

# MARKETPLACE BUILDER HACKATHON

## DAY 1 : "BRAINSTORMING"

I've been thinking alot about how hard it is to find the perfect gift that feels personal. Even when you do the unwrapping is usually so basic. That's when i decided to launch a business where i will make these custom giftables. I want to make gifting easier and more personal.

A lot of people want to give special, thoughtful gifts but struggle with the presentation, or adding their personal touches like polka dots would make it thoughtful gift for their loved one.

I can see this idea growing beyond just birthdays and holidays into corporate gifting, themed gifts for all kind of occasions. There is definitely room to explore what people want when it comes to unique & memorable gifting.