

# Gimmie

connecting people through common wishes

The **average**  
**click-through rate**  
(CTR) across all social  
media platforms was  
**1.21%**

Data from 2022 at the Social Media  
Advertising report from Statista



**This means that conversion is low and costs are high**

**How about a solution that reduces costs on the market funnel, increases sales' conversions for brands and develops a way to shop smarter?**

# Meet Gimie



# The company

Gimie is the solution to concentrate all your wishes in one app. **It is a wishlist management solution.** Like this you can centralize all your links in one place and make it presentable so others can see what you are up to, and so you can see where others, especially those people with an impressive style, are buying their clothes. So Gimie becomes **the new social media** aiming to facilitate online purchases, helping buyers to control their expenses with analytics tools and helping brands and online stores to be discovered by individuals with interests in common through recommendations and sponsorships offered by the app.

# The objective

- Create an ecosystem **bringing people close through their wishlist;**
- Helping buyers to **organize their next purchase** by never letting them lose that website with the perfect clothes and the perfect price again;
- The product **links** will be safely **secured and saved** for later for the time the user is ready to **shop;**
- Help brand promoters and online store owners to be discovered and to **increase their sales.**

# The solution

Gimie's app will act as a link collector, offering the best solution for organizing your desires and expenses. **With your wishlist organized in folders, your desired items will no longer be scattered around the web.** By collecting and standardizing your links in one place, they become presentable to others, allowing you to find out what that super stylish person is buying.



# The customer's behavior

According to Mckinsey&Company report's 'True Gen': Generation Z and its implication for companies:

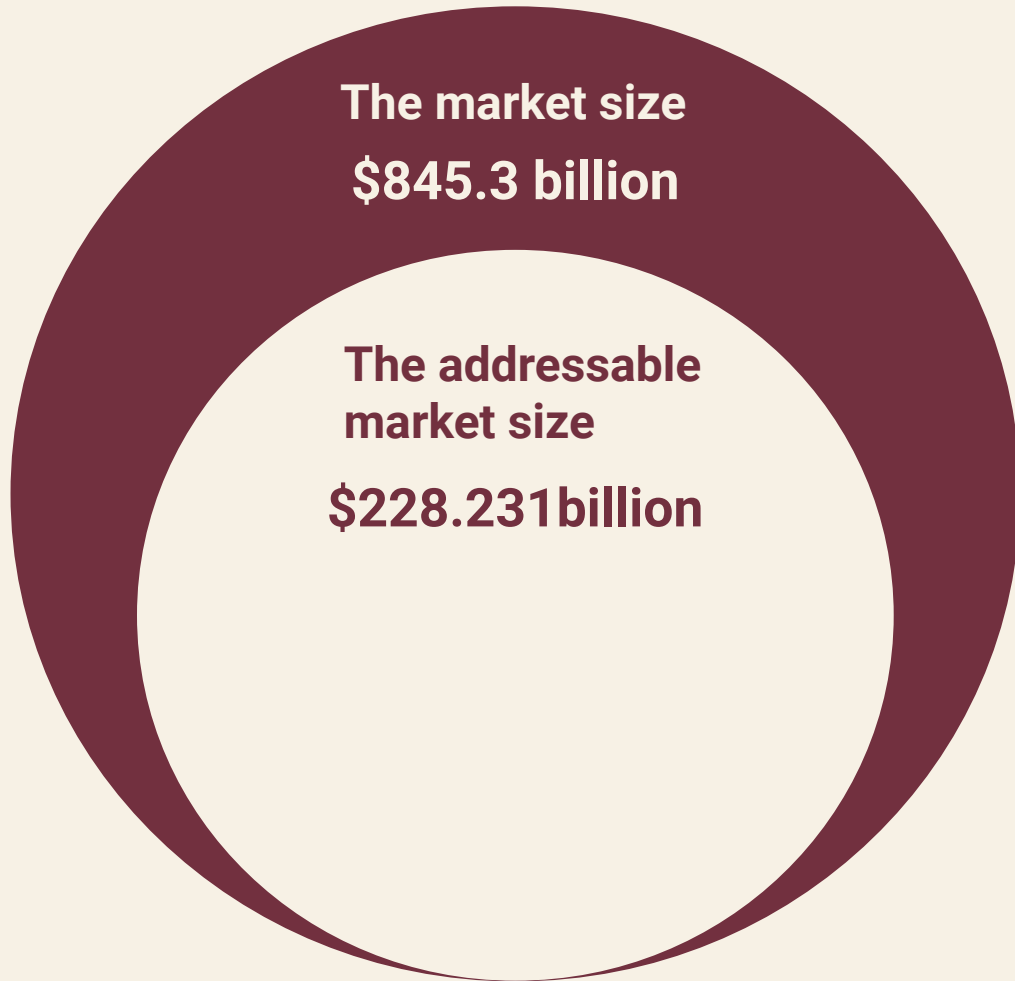
- 63% of consumers who took part in the survey said that recommendations from friends are the most reliable source for learning about products and brands.
- The core of Gen Z is the idea of manifesting individual identity. Consumption therefore becomes a means of self-expression—as opposed, for example, to buying or wearing brands to fit in with the norms of groups.

# The customer's behavior

- This more pragmatic and realistic generation of consumers expects to access and evaluate a broad range of information before purchases. Gen Zers analyze not only what they buy but also the very act of consuming.
- If there is a clear counterpart from companies to consumers, then the number of consumers willing to share personal information with companies goes up to 35 percent—still a relatively small number.

# AD Tech

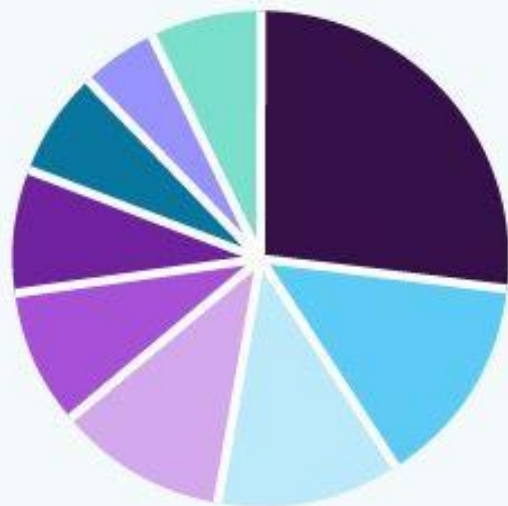
The Advertising Tech industry consists of a wide range of companies and products, such as demand-side platforms (DSPs), ad exchanges, data management platforms (DMPs), supply-side platforms (SSPs), and more. These products **help advertisers target their ads to the right audiences, optimize their ad spending**, and measure the performance of their campaigns.



- The global AdTech market size was estimated at **USD 845.3 billion** in 2023 and is expected to expand at a compound annual growth rate (CAGR) of **22.4%** from 2024 to 2030 according to Gran View Research.
- The retail & consumer goods segment dominated the market with a **share of 27.2%** in 2023 and is **expected to expand** at a CAGR of **22.1%** from 2024 to 2030.

## AdTech Market Share

by Industry Vertical, 2023 (%)



● Retail & Consumer Goods   ● BFSI   ● Media & Entertainment   ● Hospitality  
● Transport & Logistics   ● Healthcare   ● IT & Telecom   ● Education   ● Others



GRAND VIEW RESEARCH

# \$845.3B

Global Market Size,  
2023

Source:  
[www.grandviewresearch.com](http://www.grandviewresearch.com)

# The business model

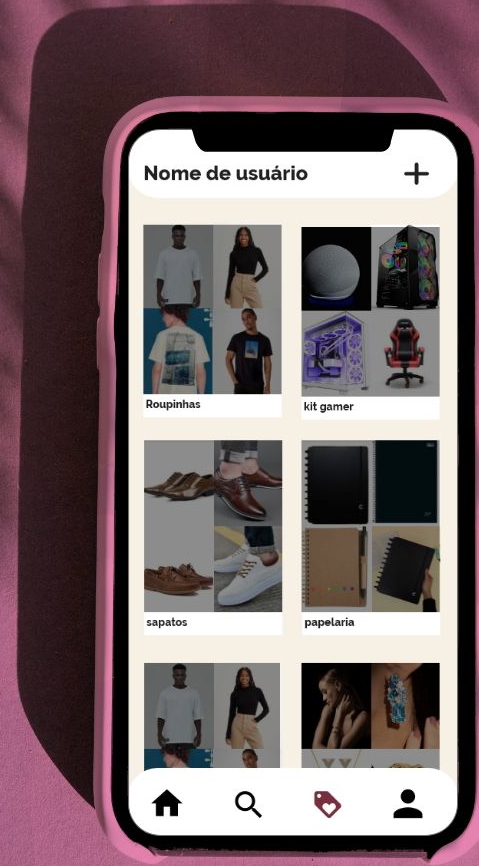
The average cost per lead via Google Ads went up about 20% in 2021 and another 19% in 2022. Meanwhile, conversion rates fell by about 14% in 2022, reflecting a multi-year decline as the media becomes more crowded and as the necessity for high quality leads instead of quantity, according to Harvard Business Review. That is why Gimie is the best option, the products links are way more accessible to the right clients.

# The business model

Our business model combines two robust sources of revenue: **advertising and premium subscriptions**. The platform offers advertisers the opportunity to **reach a highly engaged audience through diverse ad formats**, including native ads in the feed and stories. With the integration of sophisticated targeting and analysis tools, we intend to maximize the return on advertising investment. At the same time, we offer users the option of a **premium account with exclusive features** such as advanced customization functionalities, financial analytics, priority support and the possibility to hide a folder from your followers. **This hybrid model not only diversifies our revenue sources, but also provides a balanced and optimized experience for all our users.**

# The business model

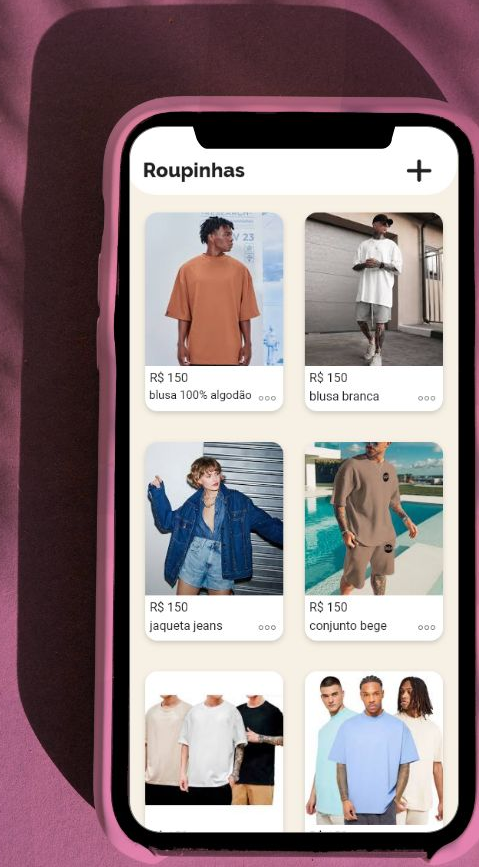
- This image refers to the wishlist page where saved products can be organized into folders separated by topic;
- You can also see the bar at the bottom of the page, which contains 4 icons: the homepage, search, wishlist and profile page.





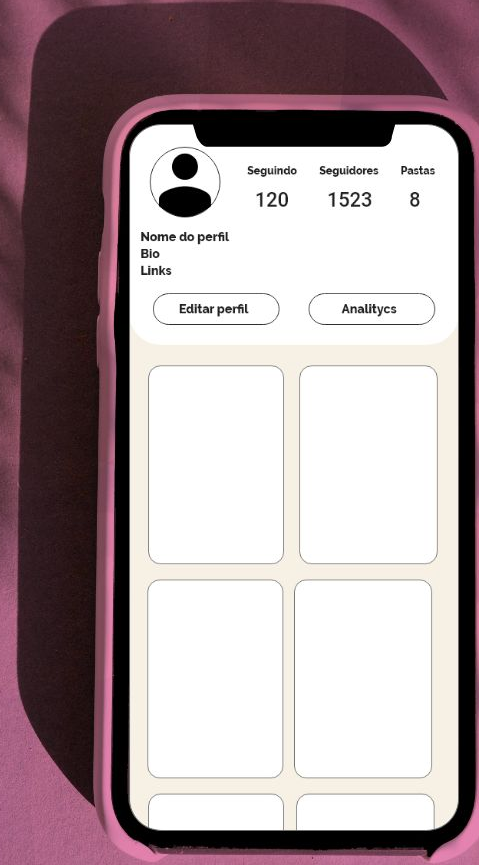
# The business model

- This image shows the page that appears when you click on one of the tabs, in this case the clothing tab, named by the user itself.



# The business model

- This image represents the profile page, which will have a profile editing tab, an analytics tab and also will show the last saved items, as well as recommendations based on preferences.



# The Outcome

**We aim to build an ecosystem of people and products.** Where brands find a reliable and safe place to have their own products displayed without needing to share a percentage of the sales price as a result. We are a place to convert the act of discovery into sales. We want every brand to have an account at Gimie, every influencer, all the consumers, and every expert too, giving out their opinions at our ecosystem that gathers **people together based on their interests and necessities, removing their doubts about the products and helping the user to find the most convenient product to be purchased at that moment.**

# Next Steps

- Finish building the MVP.
- Develop Go To Market strategy.
- Analyze the behavior of the first users to determine new steps and functionalities for the application.
- And apply for venture capital.



**Thank You**

[www.gimie.tech](http://www.gimie.tech)