FACT SHEET

Giftella

The gift-finder that turns a few details about someone into 16 personalised gift ideas in seconds.

AT A GLANCE

PRODUCT	Gift-finder app
PLATFORMS	iOS and Android
FOUNDED	2025
LAUNCHED	May 22, 2026
HEADQUARTERS	Maryland, USA
LEADERSHIP	Mohamed Haidara
PRICING	Free for consumers. Teams plans for businesses.
FUNDING	Independent, self-funded
PRESS CONTACT	info@giftella.app

BOILERPLATE — ONE LINE

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

BOILERPLATE — SHORT

Giftella is the gift-finder app for iOS and Android that turns a few details about the person you're buying for (age, interests, relationship, occasion, budget) into 16 personalised, purchasable gift ideas in under a minute. Every suggestion links straight to a shopping partner, and Giftella's recipient memory learns over time what the people in your life actually love.

BOILERPLATE — STANDARD

Giftella is the gift-finder app, free on iOS and Google Play, that helps users find the right gift for anyone in their life in under a minute. Users answer a few quick questions about the person they're buying for (age, interests, relationship, occasion, budget) and Giftella returns 16 curated, real, purchasable gift ideas. Every suggestion is tied to a direct shopping link.

Beyond the core gift finder, Giftella includes shareable wishlists, friend connections, group gifts, Your Reminders (with iOS Calendar sync to surface every birthday and occasion in one place), hand-curated weekly gift guides, a curated marketplace of small-batch makers, and a Gifter Score leaderboard that rewards thoughtful giving over time.

WHERE TO GET IT

App Store and Google Play, free. Search **Giftella**, or start at **giftella.app**. Journalists who want a walkthrough before publishing can email us for reviewer access, usually the same day.