



AWESOME WAY OF GIFTING!

TenGift's story



2018 Purim Costume of an Israeli high-tech employee

What is TenGift all about?

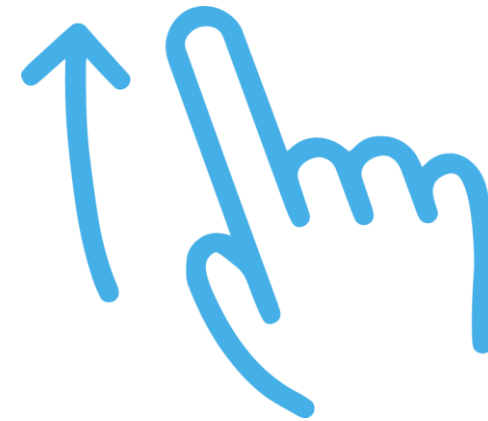
Group-Gifting is one of the most common traditions among co-workers,
However organizing them is one of the most frustrating activities.

Kind of missing the whole point of gifting isn't it?

We turn this:



Into this:



Problems

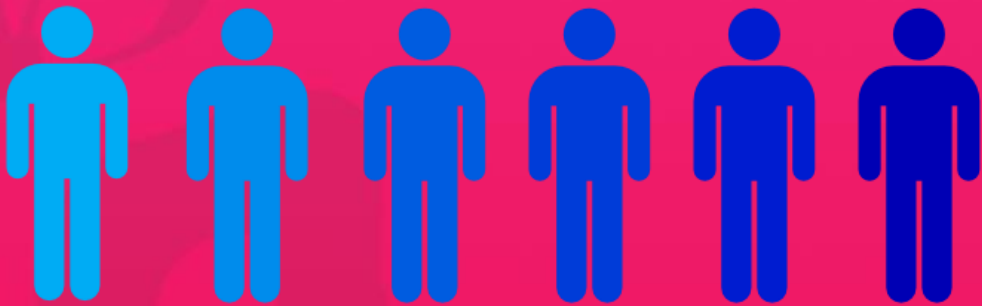
Time-consuming



Unnecessary friction



Impersonal



Worthless generic gifts



Solution

Comprehensive mobile app which allows a social yet personal experience,
All done in no time!

Appreciate
your friend

By opening a Group-Gift
in a few secs

Minimize
friction

By automating all the
annoying interactions.

Personalize the
experience

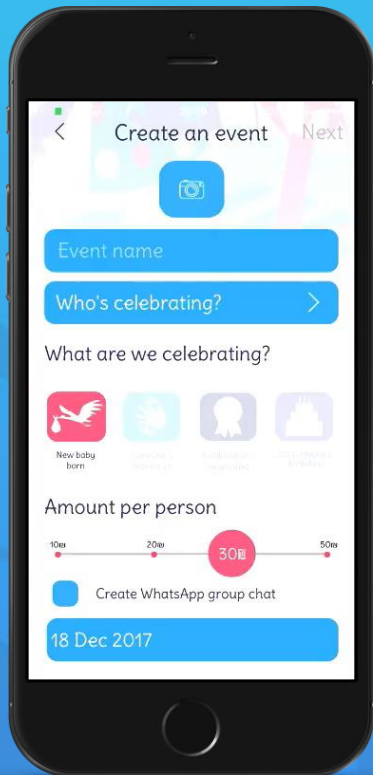
By chipping in and
shooting your video wish

Create value

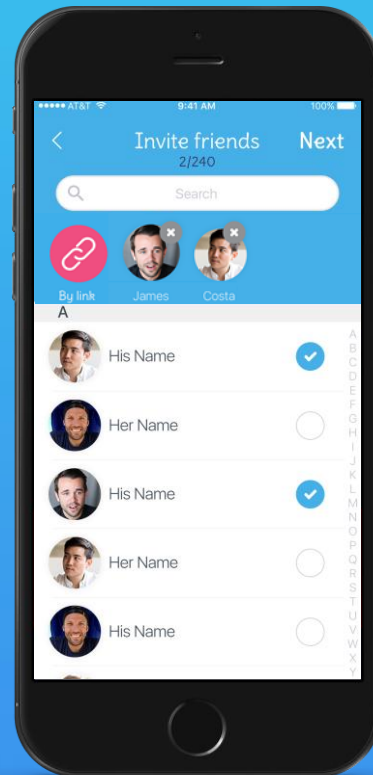
By allowing your friend to
choose the best gift ever!

TenGift app

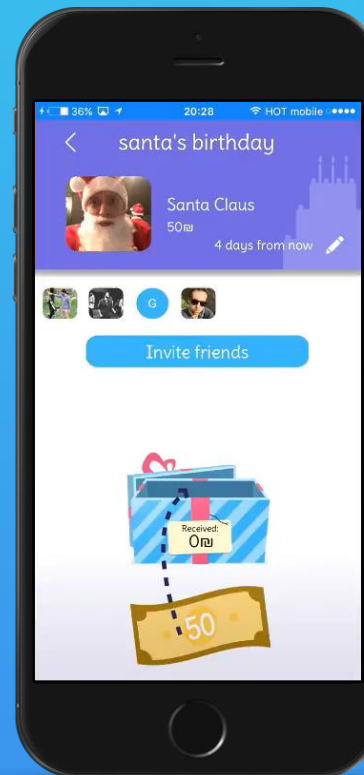
Create a
Group-Gift



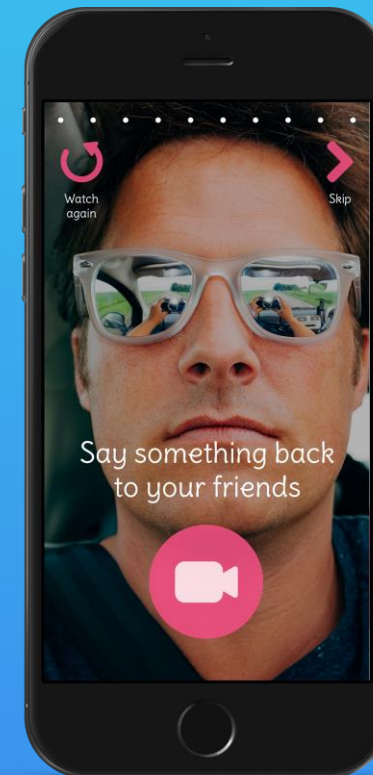
Spread the
word



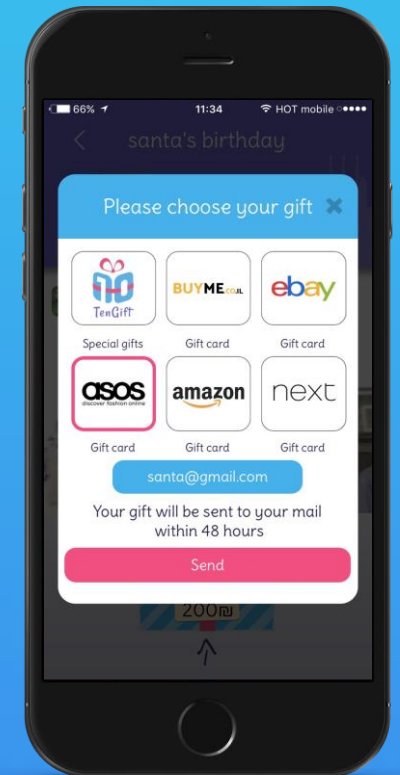
Chip in & shoot
your video-wish



Receive your
Wishing-Story



Choose an
awesome gift



Added Value



Organizer

Saves time, hassle free
and minimizes friction.



Participants

No loose cash,
fast and personal



Celebrator

Receives the best gift
with a personal touch



Organization

Improved social connections
and employee's engagement
and social ONA

Organization's added value

People analytics – (Social) Organizational network analysis

Identify formal & informal leaders and get them on board.

Use paths of information flow across the organization.



Map critical interdepartmental connections.

Increase operational effectiveness.

Replicate patterns of successful employees/teams.

Leverage “go-to” employees to deliver guidance.

“Visualizing and analyzing formal and informal relationships in your organization can help you shape business strategy that maximizes organic exchange of information”

Business model – Israel's case study

Over **1M**

Employees in medium-large organizations.

Each participate in **12**

Gifts a year, on average.

Participants spend **₪20**

On average per gift.

₪240M

Annual estimated TAM size in Israel.

→ **15%** →

Standard rate for purchase gift cards in bulk.

₪36M

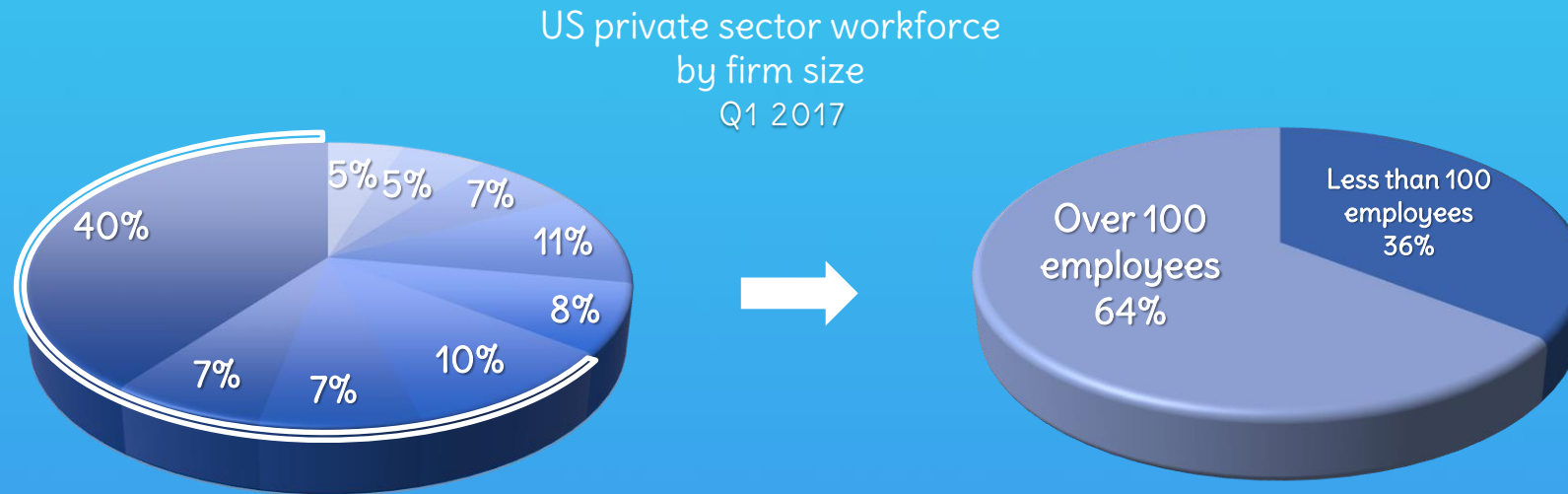
Annual gross profit, only in Israel.



A preliminary research indicated that the Group-Gifting Tradition is widely spread across the US, China, Australia, Latin America, European countries and more.

Market size - Global example

The tradition of Group-Gifting a colleague is a cross sectorial phenomenon, and occurs in almost every medium-large organization (100+ employees), in most developed countries around the world!



Over 75M employees only in the US!

Spending, on average \$10 (per participant) on Group-Gifts!

\$9B Annually!

Competitive Landscape



Market adoption – Soft launch

Cooperating Organizations:



Partnerships:



Soft launch – Magic numbers

Some interesting data:

1000 users



Over **250** paying
users

50 Group-Gifts



Over ₪**400**
collected per gift

20 Invitees per gift

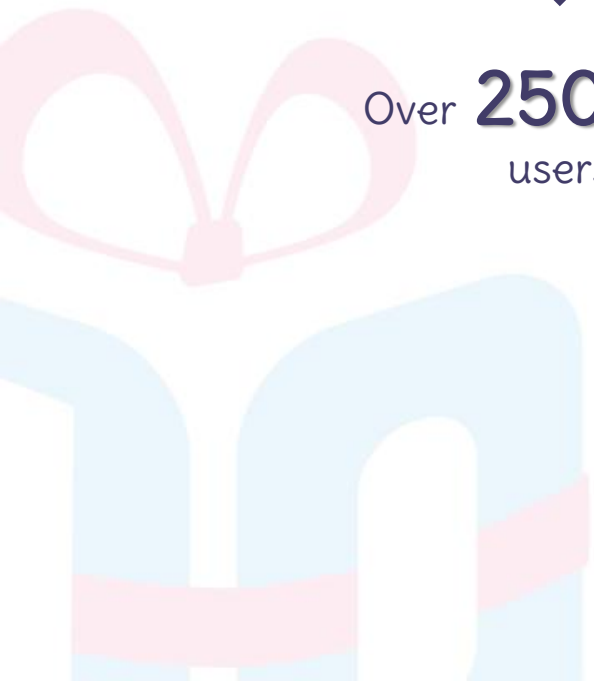


10-15 Download the
app



85% Pay via TenGift

(**5** extra people pay via
their friends on TenGift)



Team



Yuval Shafrir, CEO – Graduate of the integrated program of exact sciences (Physics & Chemistry) from the Hebrew University of Jerusalem, Israel.



Adam Shapell – CFO & Investor: Holds a BA in Government, Diplomacy and Strategy from the IDC Herzliya, Israel.



Zahi Fish, CMO – Experienced marketing strategist. Zahi possesses vast knowledge in content and other inbound marketing strategies.



Samuel Herszaft, VP Business Development & Investor: A former Marketing manager at SAKAL. Holds BA and MA in economics and management from Bar-Ilan University, Israel.

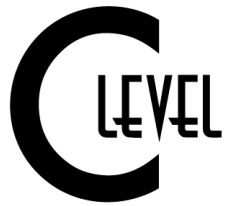


Moveo Software LTD, Technological partners (with equity) – Software company, developing and crafting technologies.

What are we looking for?

\$750K in order to penetrate the US market and expand our market share in Israel.

Recruiting:



Marketing & Sales (USA):



Direct
marketing



Influencers
marketing



PR

Questions?

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