	Mohamed Haidara
Founded	2025
Headquarters	United States
Pricing	Free to download · Pro \$4.99/month (or \$34.99/year)
Business model	Freemium subscription + affiliate commerce + B2B SaaS (Teams, Q3 2026)
Website	https://giftella.app
Press contact	info@giftella.app

WHAT IT DOES (in one paragraph)

Users answer eight quick questions about someone they're shopping for — age, interests, relationship, occasion, budget — and Giftella's AI returns 16 real, purchasable gift ideas in about 10 seconds, each linked to a direct shopping partner. A per-recipient memory system learns from user feedback so the suggestions improve for every specific person over time.

KEY FEATURES

❖ AI Gift Finder	16 curated ideas per recipient in ~10s.
❖ Recipient Memory	AI learns per-person over time. Compounds, never resets.
❖ Wishlists & Friends	Shareable wishlists, friend connections, group gifts.
❖ Birthday Reminders	Never miss another occasion, with smart cadence.
❖ Gifter Score	Gamified rewards for thoughtful, logged gift-giving.
❖ SMB Marketplace	Curated ecosystem of small-batch makers alongside Amazon.

ONE-LINER (for headlines)

Giftella is an AI gift-finder app that turns a few details about someone into 16 personalised gift ideas in seconds.

DOWNLOAD

iOS: <https://apps.apple.com/us/app/giftella/id6761128527>

Android: <https://play.google.com/store/apps/details?id=app.giftella.giftella>

Web: <https://giftella.app>

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