

PRODUCT REQUIREMENTS FOR LIXI.GLOBAL

EXECUTIVE SUMMARY

Lixi is a Vietnamese word for small gift of money

Gift giving has always been the cultural milieu of the Asian communities in America. Birthdays, Autumn Festival, First Day of school, Valentine's Day, Mother's Day and Lunar New Year are some of the occasions which gift giving from the elders to the younger generation is expected. Yet in this global economy, the simple act of giving \$25.00 gift to someone overseas is next to impossible.

Lixi.global aims to solve this problem. We start with Vietnamese Americans, who annually sent back 8 to 10 billion US dollars to Vietnam. The extensive network of relatives and friends who are left behind in Vietnam is Lixi.global's ideal customers.

METHODOLOGY AND PROCESS FLOW

Ecommerce is ever growing and present in all Asian economies. Here is how Lixi.global intends to use the overseas ecommerce platform to solve the gift giving problems.

1. Customer needs to open an account with Lixi.global
2. After login in, customer can state the amount they want to purchase the gift and the contact info of the recipient which includes name, email and mobile phonenumber.
3. Lixi.global partners with Vatgia.com, a leading Vietnamese ecommerce platform in Vietnam. When customer wants to give a gift, a selection of different gift category is presented to the giver. After the amount of money is input and the category is selected, the gift for the given amount is pulled from Vatgia inventory to present on Lixi.global
4. A summary of the cost of the gift is presented to the giver. The purchase can pay by credit card, debit card or by personal checking account. Lixi.global will charge the credit for the listed purchase price, processing fee and lixi.global.com fee of \$1.00.
5. After the transaction is authorized, Lixi.global will send an email to the receiver to notify of the gift on Vatgie.vn website.
6. Lixi.global is also connected to Vatgia customer account's back end. This will help the system to identify whether the receiver is a member of Vatgia or not.
If the receiver is a member based on the email and mobile phone number provided by the sender, information regarding the gift is posted in the account.
If the receiver is not a member of the account, the receiver is requested to open an account with Vatgia. After the account is created, information about the gift is in the receiver account.

7. After reviewing the gift, the receiver can either accept the gift as is or choose to receive cash.
8. There will be a timeline indicating the flow of money from the US coming to Vatgia.vn account. In actuality, after a transaction is authorized from the sender account, the money won't hit Lixi.global account until the next day. Once the money is received by Lixi.global, the equivalent amount in VND will be deposited in Vatgia.com account in Vietnam

KEY ELEMENTS

1. Vatgia.com looks at the price range and the category of the gift to send back 5 items to be listed by Lixi.global. Customer can request for more, but it is limited to 2 additional requests.
2. Categories are:
Jewelry, Cosmetics/Makeup, Perfume, Chocolate/Candies, Clothes, Toys, Baby Stuffs, Phone Accessories
3. By sending Name, email and mobile phone number, Vatgia.com should be able to confirm that the receiver has an account with Vatgia.com
4. If the receiver doesn't have an account, we notify the receiver to set up an account, but then how do we know that the receiver has set up an account???
5. How does Lixi.global link with Vatgia.com after the receiver selects gift or cash?
6. How does Lixi.global know that Vatgia.com has sent the money to the receiver account.