



## PROBLEM

Nobody likes meaningless gifts. While a bottle of wine might be nice, it quickly gets annoying when every guest brings one. A great alternative are group gifts and their popularity isn't a surprise. The guests don't have the pressure of having to find the perfect gift and the person receiving the gift gets what they really want. Organizing group gifts, however, can be tedious and time-consuming. Who pays what and who collects the money?

## SOLUTION

**SIMPLEWISH** is the free tool designed to make the whole process, from choosing the right gift until the delivery, as easy as possible for the organizing person as well as all other participants.

### HOW IT WORKS:

The right gift is found online, dragged into the gift box and shared with friends via social media or e-mail. With **SIMPLEWISH**, the receivers will get exactly what they want and all the participants can join in with a just few clicks.

## MARKET

5 million annually organized group gifts within our reachable target group in Western Europe alone show the rising popularity of this concept. The possibility of crowd funding (a little money from a lot of people), micro payment and e-commerce allow for growth rates of up to 200% per annum.

## BUSINESS MODEL

**SIMPLEWISH** focuses on a partnering concept where it receives commissions, thus remaining completely free for its users. In addition, **SIMPLEWISH** creates a high value for retailers via offering their customers a social payment system. This provides the retailer with benefits like:

- decreased customer acquisition costs
- increased profit contribution per unit
- additional viral traffic
- higher presence in social media

## TEAM

The management team consists of Valentin Aschermann (CEO) and Christoph Bitzner (CTO). Valentin has working experience in a start up incubator and has a degree in business administration where he specialized in management for small and medium-sized businesses, entrepreneurship & innovation and e-businesses. Christoph has, in addition to his studies (entrepreneurship & innovation, information management), several years of experience with the coordination of webprojects. The **SIMPLEWISH** team, which includes six more members, is also supported by consultants from the tech incubator INiTS and by the ZIT Vienna.

### **SIMPLEWISH in the Media:**

[http://www.krone.at/Digital/Wiener\\_Website\\_macht\\_Schenken\\_in\\_der\\_Gruppe\\_leichter-Amazon-Kooperation-Story-350410](http://www.krone.at/Digital/Wiener_Website_macht_Schenken_in_der_Gruppe_leichter-Amazon-Kooperation-Story-350410)

<http://www.boerse-express.com/cat/pages/1319255/fullstory>

<http://fb.com/photo.php?fbid=462794633814068>

# SIMPLY BETTER PRESENTS