

# Giftella

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

## THE PROBLEM

Gift-buying is universally stressful and universally under-served. The global gifting market is ~\$240B/year and growing, yet most people still default to Amazon gift cards or generic flowers. Existing gift apps ship curated catalogues — the recipient still picks from a pre-chosen handful, and the gift stays generic. There is no product on the market that understands **who** the gift is for.

## THE SOLUTION

Giftella is an AI gift-finder app on iOS and Android. Users answer 8 quick questions about the person they're buying for — age, interests, relationship, occasion, budget — and Giftella's AI returns **16 real, purchasable, personalised gift ideas in 10 seconds**. Every suggestion has a direct shopping link.

What makes Giftella different: the AI has a **Recipient Memory**. Every time you mark a suggestion as a hit or a miss, it writes that feedback back to the recipient's profile. Six months in, Giftella knows your mother-in-law loves anything with birds and hates anything scented — and it automatically writes that into every future prompt. It compounds rather than resets.

**“Every other gifting app asks you to browse a catalogue. Giftella asks you about the person.”**

## PRODUCT — THREE PILLARS

<b>1. Gift Finder</b> AI-generated gift guides. 16 personalised suggestions per recipient, each with a real purchasable link. Works for any relationship, occasion, or budget.	<b>2. Social Graph</b> Wishlists, friend connections, group gifts, birthday & anniversary reminders. Users come back every occasion rather than once a year.	<b>3. Marketplace</b> Curated SMB ecosystem — small batch makers and independent brands. A growing second distribution channel for partners.
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## WHY NOW

AI recommendation quality crossed a threshold in 2024–2025. For the first time, a recipient profile + a simple prompt produces **actually good** gift ideas at consumer-grade speed (<10 seconds) and cost (~\$0.003 per generation). The combination of mass-consumer AI comfort, affiliate commerce infrastructure, and the renewed cultural premium on meaningful gifts makes this the moment.

MARKET

<b>\$240B</b>	<b>\$180B</b>	<b>\$30B+</b>	<b>2.1x</b>
Global gifting market	Online/app serviceable	Corporate gifting segment	Gifting is growing vs retail avg

BUSINESS MODEL — TWO CLEAR LINES

<b>Consumer</b>	Free app · <b>Pro \$4.99/mo</b> (unlimited guides, saved profiles, smart reminders) · <b>Affiliate commission</b> on every purchase via Amazon Associates and Awin.
<b>Giftella for Teams</b> <i>Launching Q3 2026</i>	SaaS platform fee (\$99–\$799/mo based on team size) + <b>10% margin on every gift</b> companies send. Target: scale-ups and SMBs wanting to automate employee recognition — with AI personalisation no incumbent (Snappy, Goody, Sendoso) can match.

TRACTION

- Live on the Apple App Store and Google Play (iOS first launch early 2025)
- Solo-founder-built; Pro subscription revenue + affiliate commission already flowing
- Recipient Memory — the defensibility layer — already shipped on iOS
- Android v1.2 update shipping Q2 2026 to feature parity; Giftella for Teams (B2B) in design

*[Share current MAU / DAU / ARR numbers here when reaching out. Don't pitch without them if asked directly.]*

COMPETITIVE LANDSCAPE

	Snappy / Goody / Sendoso	Etsy / Amazon gift guides	Giftella
<b>AI-personalised to the person</b>	✗ Catalogue-based	✗ Curator-based	✓ Native
<b>Cross-platform (iOS+Android)</b>	✗ Web-first	✓	✓
<b>Recipient memory / learning</b>	✗	✗	✓ Core feature
<b>Consumer + B2B single stack</b>	B2B only	Consumer only	✓ Both
<b>Price point (per-gift / consumer)</b>	High	Variable	Free app · \$4.99 Pro

TEAM

**Samson Jiya** — Founder & CEO. Shipped both iOS and Android apps. Based in the United States.

**Mohamed Haidara** — Co-Founder. Partners on product, vision, and growth.

THE ASK

Giftella is raising a **[seed / pre-seed / partnership]** round to accelerate Android feature parity, launch Giftella for Teams, and expand partnership-driven distribution (retailers, affiliate networks, and HR/perks platforms). Seeking: **[fill in amount]** on a **[SAFE / priced]** instrument. Intros to strategic partners, angels with consumer-app experience, or corporate gifting buyers are equally welcome.

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