

From: Sift <3



Sift

family meals

	Meals	Chicken Only
6 Pcs.	12.99	9.99
1 Large Sides & 3 Biscuits		
8 Pcs.	18.49	12.49
2 Large Sides & 4 Biscuits		
12 Pcs.	25.29	17.49
3 Large Sides & 6 Biscuits		
16 Pcs.	32.99	21.99
4 Large Sides & 8 Biscuits		

3 signature recipes
Original Recipe® Kentucky Grilled Extra Crispy®

10 pc. meal \$18.00
• 10 pcs. chicken
• 2 large sides
• 4 biscuits

HOT WINGS 50¢ EACH

10 pc. meal \$18.00
• 10 pcs. chicken
• 2 large sides
• 4 biscuits

classic meals
Includes 2 ind. sides & biscuit

1 Piece Dark 4.49 White 5.49 **2 Pieces** Dark 5.39 White 5.99 **3 Pieces** Dark 6.29 White 7.49 **4 Pieces** Dark 7.19 Mixed 7.69

sandwich combos

1 Doublicious 5.29 **2 KFC Snackers** 4.29 **3 Colonel's Original** 4.79

Includes ind. side & med. drink

boneless combos

4 3 Pc. Extra Crispy® Strips 5.29 add a strip 1.00 **5 Lg. Popcorn Chicken** 6.79 **6 KFC Famous Bowls®** 5.49 Includes med. drink only

snack attack!

KFC Snacker 1.29
2 Biscuits 1.29

add a mega jug only 2.49

homestyle sides

	Individual	Large
Mashed Potatoes	1.69	3.29
Cole Slaw		
Green Beans		
Macaroni & Cheese		
Potato Wedges		
Biscuits	2 for 1.29	4 for 2.39
	8 for 4.39	

drinks

	Medium	Large
Pepsi	1.69	1.89
Dr. Pepper		
LEMON		
Sprite		
Mist		
Aquafina	1.89	

sweet treats

	Chocolate Chip Cake	Little Bucket® Parfaits
Chocolate or Strawberry	3.49	1.69
Pie Slice OREO or REESE'S	1.99	

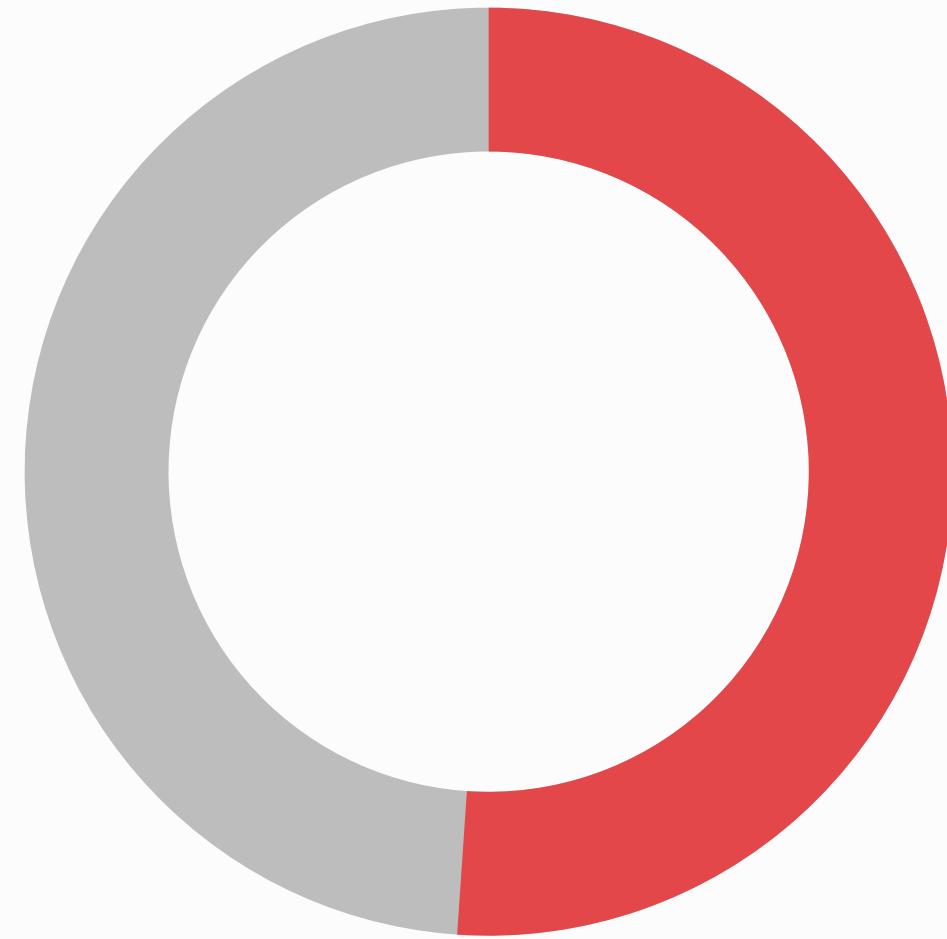
kid's meal 3.79

- Drumstick, Popcorn Chicken or 2 Extra Crispy® Strips
- Individual Side
- String Cheese
- Small Drink

hot wings™

	5 Pcs.	5 Pc. Combo	10 Pcs.	20 Pcs.
Individual Popcorn Chicken	3.59	5.29	6.89	12.19

Problem Space



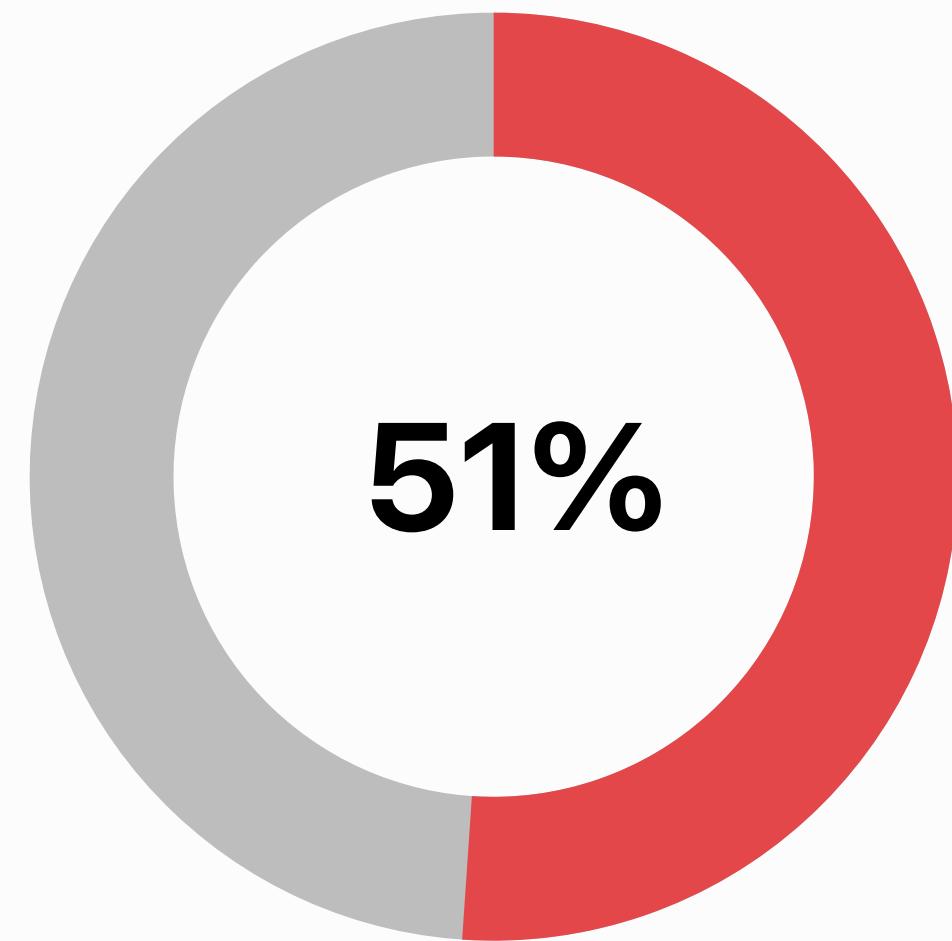
Tend to wait last minute to do
their holiday shopping

Struggle to find the perfect gift
- especially during holidays

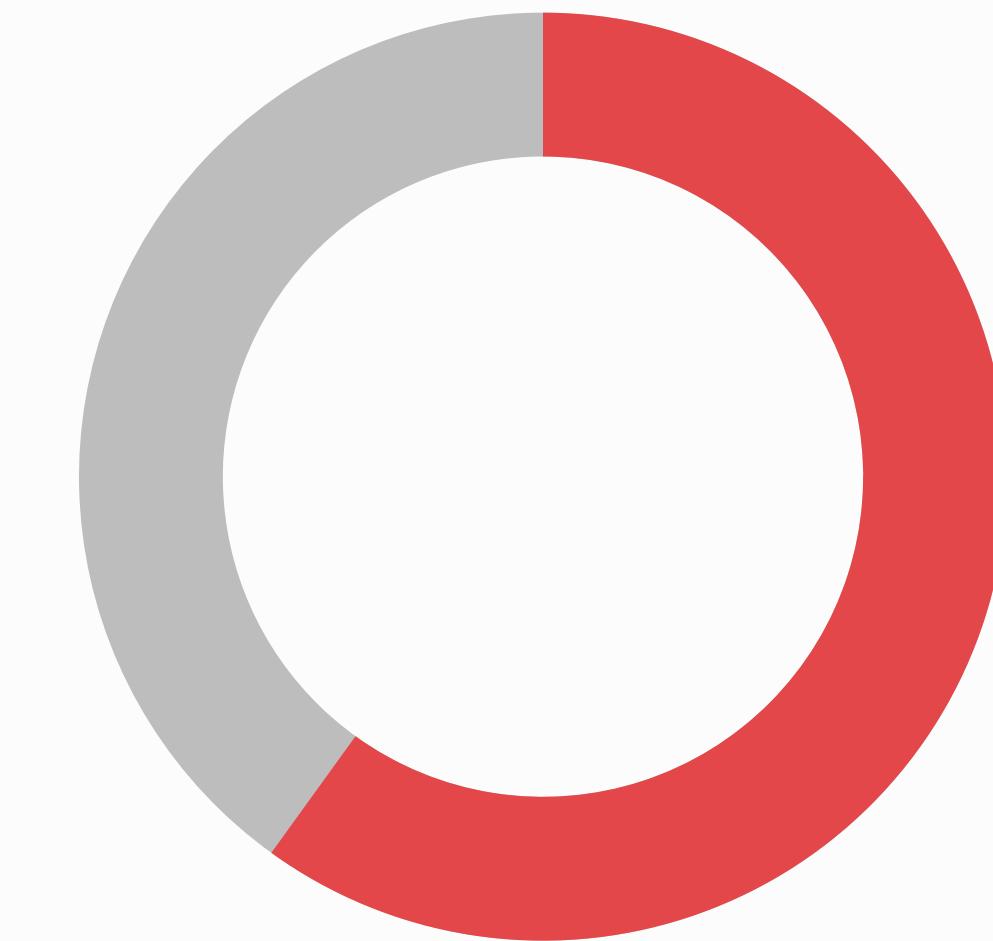


Feel like they're bad at giving
gifts

Problem Space



Tend to wait last minute to do
their holiday shopping

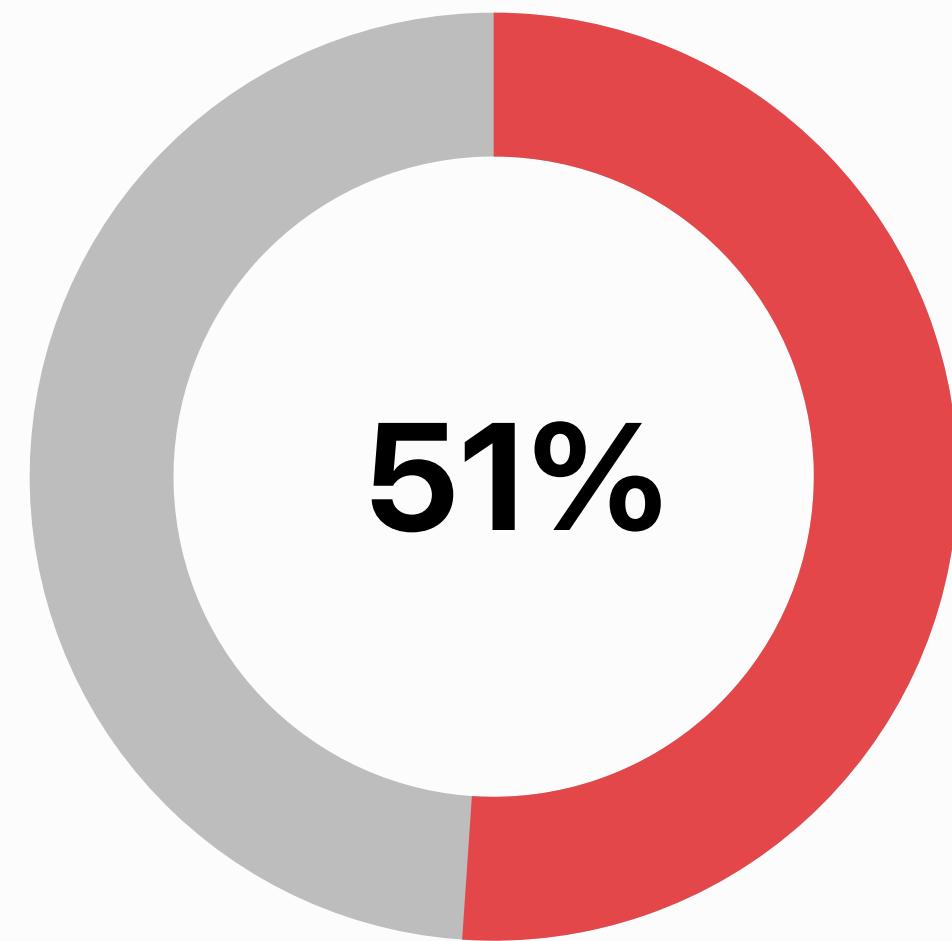


Struggle to find the perfect gift
- especially during holidays

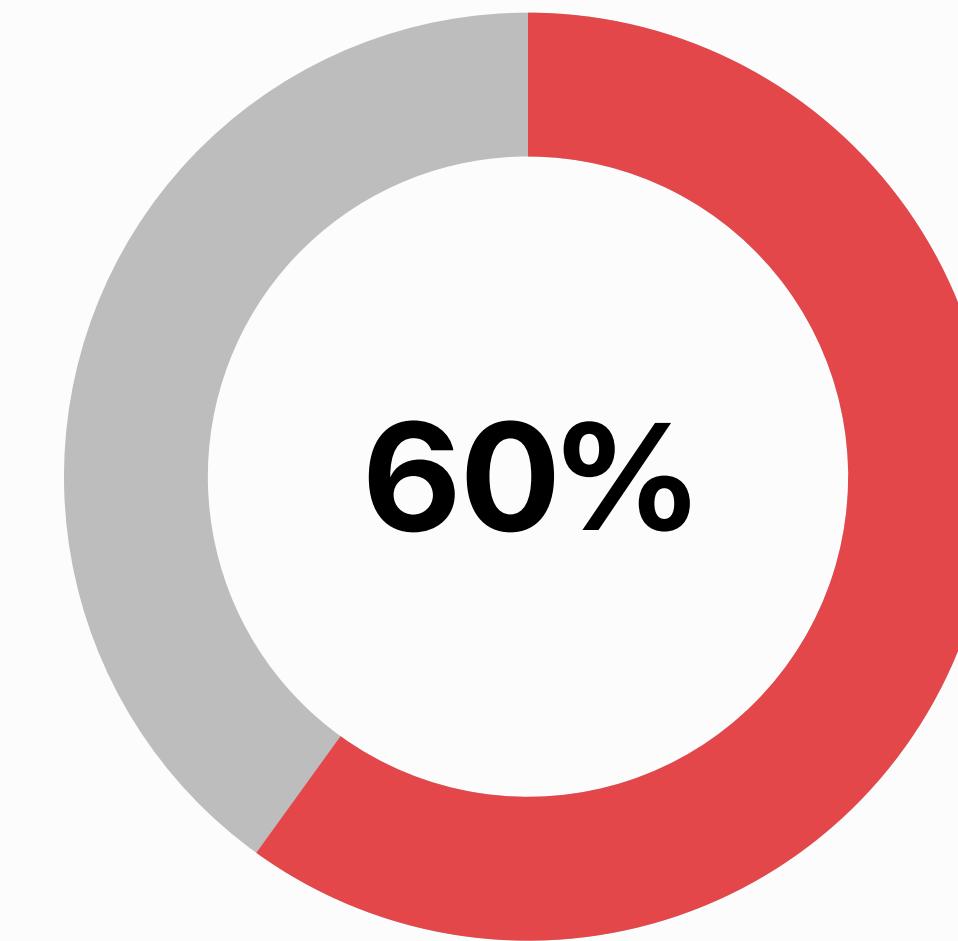


Feel like they're bad at giving
gifts

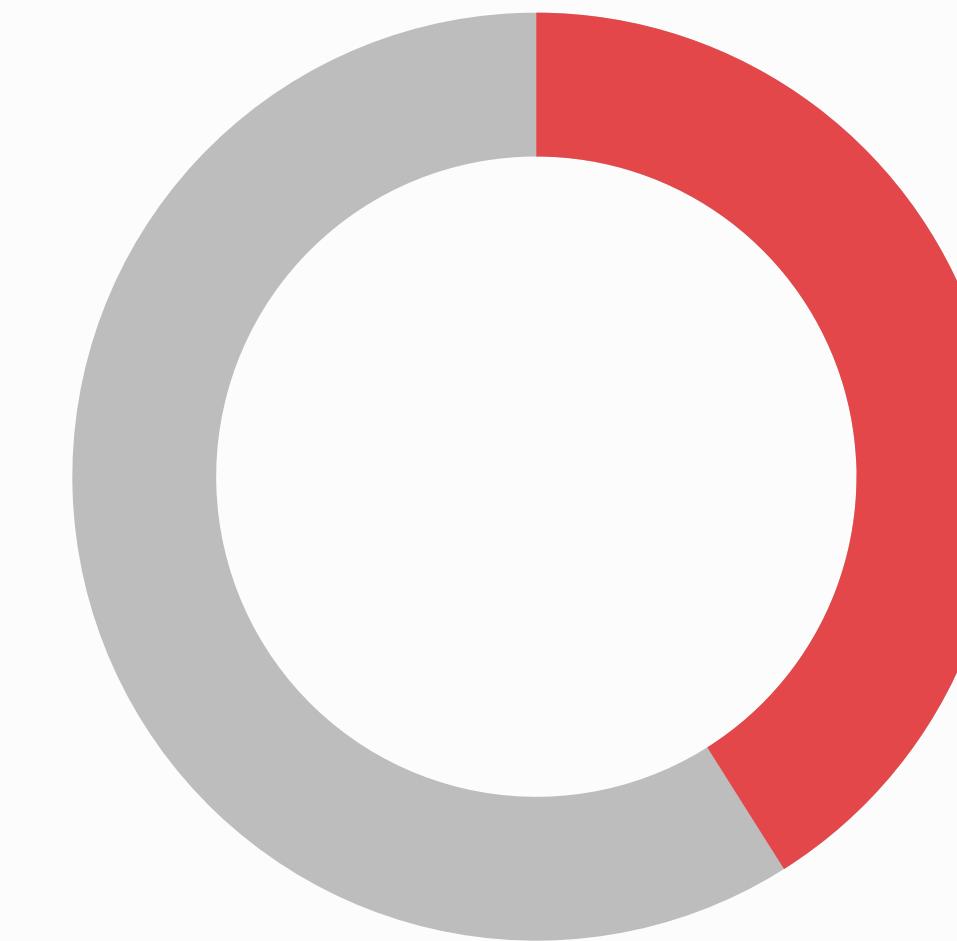
Problem Space



Tend to wait last minute to do
their holiday shopping

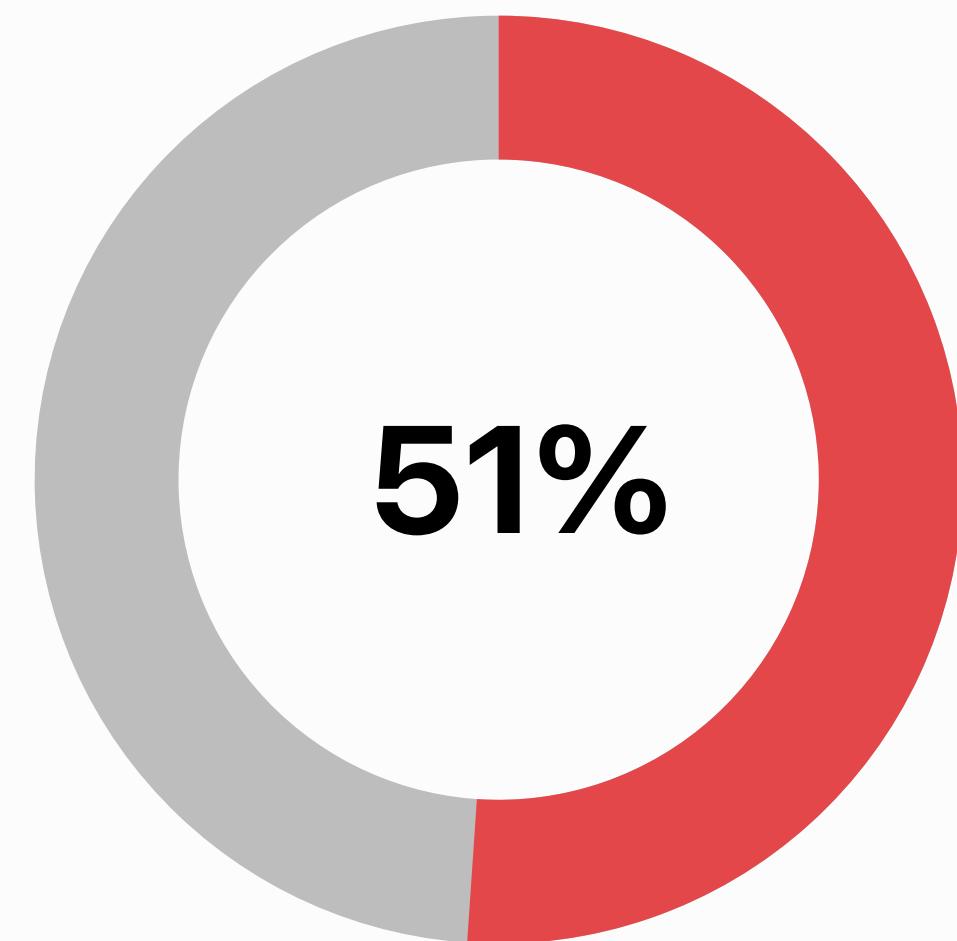


Struggle to find the perfect gift
- especially during holidays

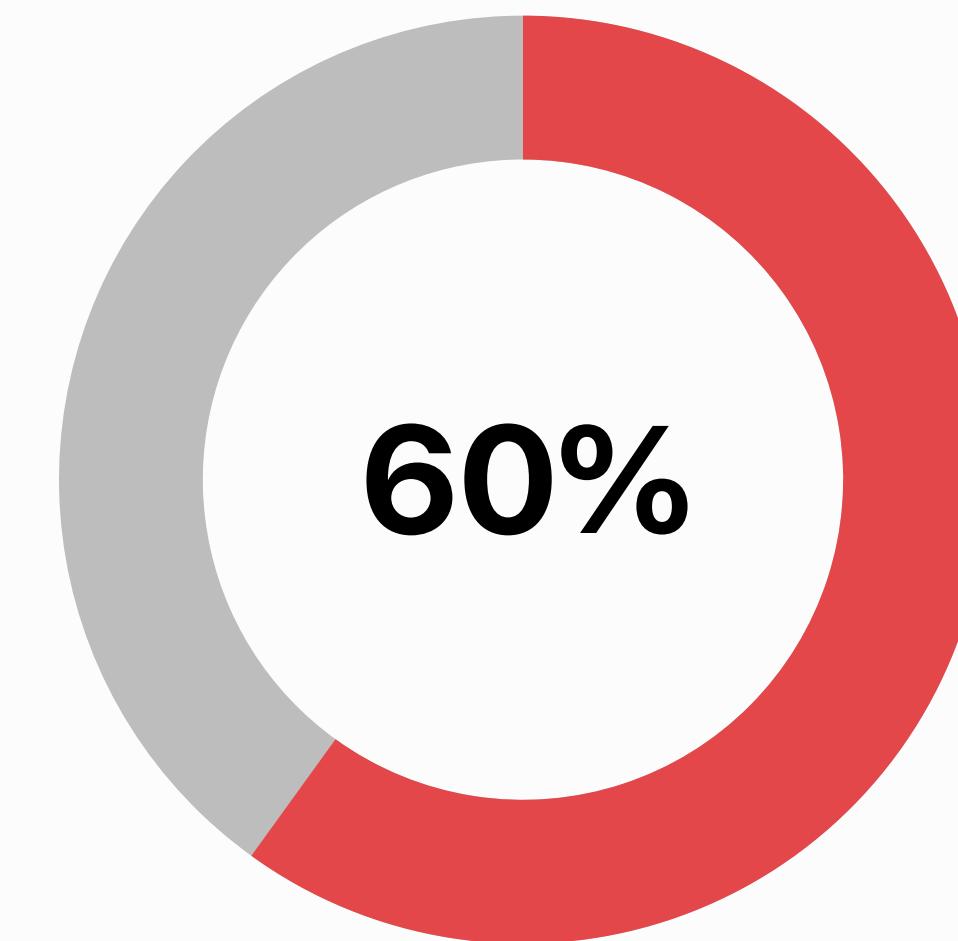


Feel like they're bad at giving
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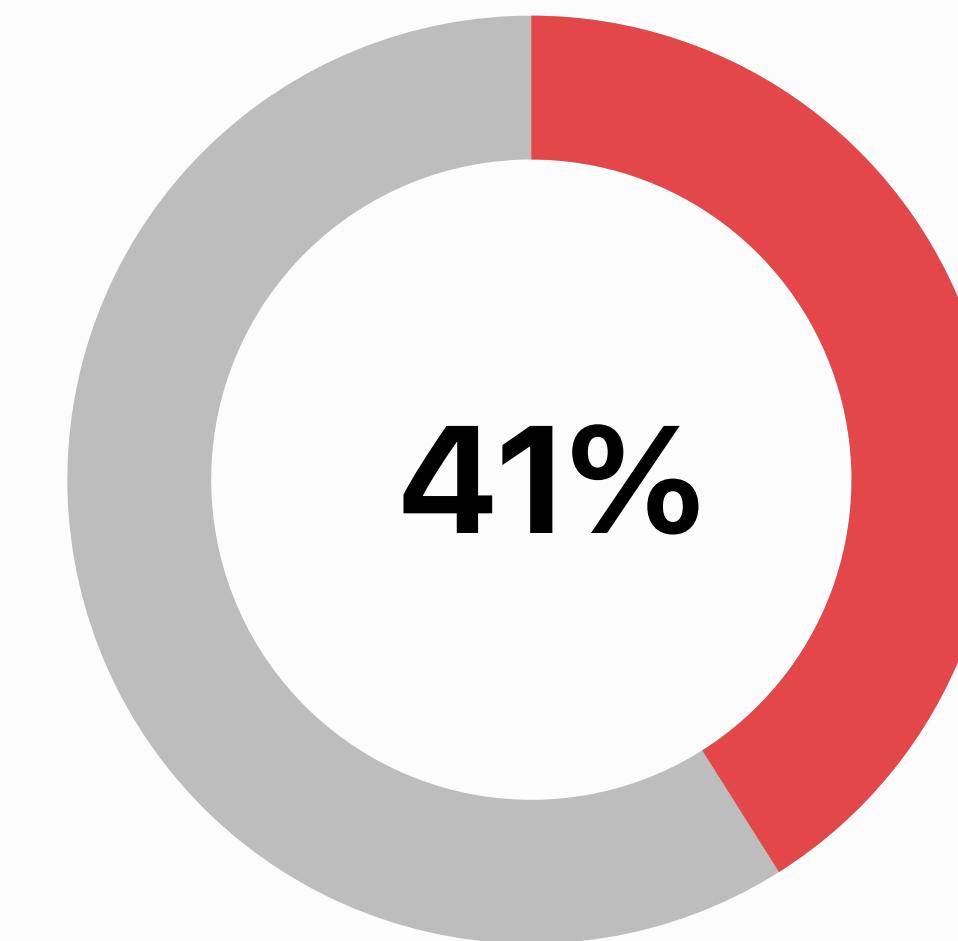
Problem Space



Tend to wait last minute to do
their holiday shopping



Struggle to find the perfect gift
- especially during holidays



Feel like they're bad at giving
gifts

Problem Validation

Average gift buying
confidence
(Out of 10)

Frequency of similar
experiences per year

Believe that gift-giving is
a problem space

Problem Validation

5.35

Average gift buying
confidence
(Out of 10)

Frequency of similar
experiences per year

Believe that gift-giving is
a problem space

Problem Validation

5.35

Average gift buying
confidence
(Out of 10)

6.4

Frequency of similar
experiences per year

Believe that gift-giving is
a problem space

Problem Validation

5.35

Average gift buying
confidence
(Out of 10)

6.4

Frequency of similar
experiences per year

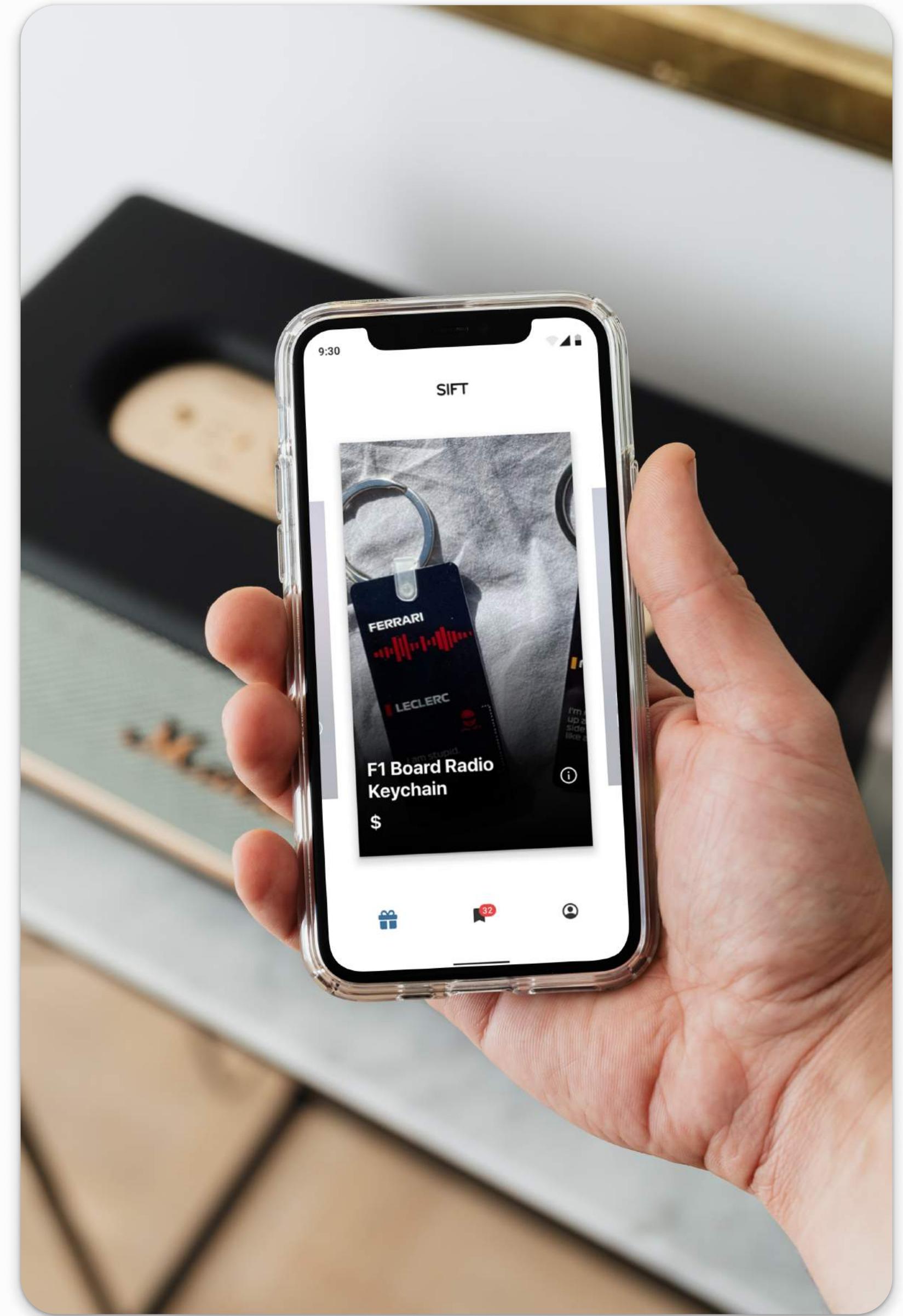
69%

Believe that gift-giving is
a problem space

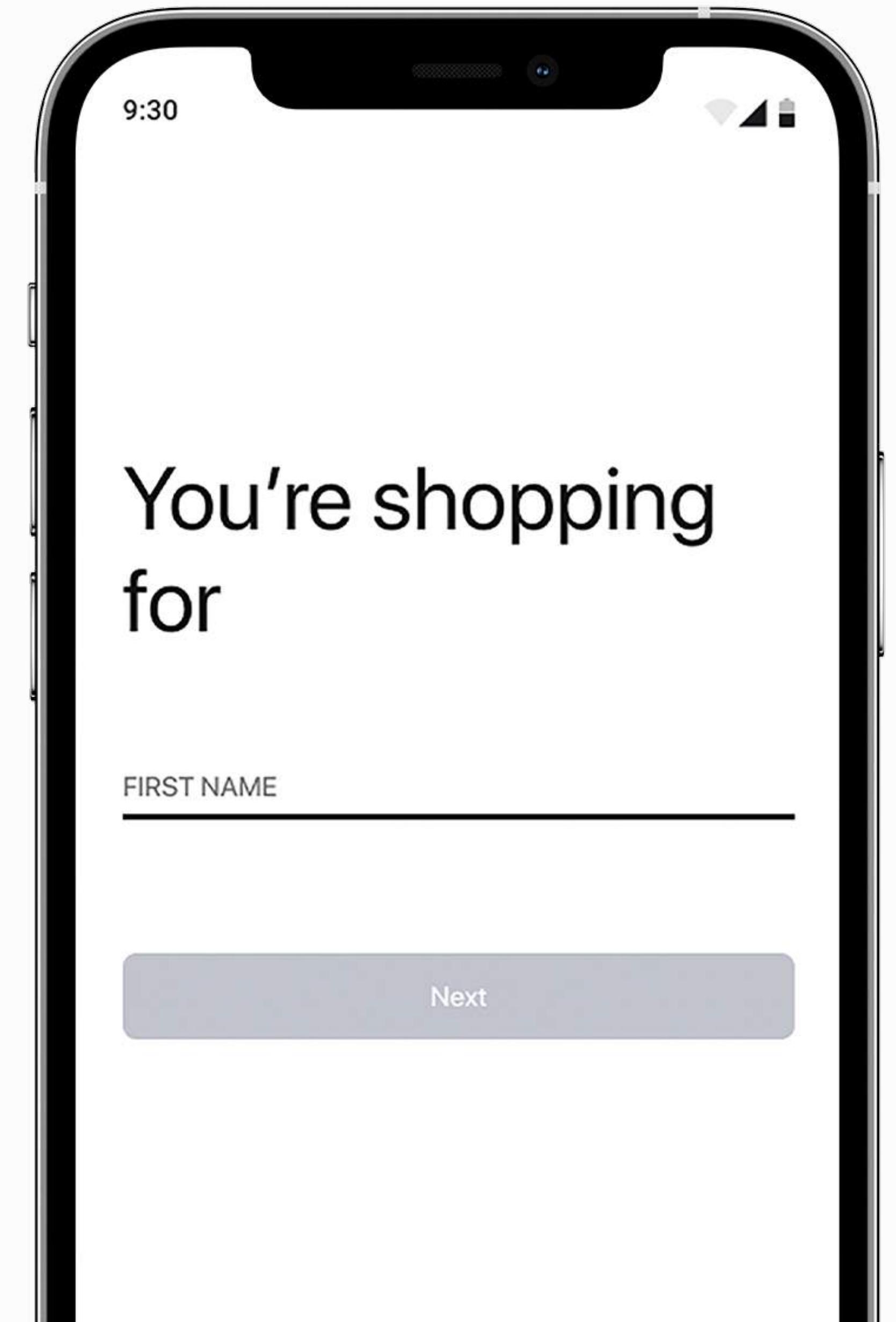
As an individual faces an overwhelming abundance of gift options, there is no structured gift-selection guide
which increases time consumption and inefficiency.



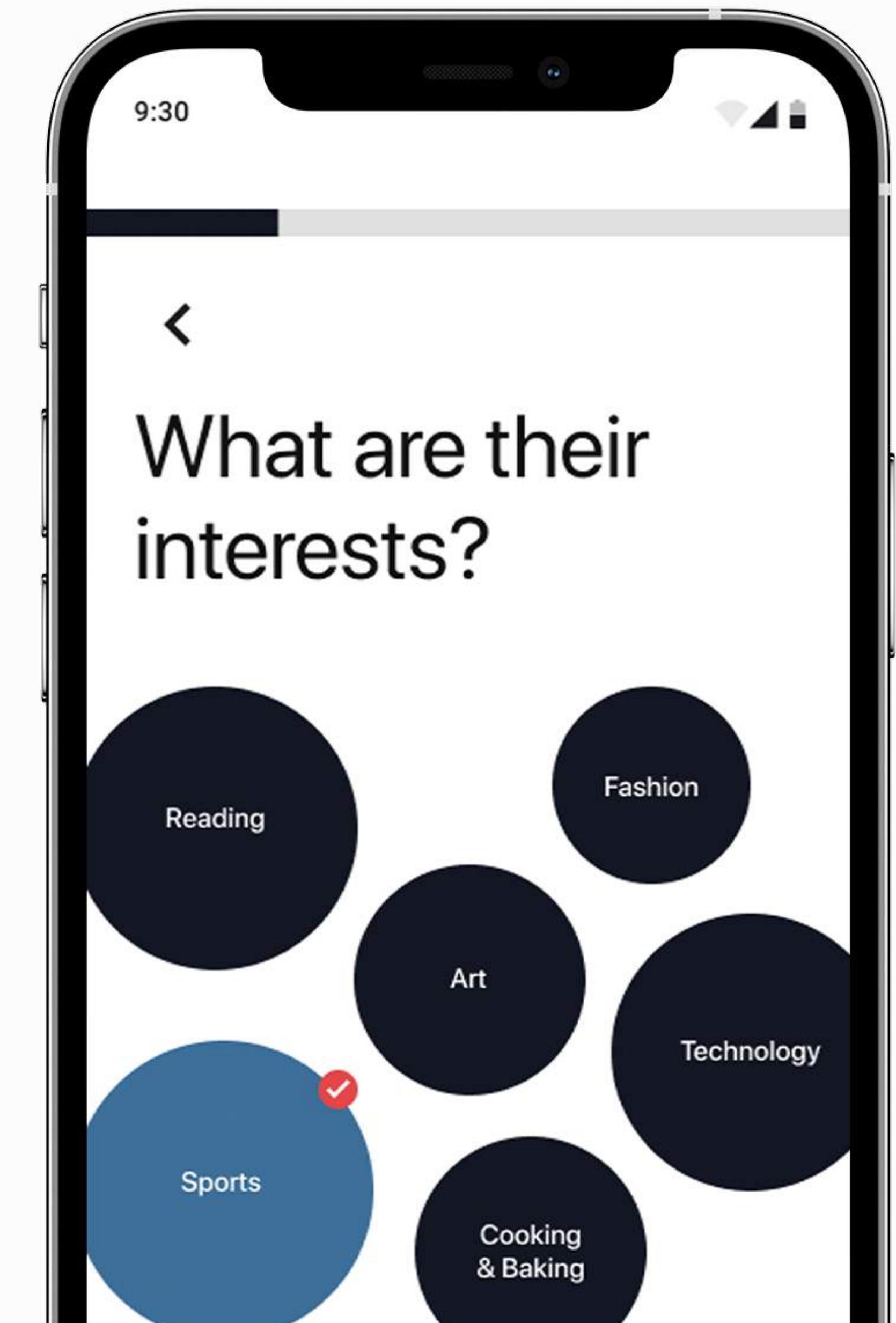
**Choose the gift you really
want, stress-free**



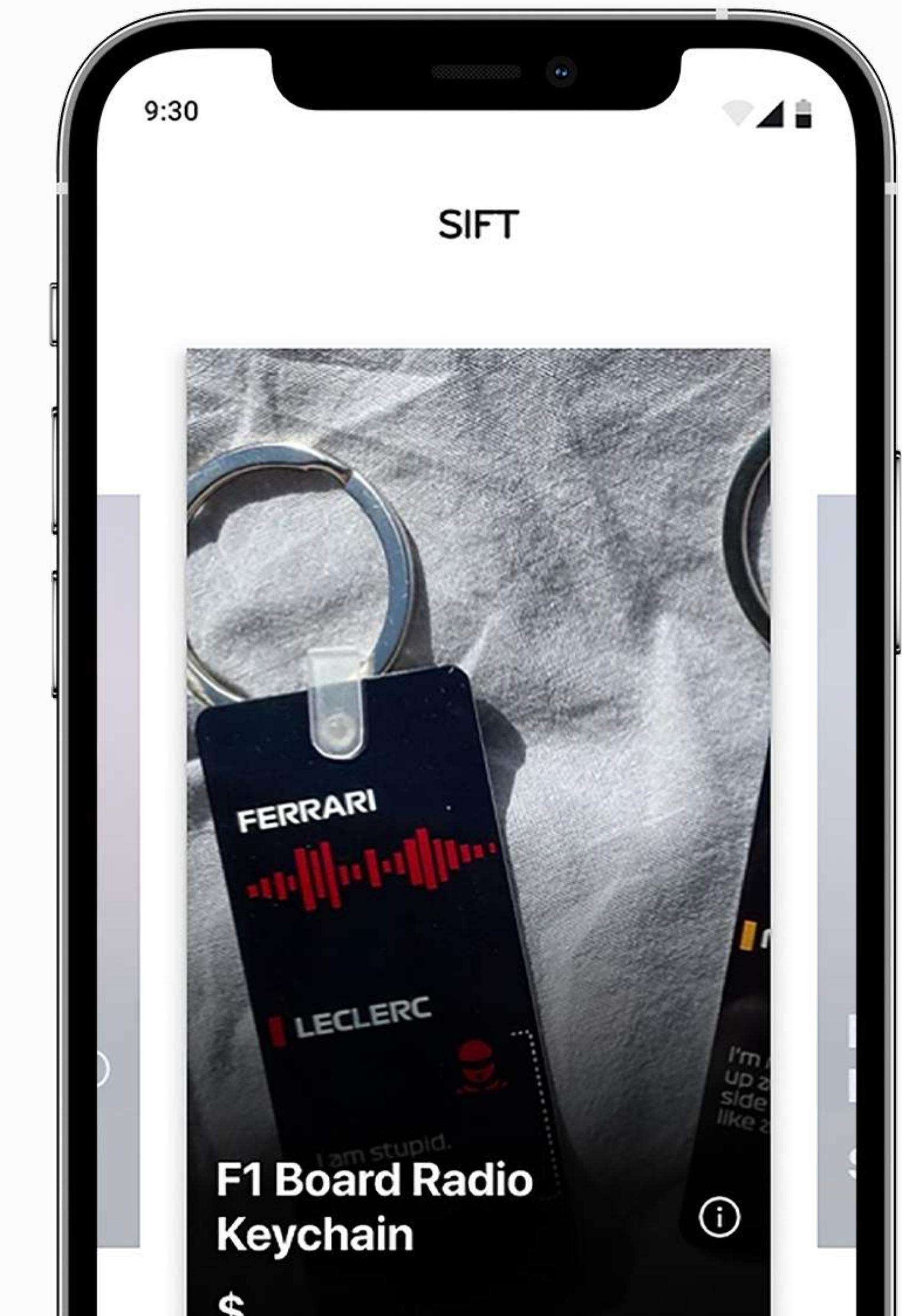
Gift Idea Generation Algorithm



Filtering off Consumer Preferences



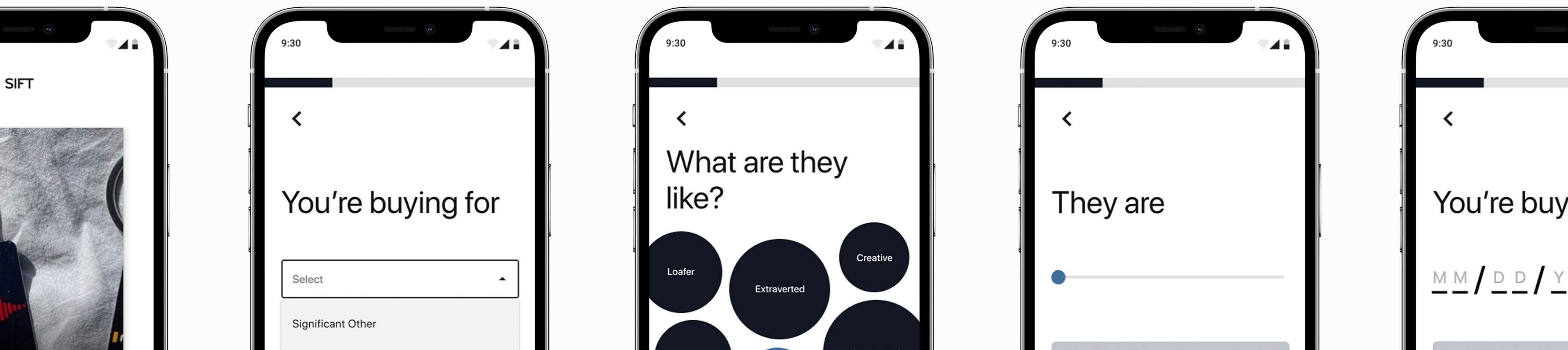
**Personalized
Gift Ideas.
One at a time.**

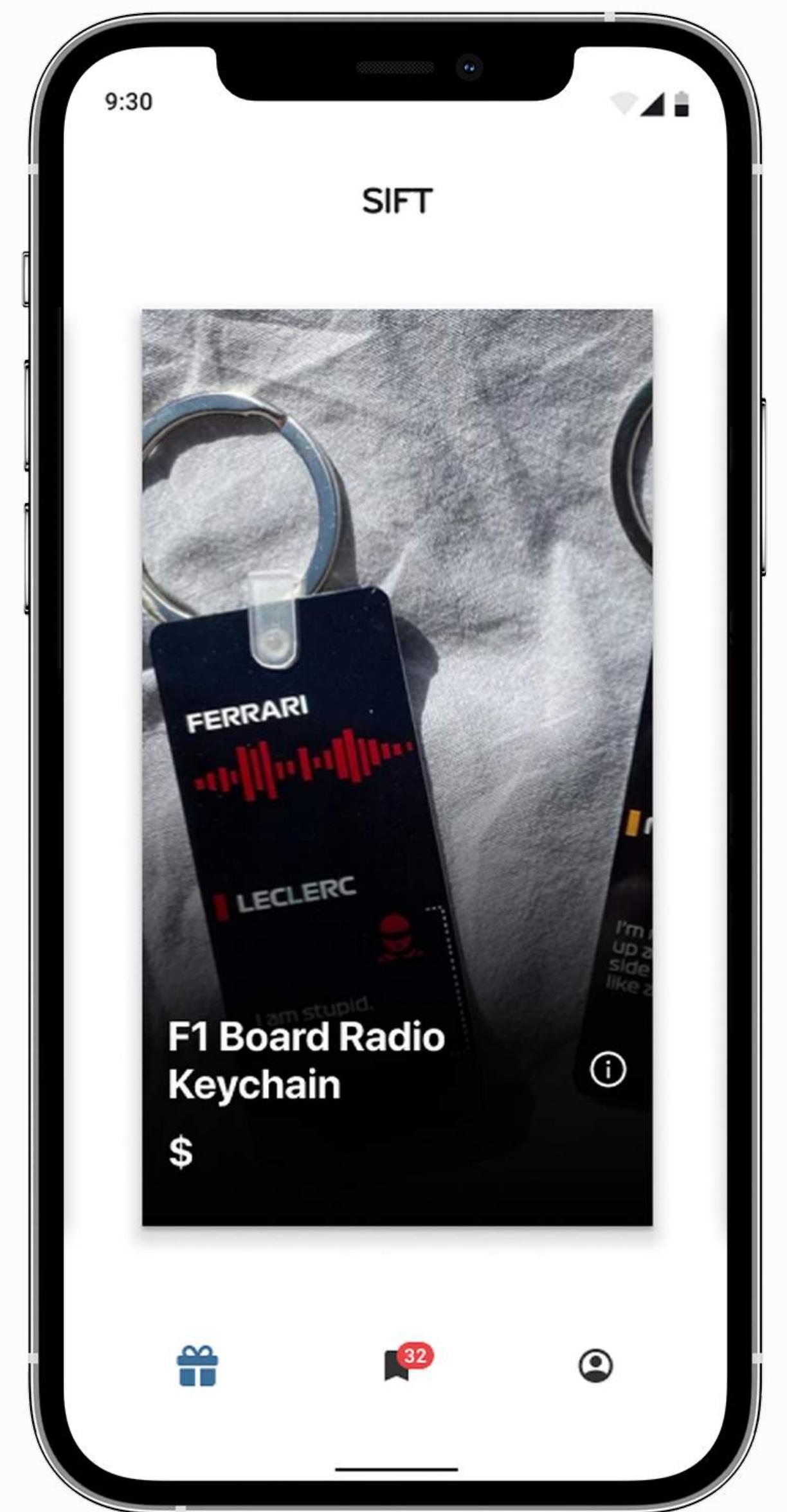


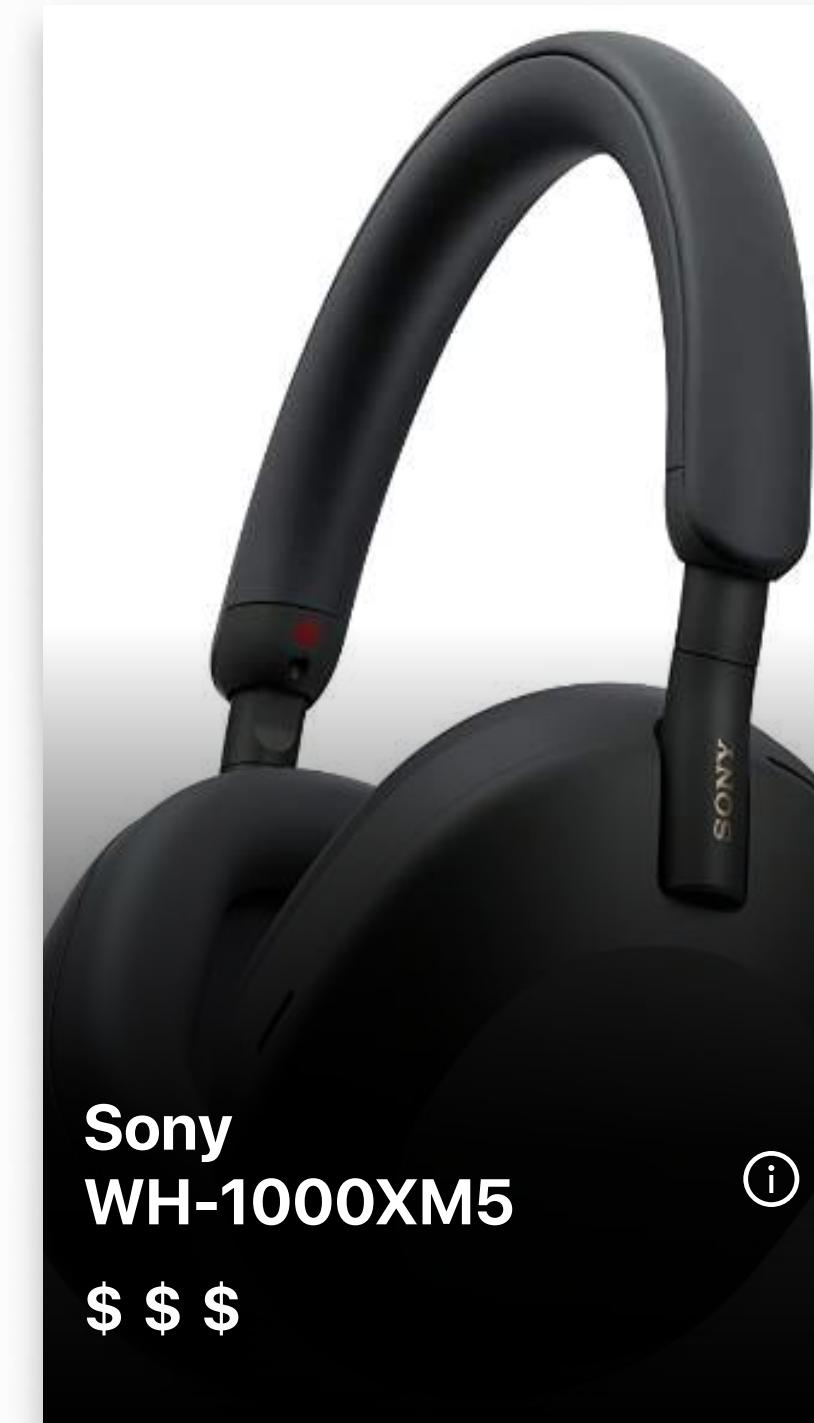
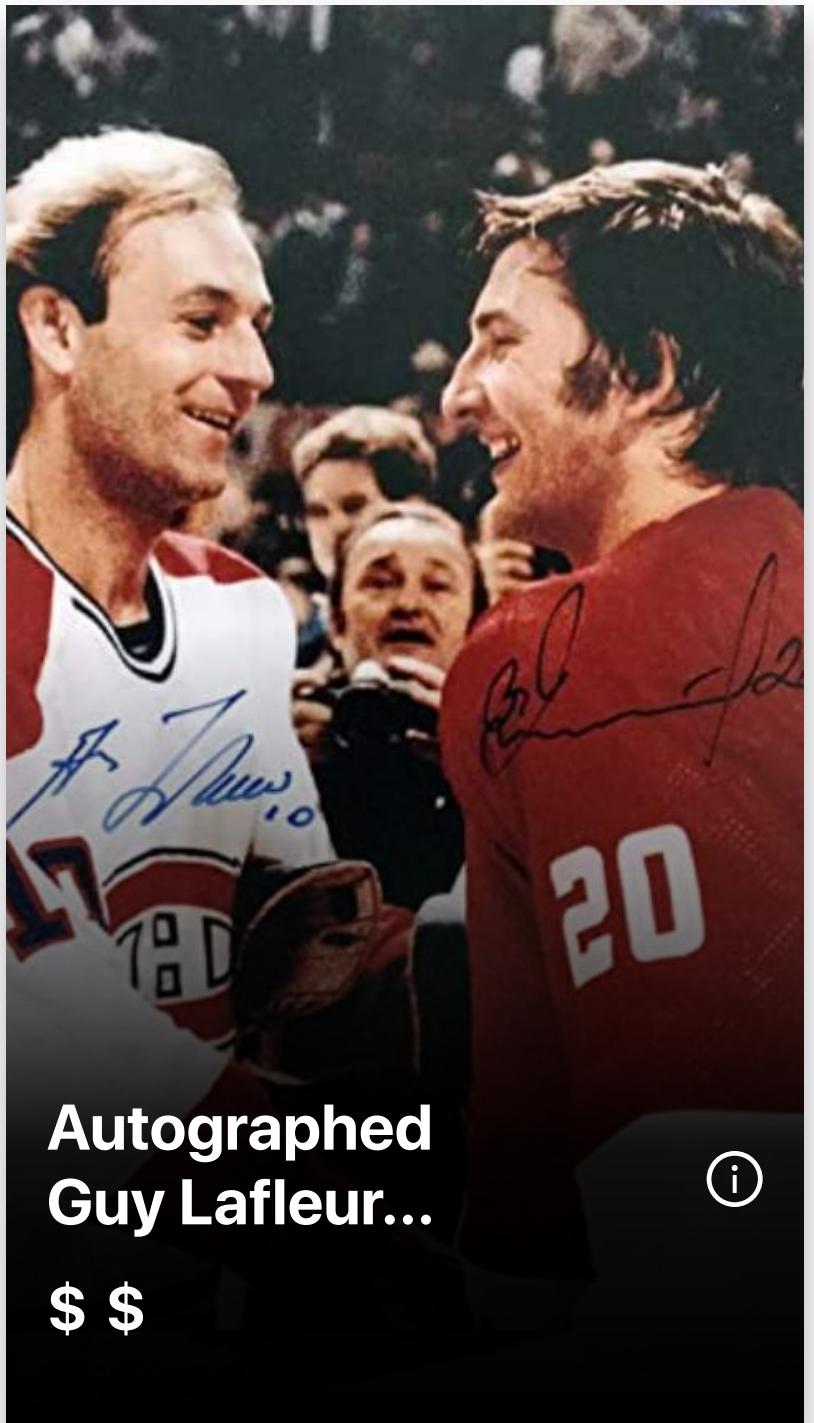
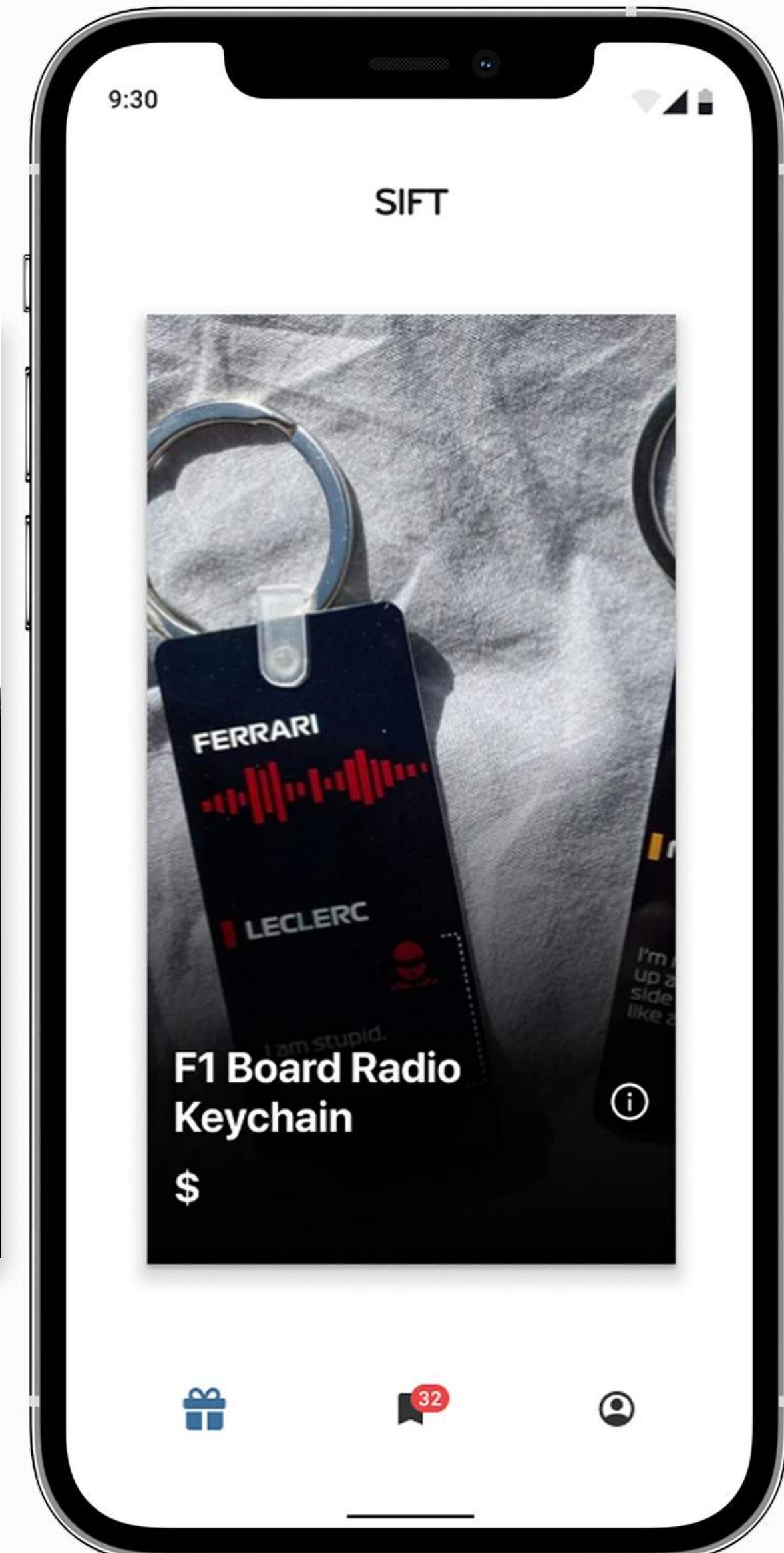
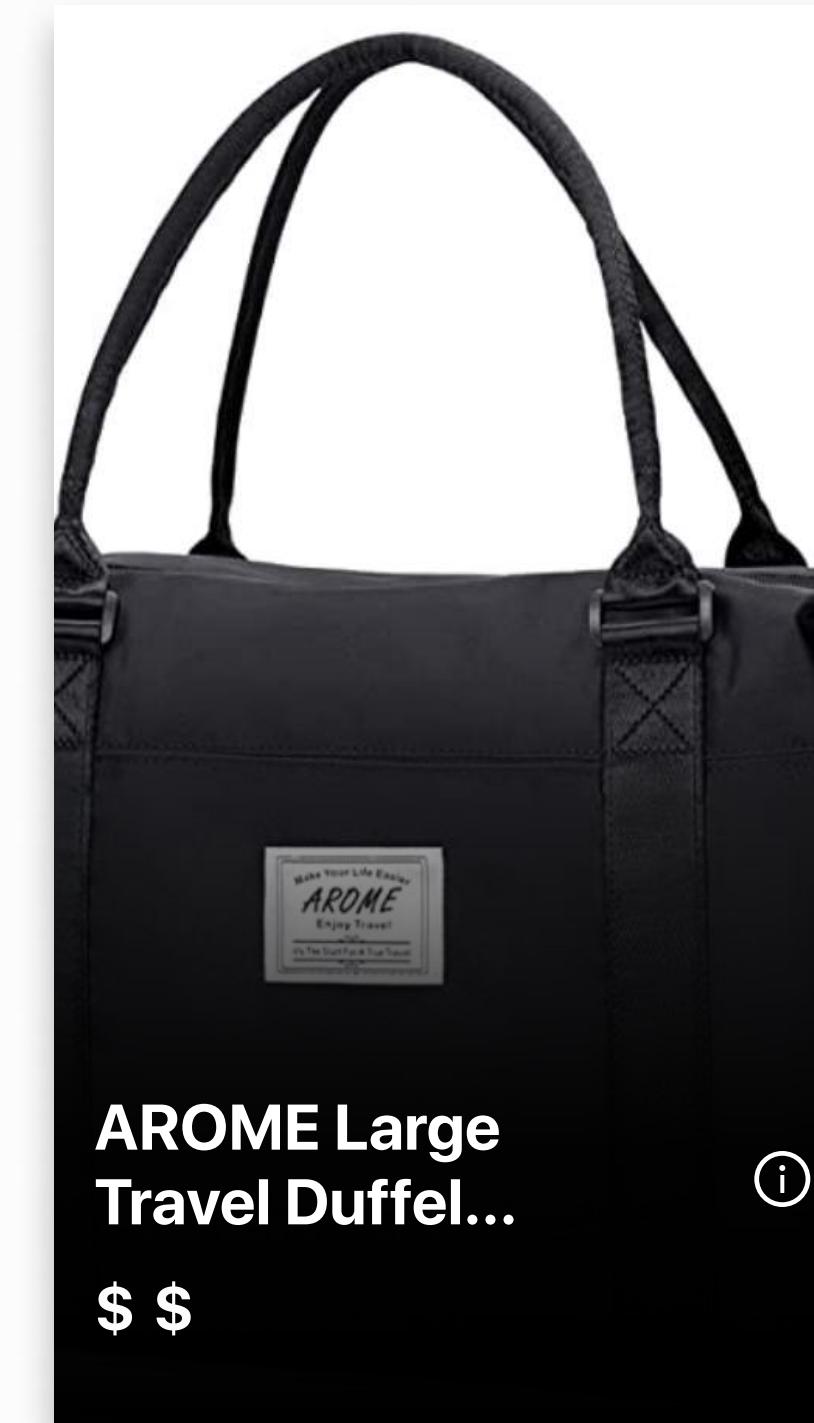
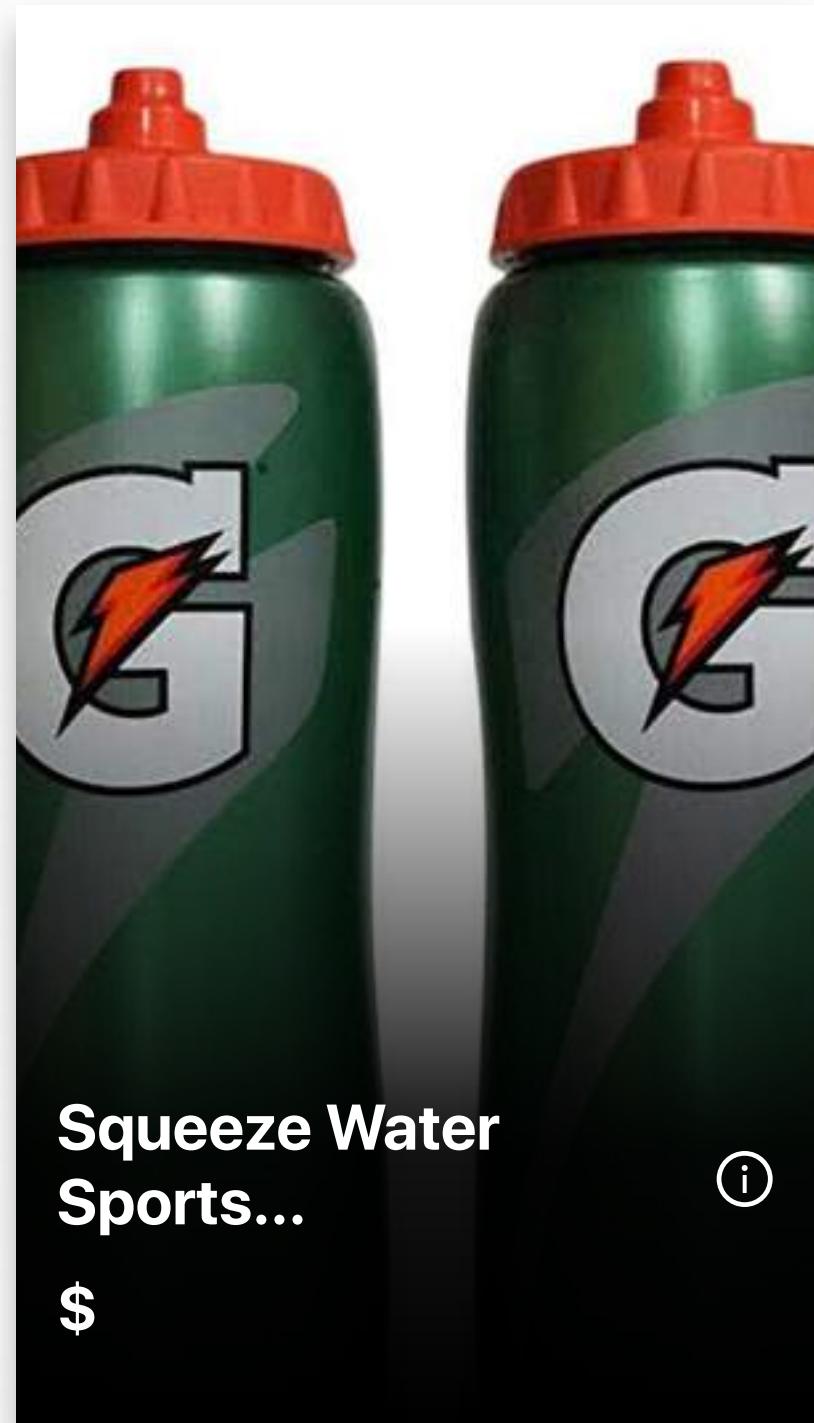
Systematic Filters

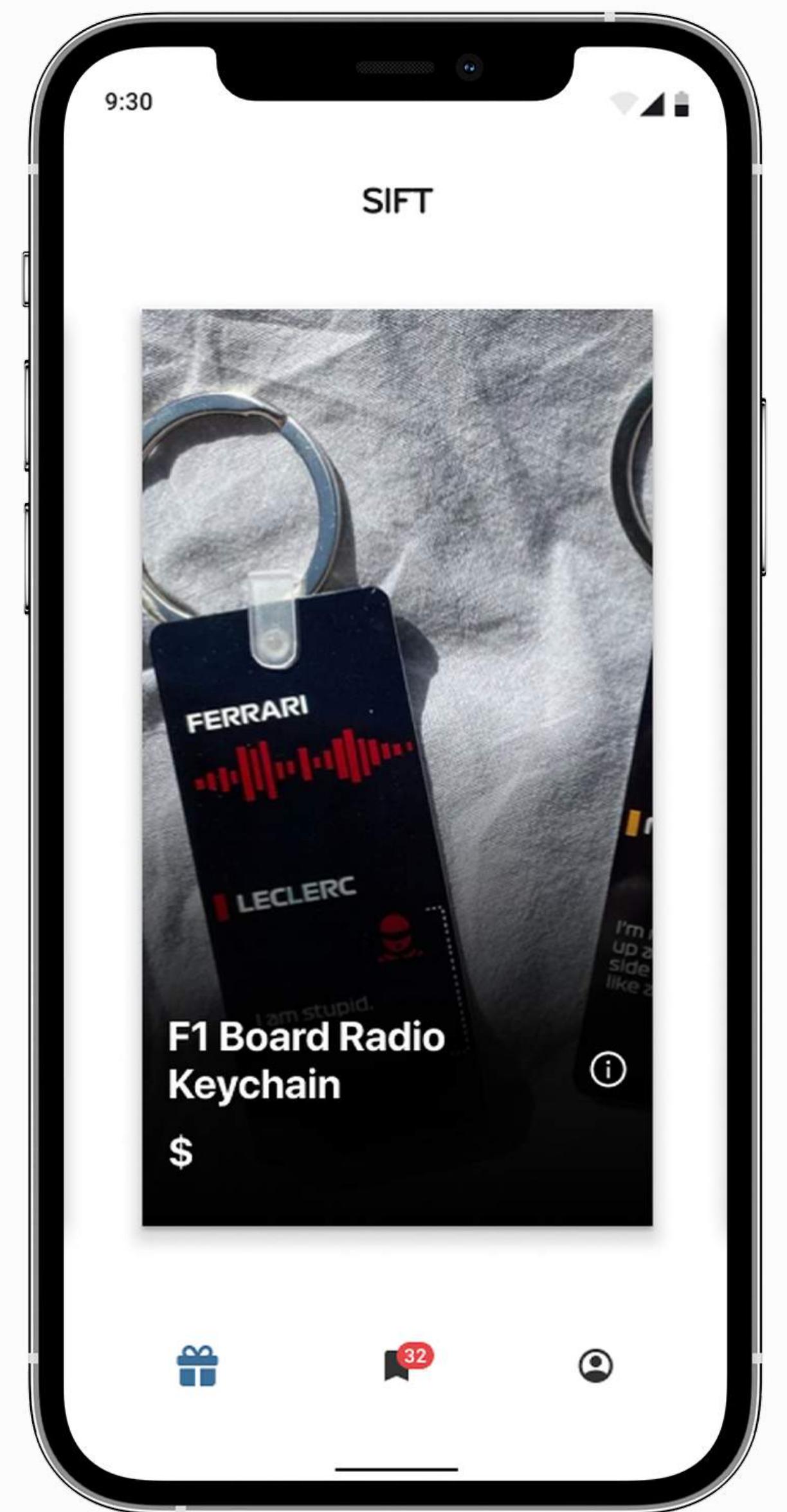


Systematic Filters

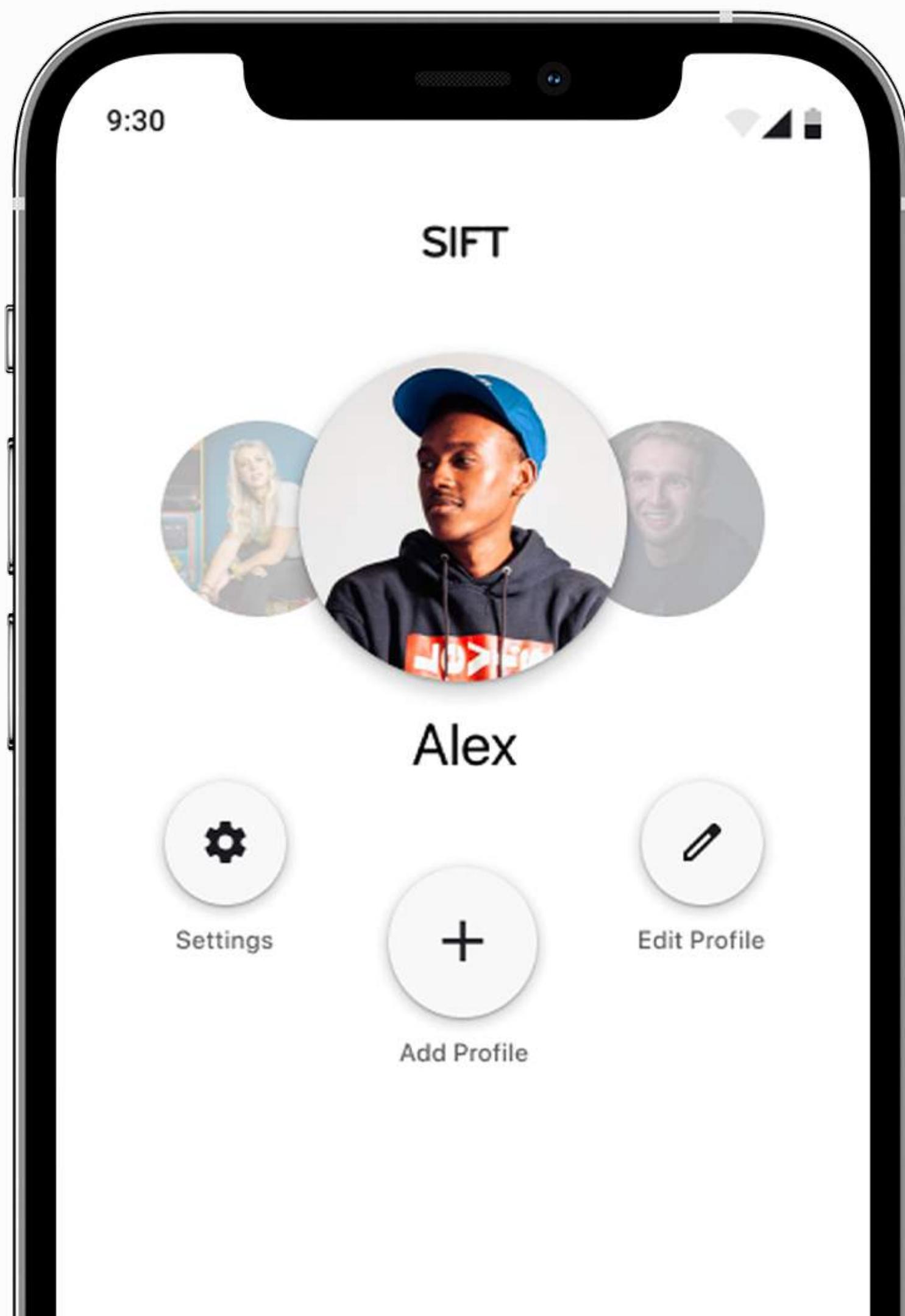




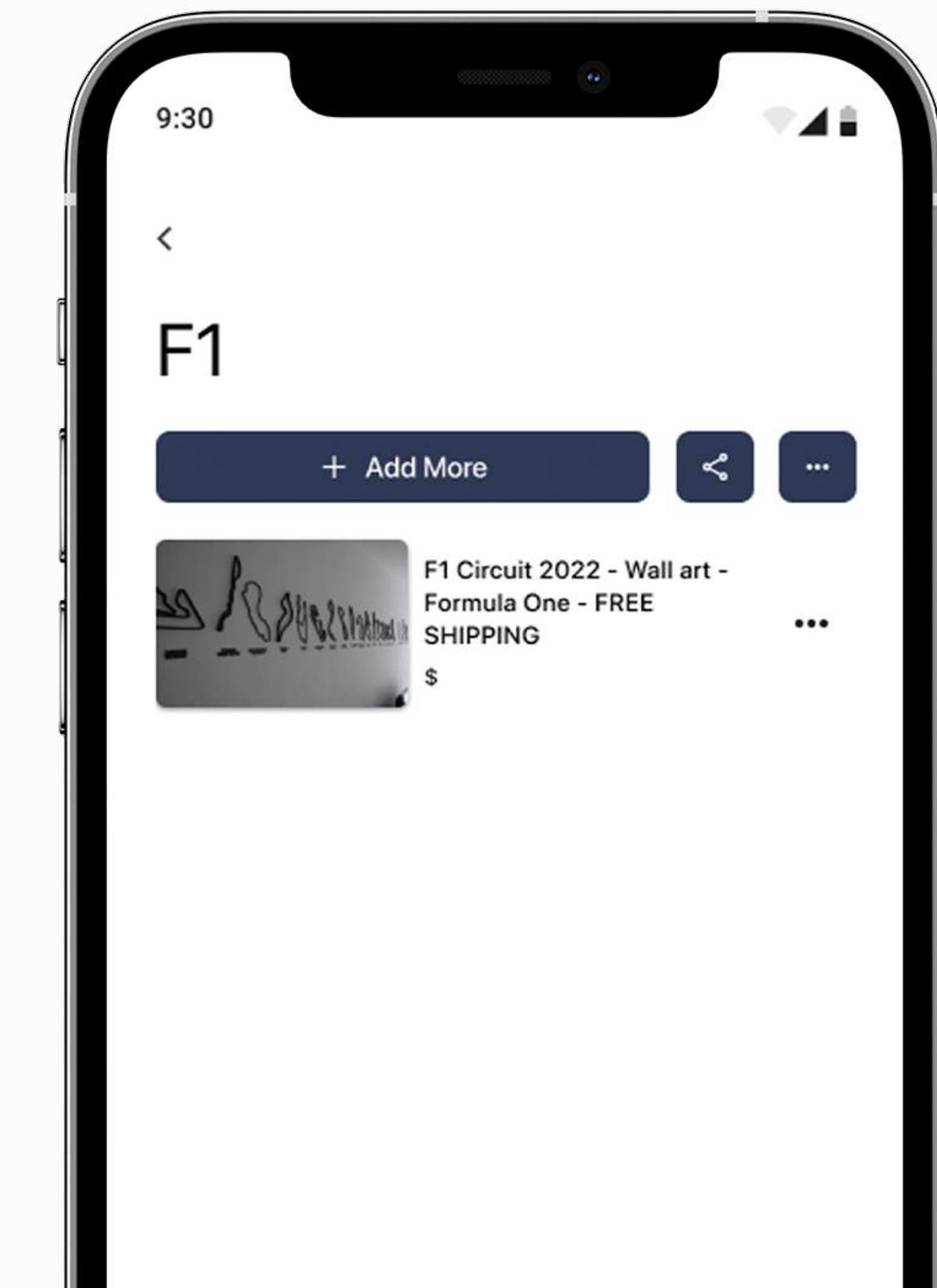




Multiple Profiles



Collections



Introducing

Alex Lian

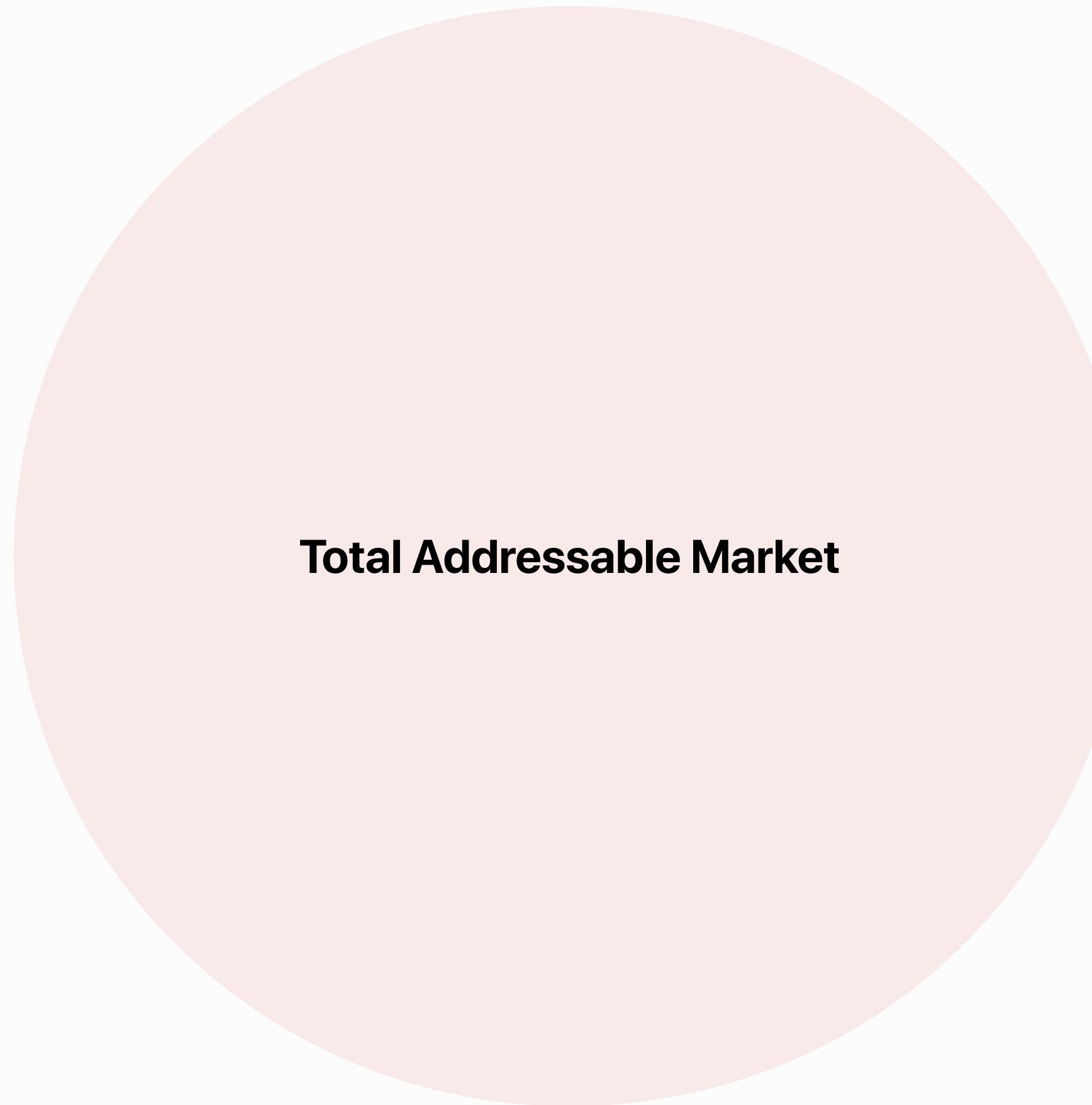
UI/UX







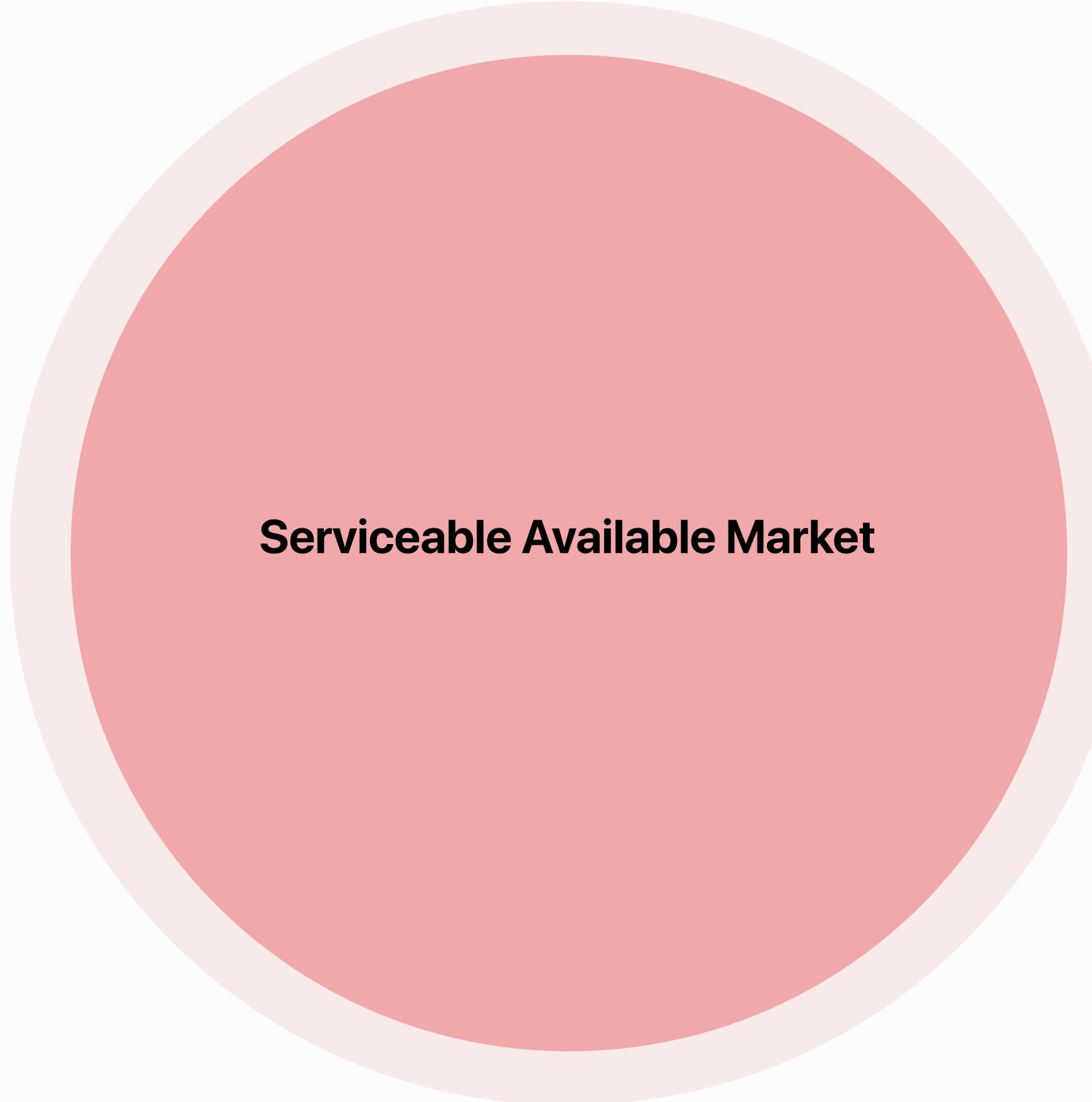
Market Analysis



Total Addressable Market

Global Online Gift Purchasing Users:
2.14 billion shoppers

Market Analysis



Canadian Online Gift Purchasing Users: 27 million

- Millennials: 7.56 million (28%)
- Gen X: 6.75 million (25%)

Market Analysis



Canadian University Online Gift Purchasing Users

- Students: 1.12 million

Initial Target Market



**Canadian High School
&
University Students**

6.8M

Students across Canada

1.35M

Online Gen-Z Shoppers

High Option Variety

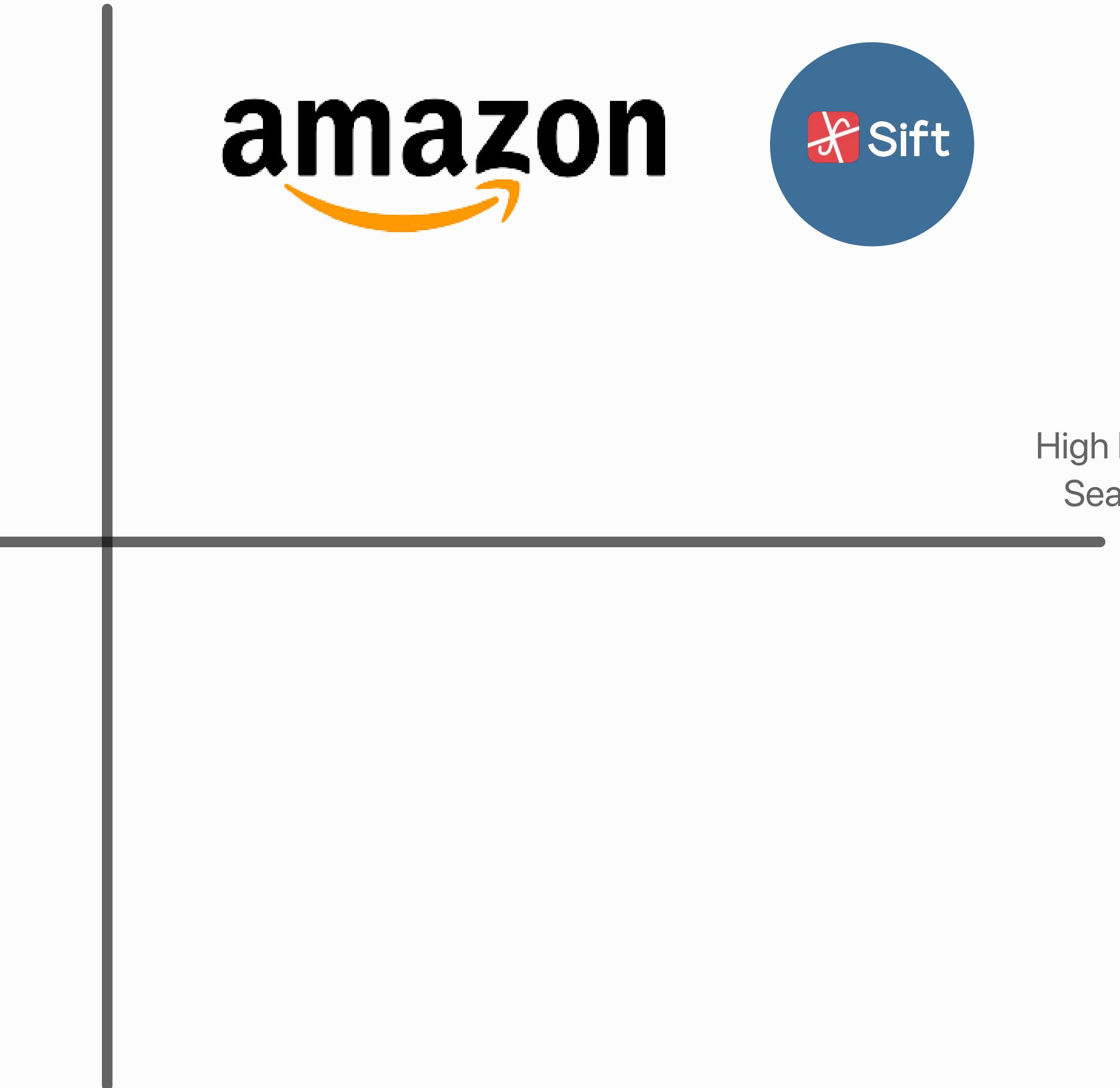
Low Personalized
Search Engine

High Personalized
Search Engine

Low Option Variety

Low Personalized
Search Engine

High Option Variety



Low Option Variety



gifty





High



Medium



gifty





High



Medium



Low



Low



Low

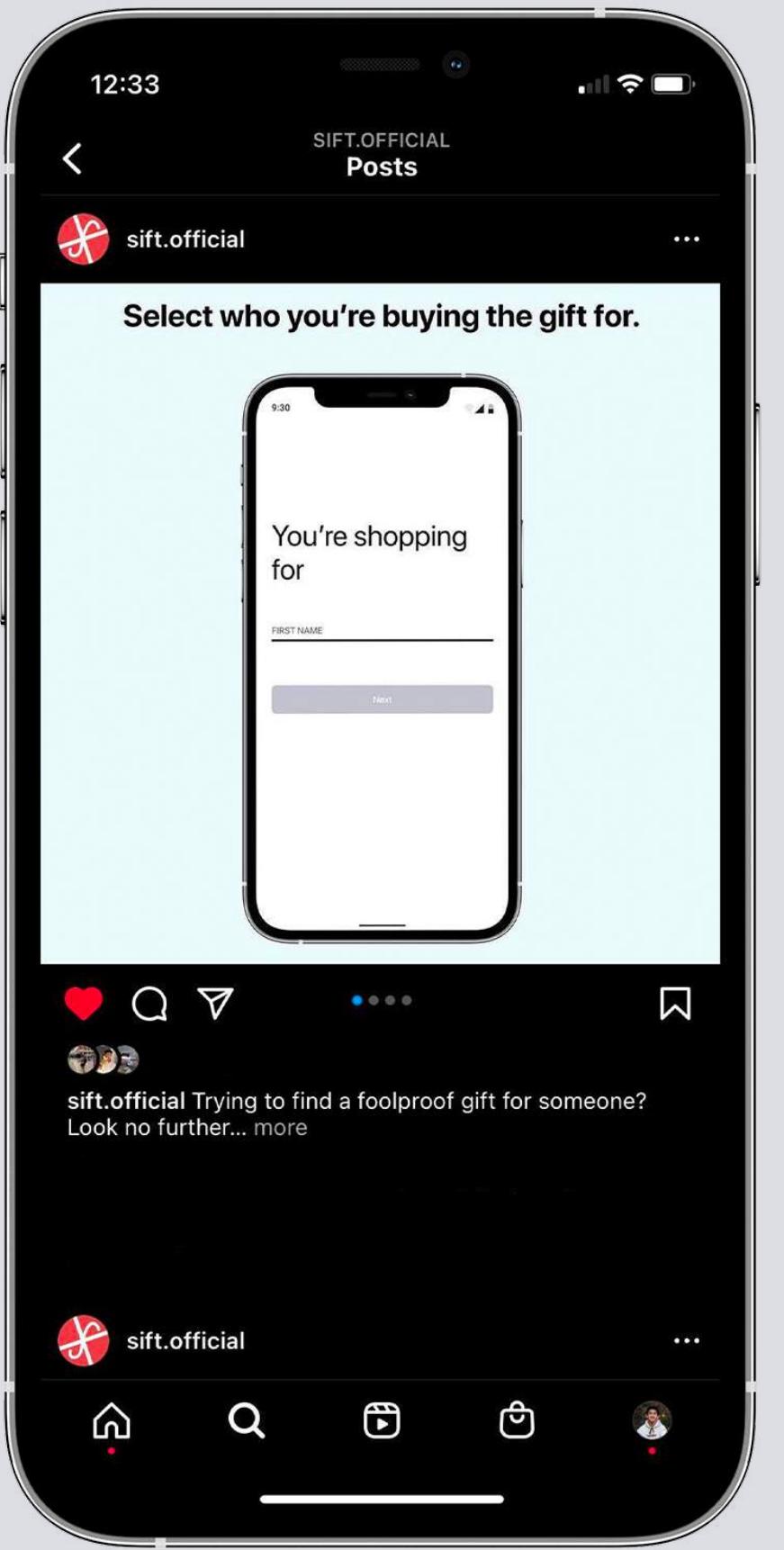
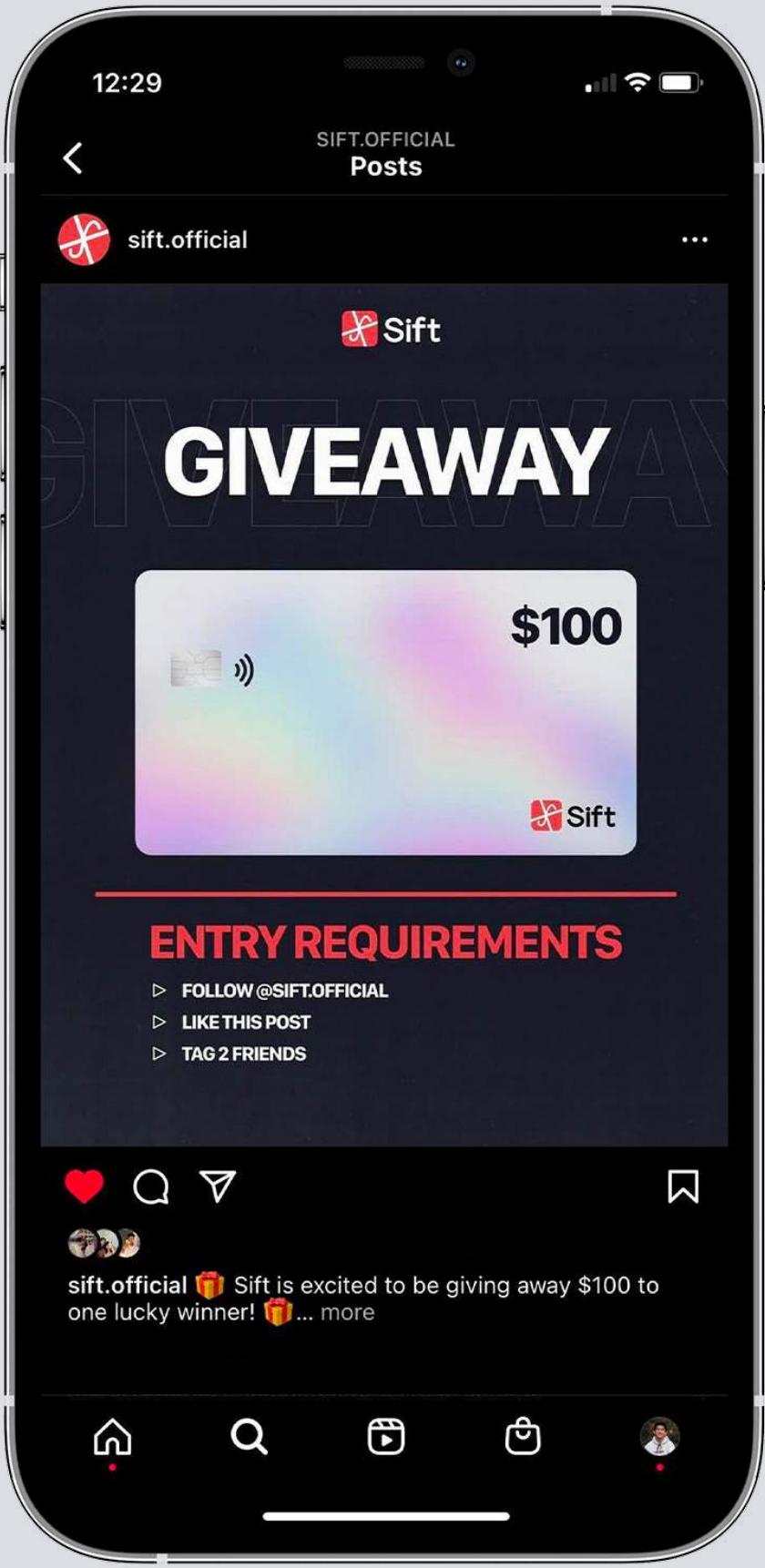
Go-To-Market Strategy

Exposure



Go-To-Market Strategy

Exposure



Go-To-Market Strategy

Exposure

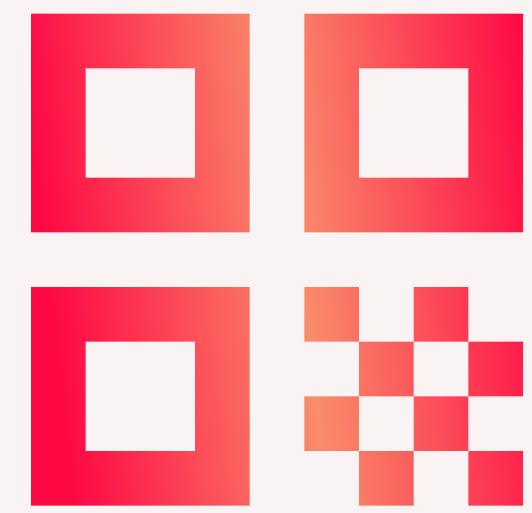
Engagement Campaigns



Go-To-Market Strategy

Engagement

Engagement Campaigns



Go-To-Market Strategy

Engagement

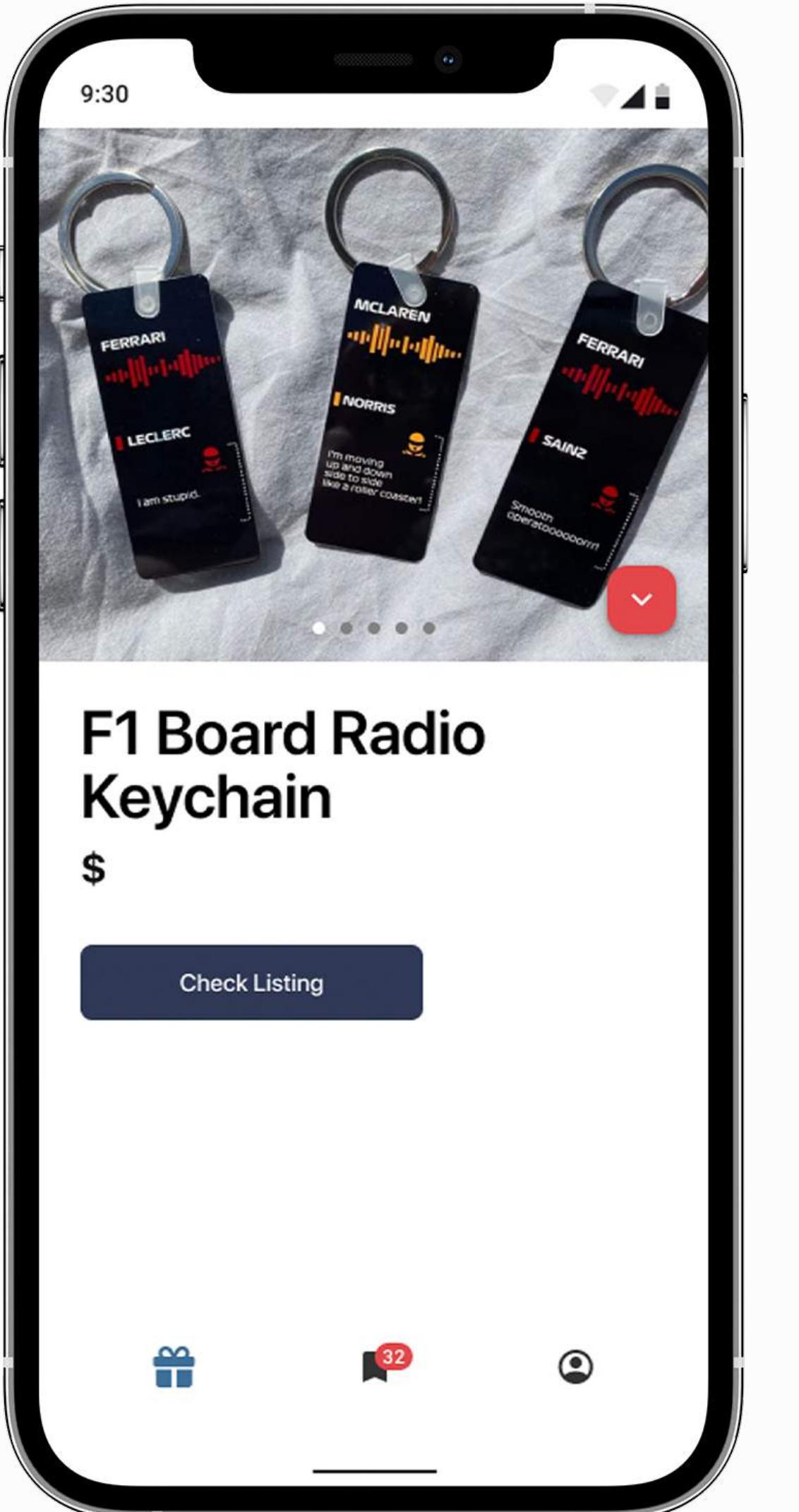
Introducing

Jegor Petrov

Sr. BA



Monetization



Affiliate Links

1%-20% of purchase price
depending on product category

Barrier-less revenue from
consumer

Facilitated by Amazon's
infrastructure

Marketing Initiatives





4 Cities

In-person Marketing Campaigns



900+

Followers Reached Organically (Past 90 Days)



150 Sign ups

From 3 day "SiftBox" Campaign

Results

Results

556

Sign-ups

Results

Results

51

Beta Users

Results

Results

58

Sessions

Results

Results

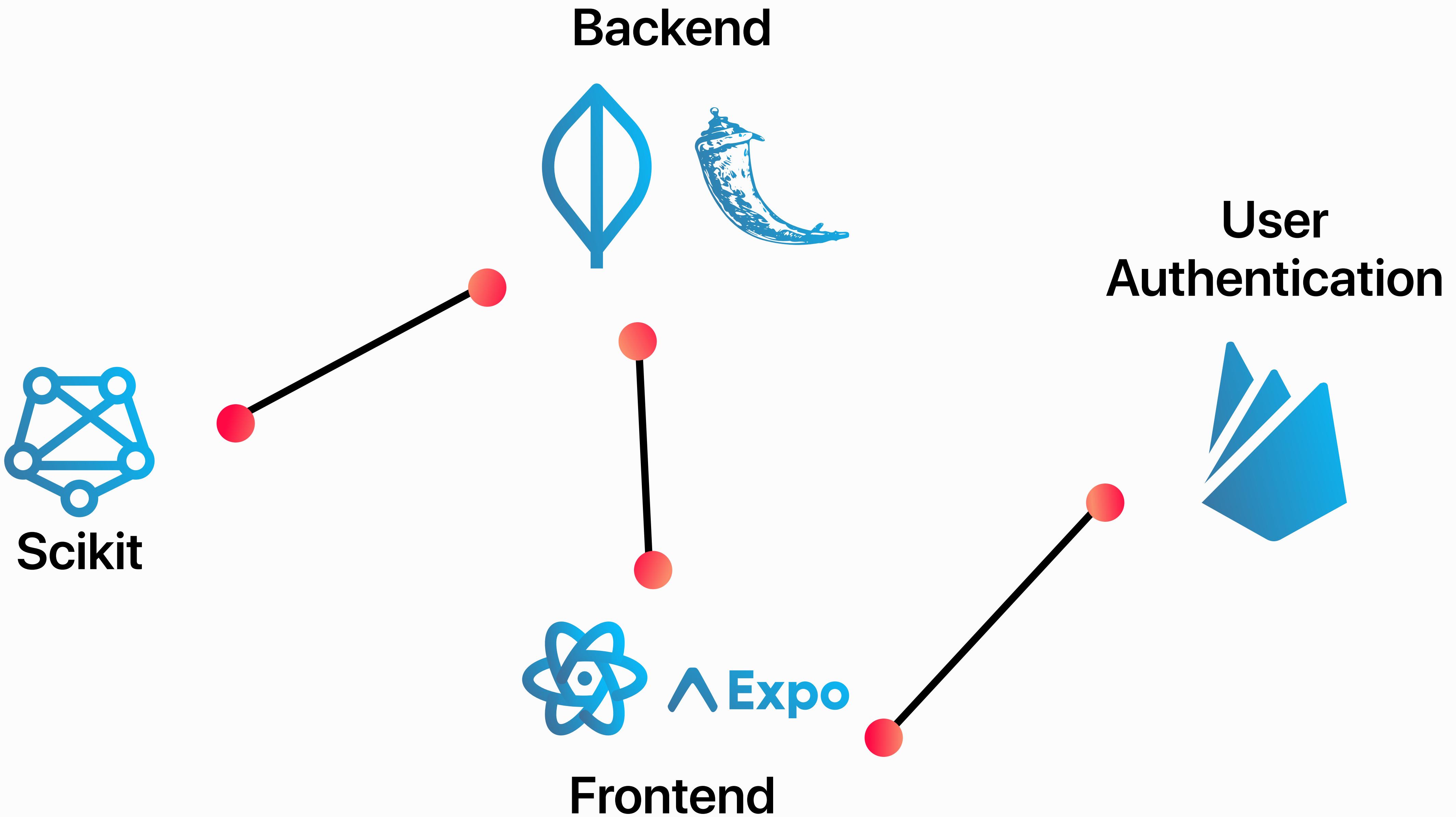
\$1.80

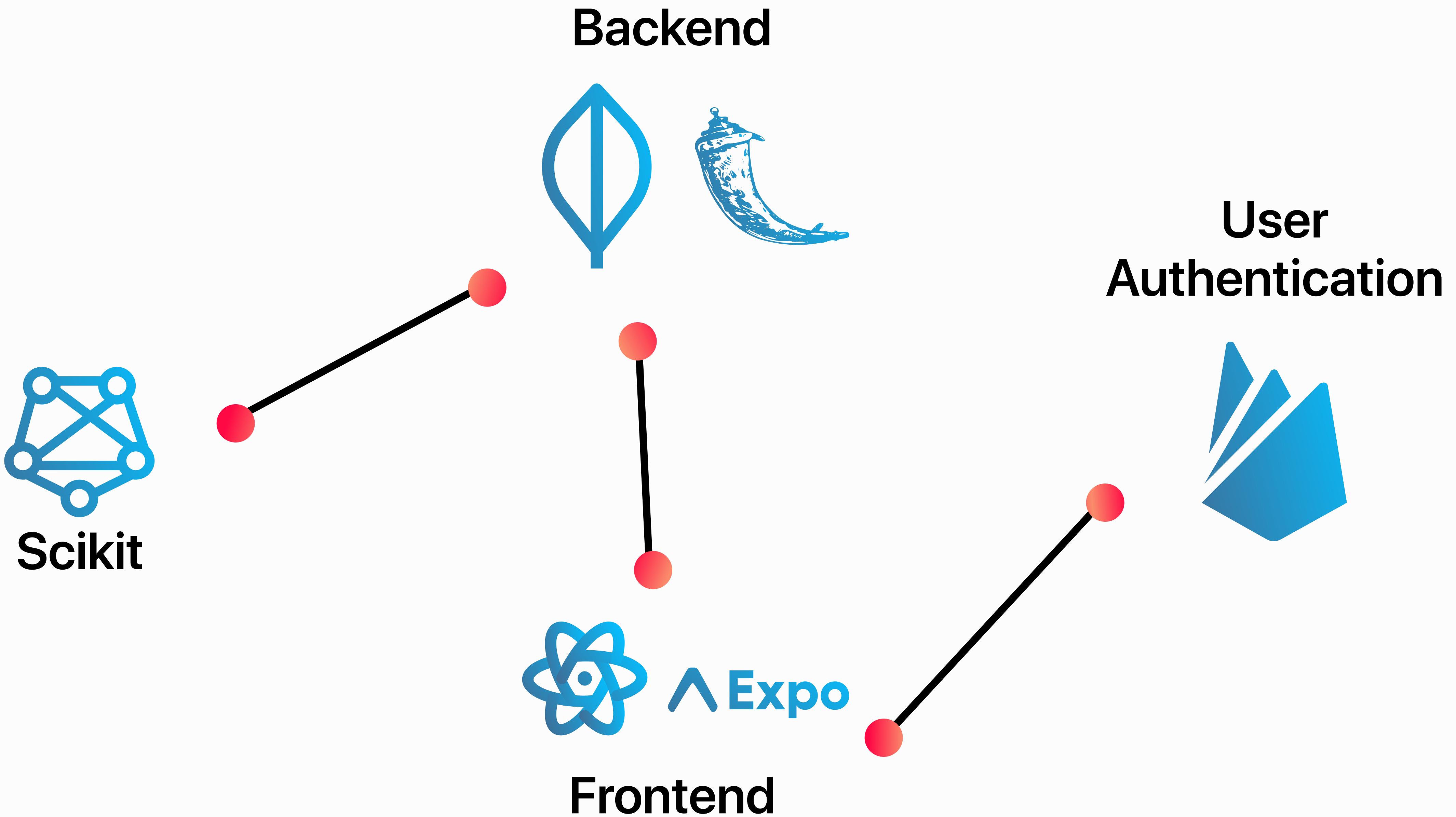
Revenue

Introducing

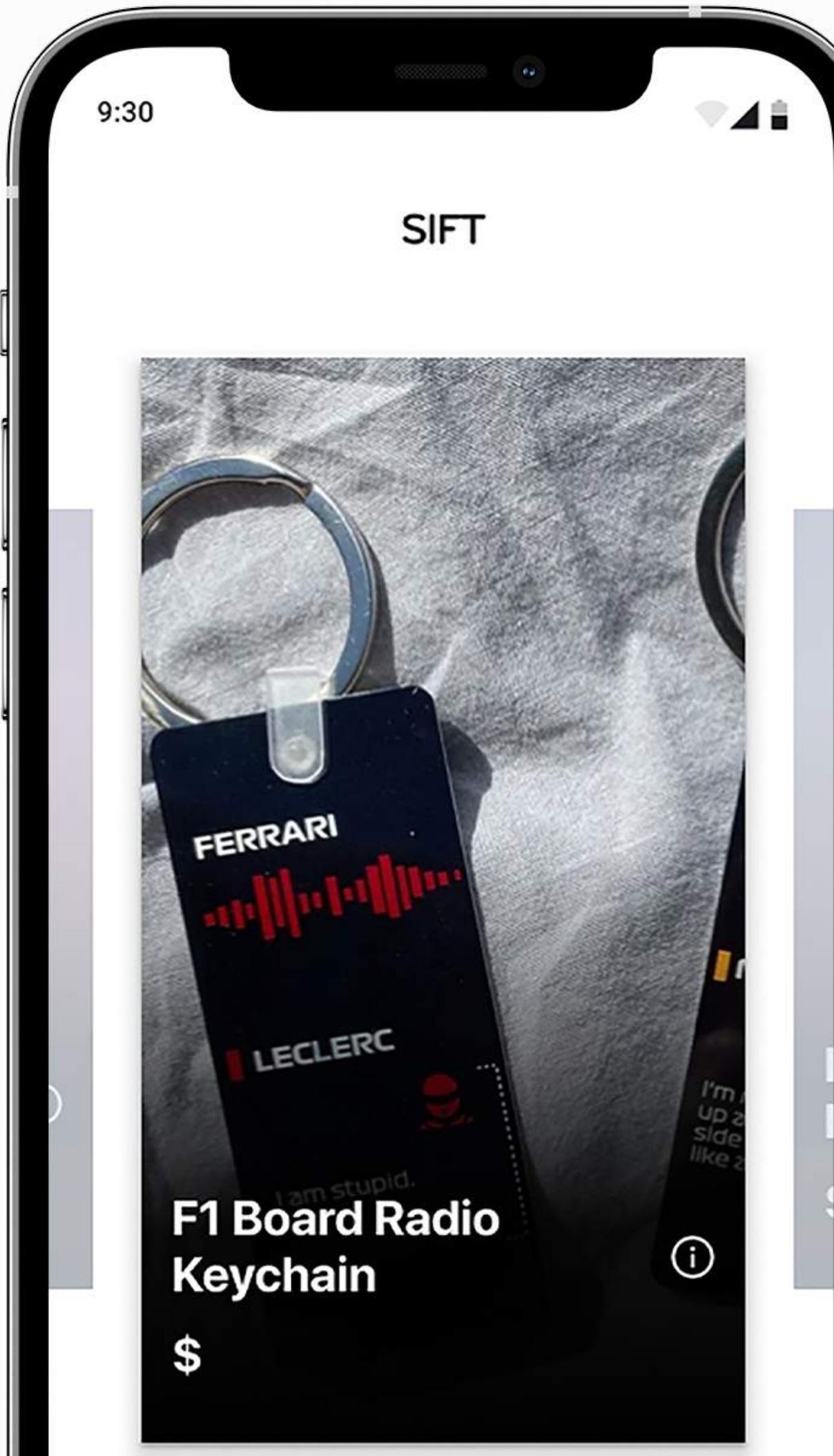
Grady Palfrey

Sr. Dev





Next Steps



Product

Suggestions: More options, more personal

UI/UX: Overhaul to make it more polished

Algorithm: optimize, increase smoothness between transitions and different pages

Business

Userbase: Acquire at least 100 users in 3 other university campuses by Sept. 2023

Platform: Move to either Etsy or Ebay in addition to Amazon by July 2023

Profitability: Increase monetization possibilities through covert ad placements

Introducing

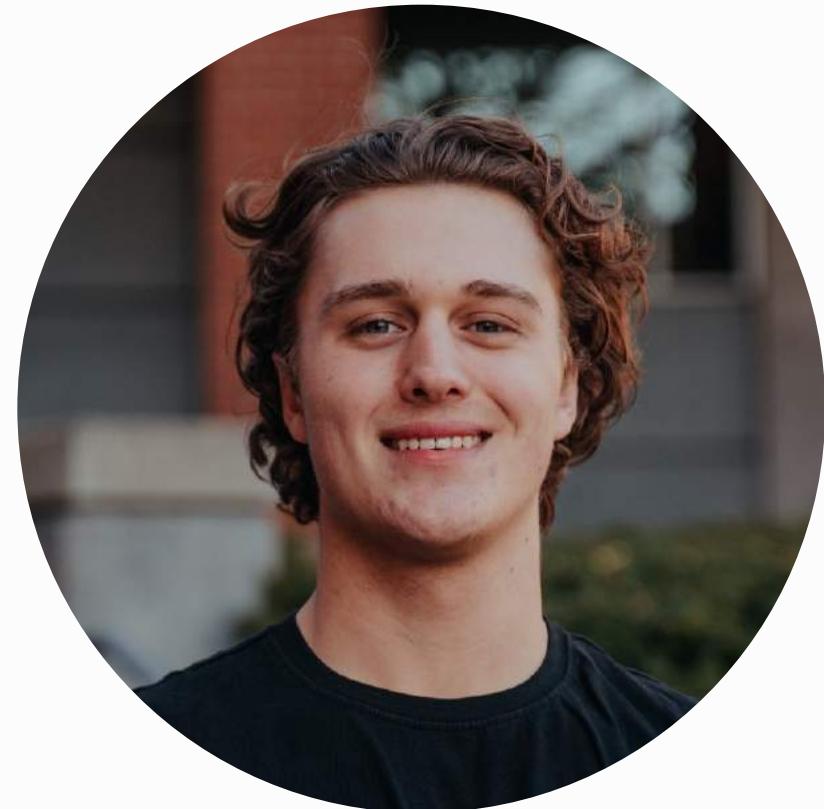
Team Sift



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UI/UX



Jegor Petrov
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Thomas Huang
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Beatrice Setiawan
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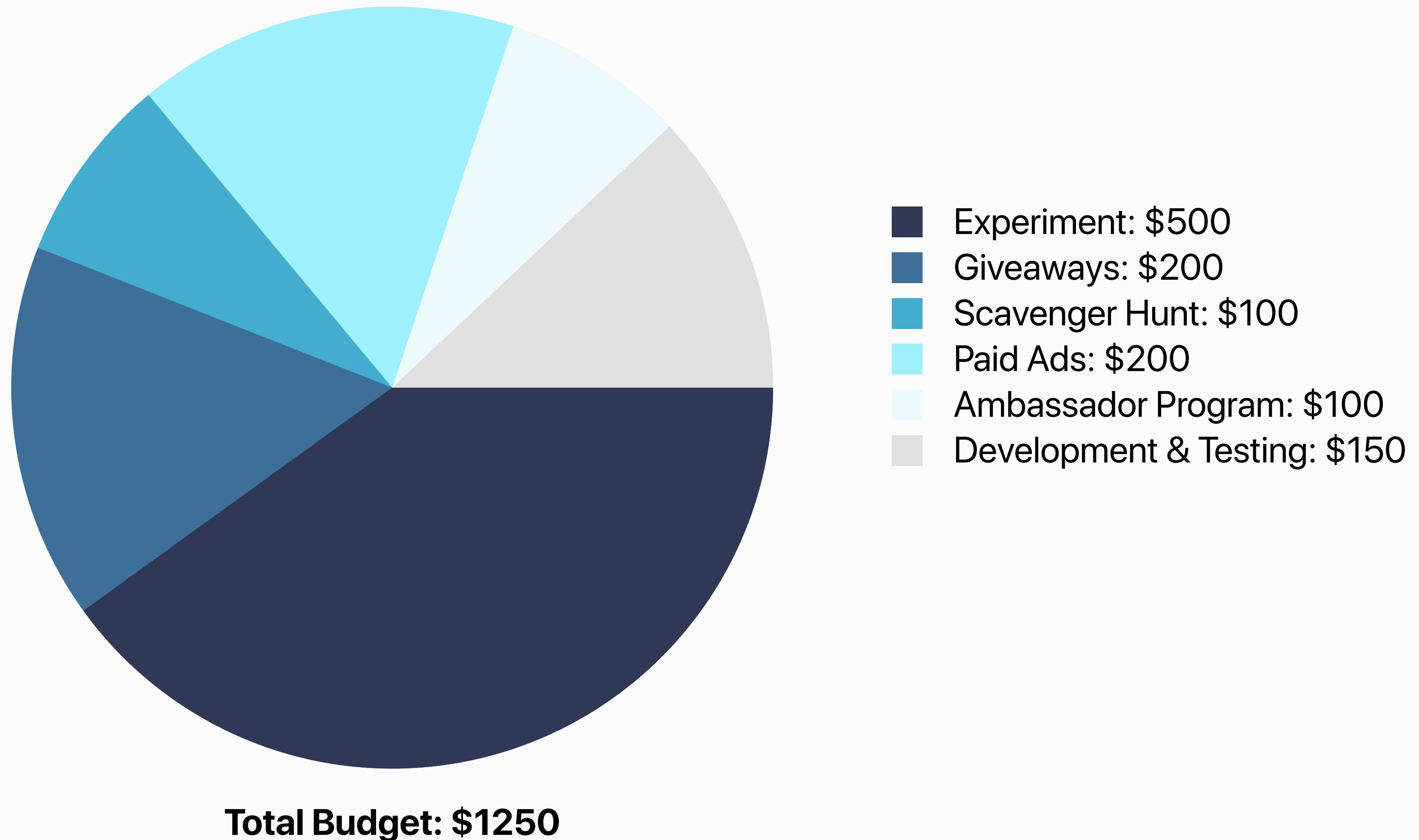


Cynthia Choi
BA

From: Sift <3

Appendix

Cost Breakdown



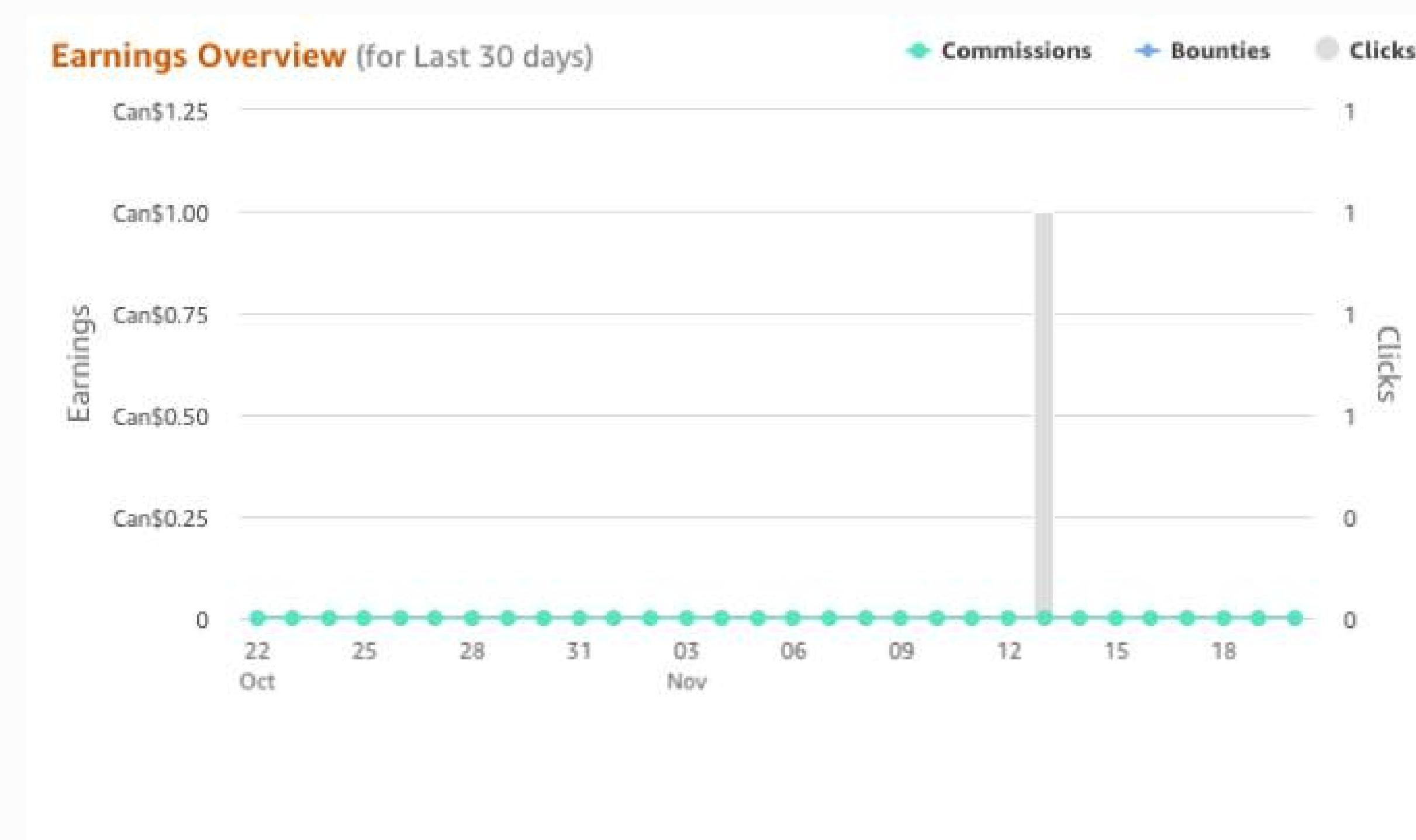
Appendix

Experiment Results

	Person (Name or just put X if c	Gift Type	Confiden	Consider	How many times	Event examples that w	Do they believe that it's a problem space? Use	Would th	Concerns	Do they like purchasing generic gifts?	
Egor	Example	Utility	4	Yes	5	New year, secret santa	No	Yes	Bad sugge	Yes	
	Jamie	Personal	3	Yes	6	Birthdays, Secret Santa	No	Yes		No	
	Alex	Utility	7	Yes	11	Birthdays	Yes	No		No	
	A	Utility	7	Yes	13	Birthdays, Traditions	Yes	No		Doesn't matter	
	B	Personal	3	No	15	Secret santa	No	Depends		No	
Alex	Iris	Utility	7	Yes	3	Secret Santa, Traditions	Yes	/		No	
	Cathy	Utility	7	Yes	3	Birthdays/Graduations	Yes ish	/		No	
	Derek	Personal	4	No	2	None really	No	No		Yes	
	Matthew	Personal	3	No	0	None really	No	No		Yes	
Beatrice	Renee	Personal	8	Yes	3	Birthdays, Secret Santa	Yes	Yes		Prefers to give specific	
	Rachel	Personal	5	Yes	5	Birthdays, Traditions	Yes	Yes		Prefers to give specific	
	Stefan	Utility	3	Yes	6	Birthdays, Christmas	Yes	Yes		Prefers to give specific	
	Dipo	Utility	6	Yes	3	Birthdays, Secret Santa	Yes	Yes		Prefers to give specific	
	Tyler	Utility	8	No	12	girlfriend's frends' bd, ac	Yes	Yes	only for ac	Yes	
Thomas	Cam	Utility	5	No	4	secret santa	No	No	Prefer anc	Yes	
	Sriya	Personal	6	Yes	12	bd, holidays, social even	Yes	Yes	Algorithm	No	
	Lola	Personal	5	Yes	6	bd, celebrations, thank-y	Yes	Yes	maybe ha	No	

Appendix

Affiliate Link Dashboard (Proof of Concept)



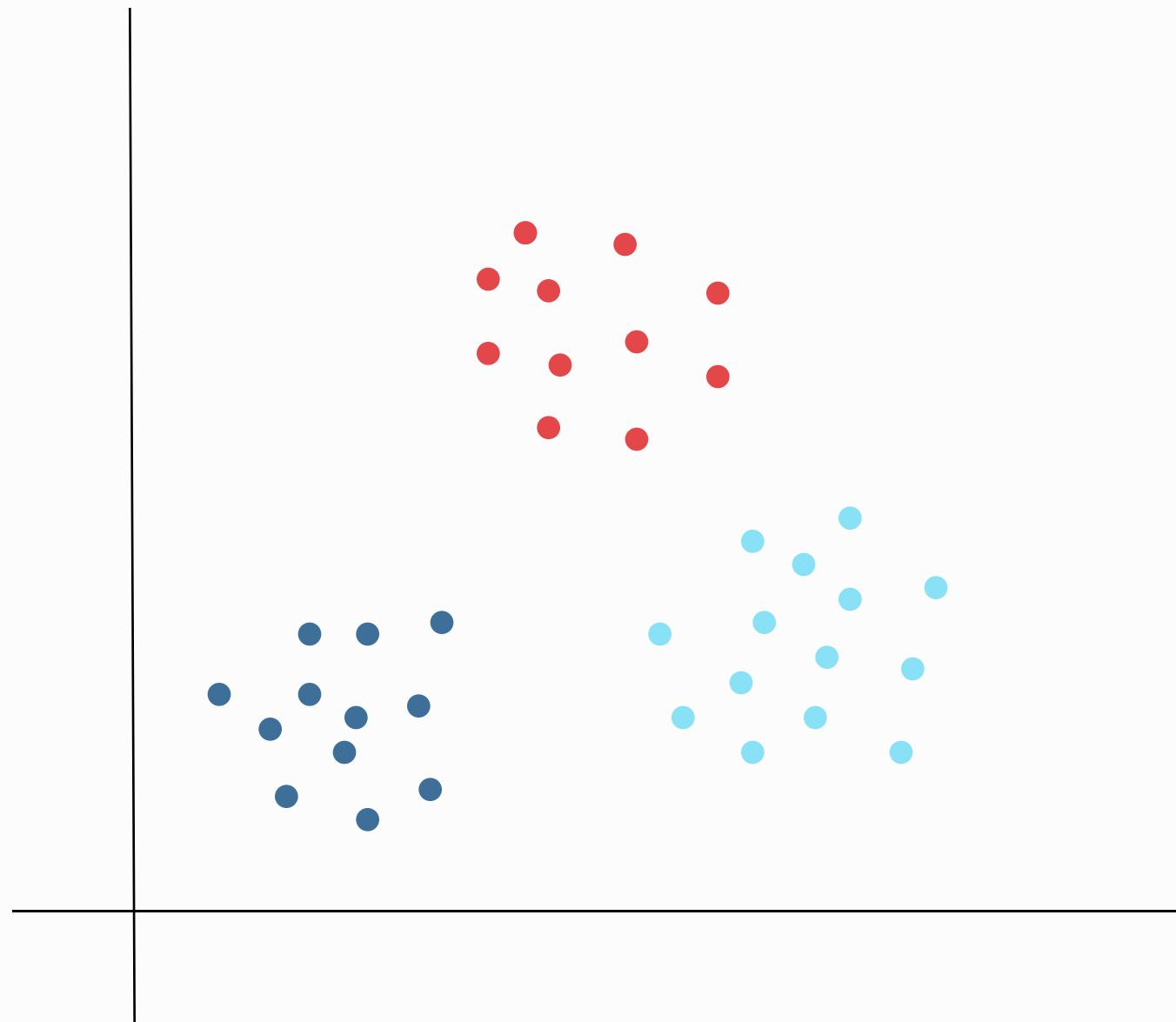
Appendix

Key Details

Recommendation System

User Based Filtering

- Clusters similar recipient profiles
- K-Means and K-Modes



Collaborative Filtering

- Product-User matrix to find similar swipe histories
- K-Nearest-Neighbours

	Prod 1	Prod 2	Prod 3	Prod 4
User 1	✓		✓	
User 2		✓	✓	✓
User 3	✓		?	✓
User 4	✓		✓	
User 5			✓	✓

Appendix

Evaluating Threats Rationale



High



Medium



Low

Amazon has a gift list section in their website with an overwhelming selection of products. However, they have significant brand awareness which poses a threat upon transitioning users into using Sift



Low

Elfster focuses more on wishlists in which consumers are able to share their lists to other people. They partnered with Amazon, Nordstrom, and Fanatics. However, their business model is completely different as our idea highlights one product at a time (swipe-based) with very limited filters catered to the customer



Low

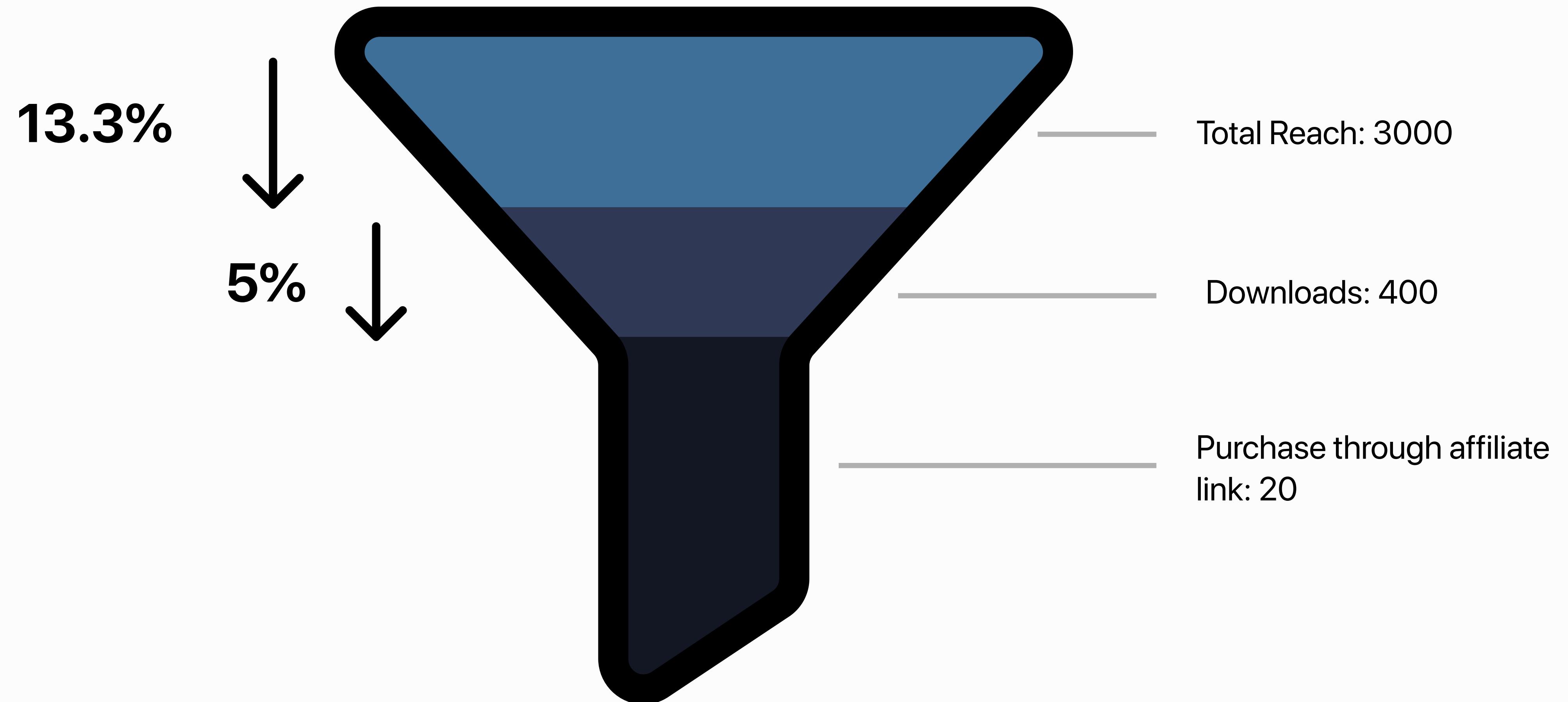
Giftgen has filters (age, gender, and interests) and provides a long list of gift ideas alongside where to find them. However, their low quality website and filters have hindered traffic, making it easier for Sift to transition users

DrawNames.Ca has the same business model as Elfster (Secret-Santa specific). However, our main concern is the amount of traffic and traction they have. Nevertheless, we are basing our app off idea generation rather than wishlists

Gifty has a gallery-based function that displays their gift options. However, their filters and options are extremely limited and most products are generic and low-quality. They also have captured limited market share.

Appendix

Marketing Funnel



Appendix

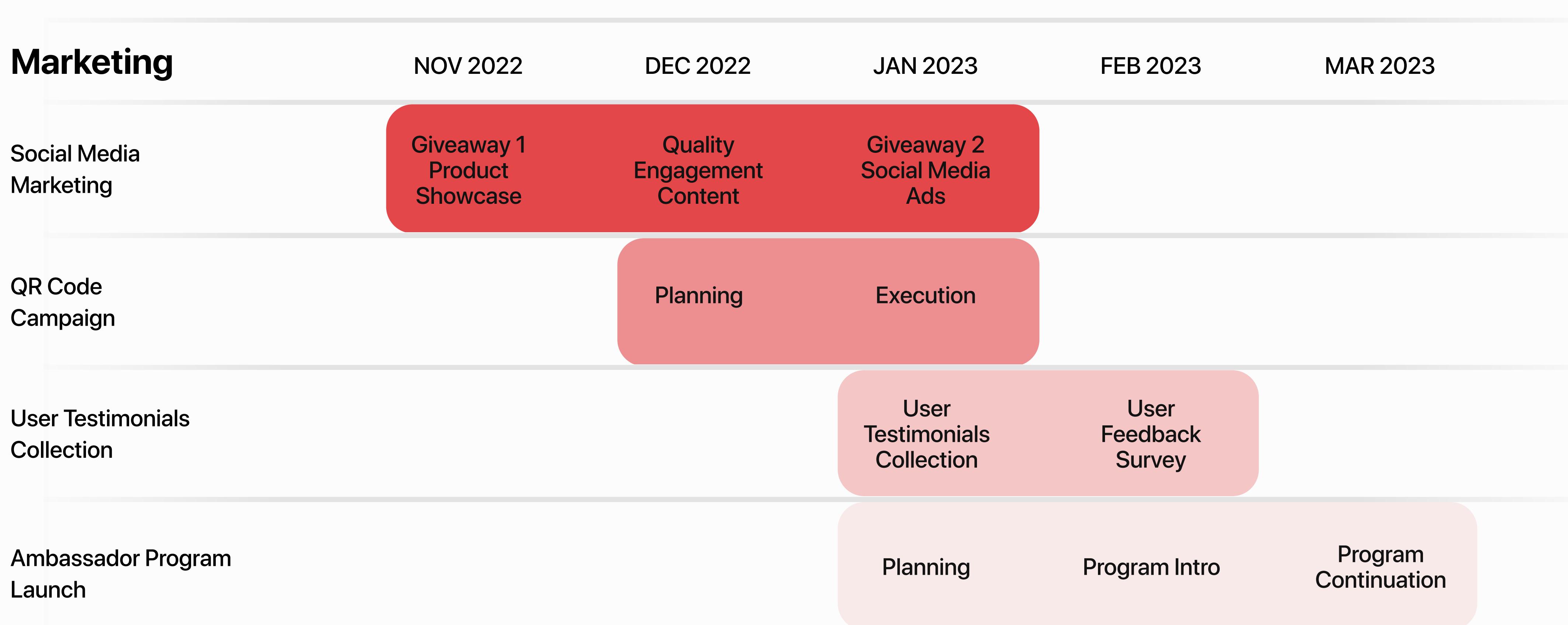
Key Details

Generating Affiliate Codes

<https://amazon.ca/dp/<ASIN>?tag=<STOREID>>

Appendix

Marketing Timeline



	 Sift	 GiftGen[®] Gift Ideas Generator	 gifty	 amazon	 elfster	 draw names.
Page-Wide Product Focused Visual (25%)	5	1	1	1	1	1
Guidance-Designed UI (25%)	5	3	3	5	1	1
Wide Selection of Gifts (25%)	4	5	5	4	5	5
Filter (Occasions, Object, Price) (25%)	4	4	4	5	1	1
Total	4.5	3.25	3.25	3.75	2	2