

From: Sift <3



family meals

6 Pcs.
1 Large Sides & 3 Biscuits

8 Pcs.
2 Large Sides & 4 Biscuits

12 Pcs.
3 Large Sides & 6 Biscuits

16 Pcs.
4 Large Sides & 8 Biscuits

Meals

Chicken Only

12.99 9.99

18.49 12.49

25.29 17.49

32.99 21.99

3 signature recipes

Original Recipe®
Kentucky Grilled
Extra Crispy®

10 pc. meal

• 10 pcs. chicken
• 2 large sides
• 4 biscuits

\$18.00

each meal

HOT WINGS

50¢ EACH

6 wings \$3

10 wings \$5

20 wings \$10

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

Includes ind. side & med. drink

1 Doublicious® 5.29

2 KFC Snackers® 4.29

3 Colonel's Original 4.79

boneless combos

Includes ind. side & med. drink

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

Individual Popcorn Chicken 3.29

add a mega jug only 2.49

homestyle sides

Individual 1.69

Large 3.29

Mashed Potatoes

Cole Slaw

Green Beans

Macaroni & Cheese

Potato Wedges

Biscuits
2 for 1.29
4 for 2.39
8 for 4.39

drinks

Medium 1.69

Large 1.89

Mega Jug 2.29

Aquafina 1.89

pepsi

7UP

mist

LEMON

pepsi

7UP

AQUAFINA

sweet treats

Chocolate Chip Cake 3.49

Little Bucket® Parfaits 1.69
Chocolate or Strawberry

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. 3.59

5 Pc. Combo 5.29

10 Pcs. 6.89

20 Pcs. 12.19

Problem Space



Tend to wait last minute to do their holiday shopping

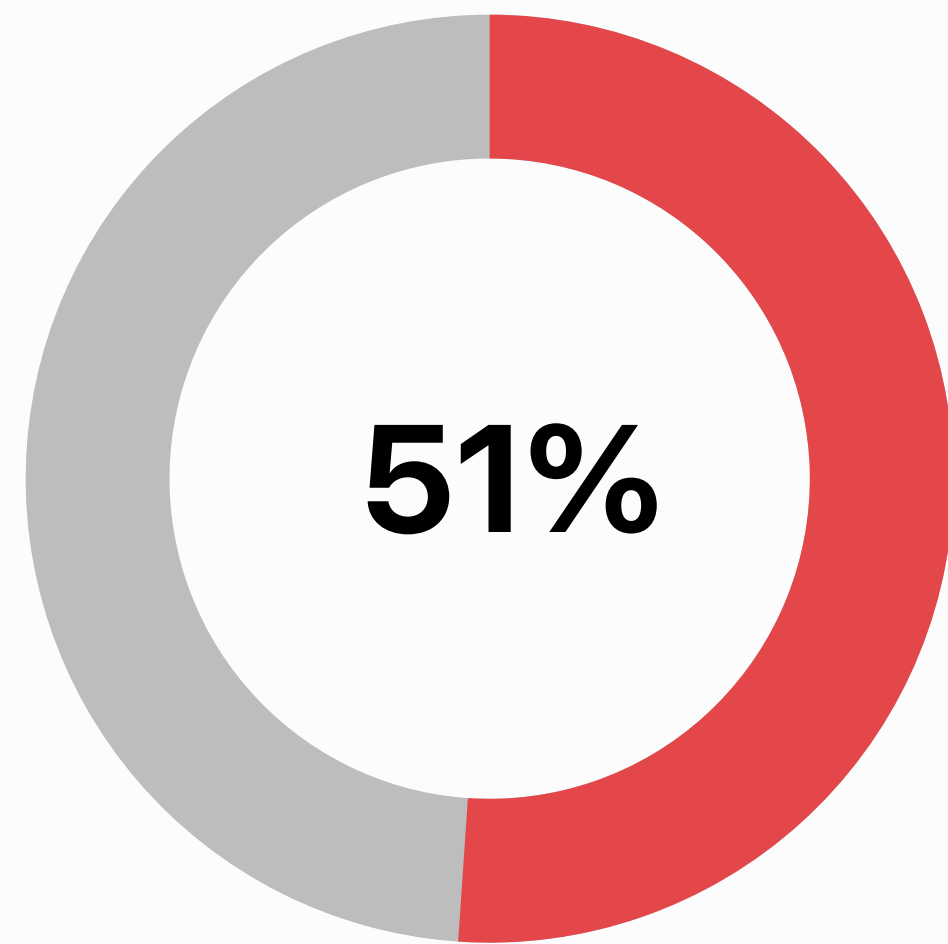


Struggle to find the perfect gift - especially during holidays

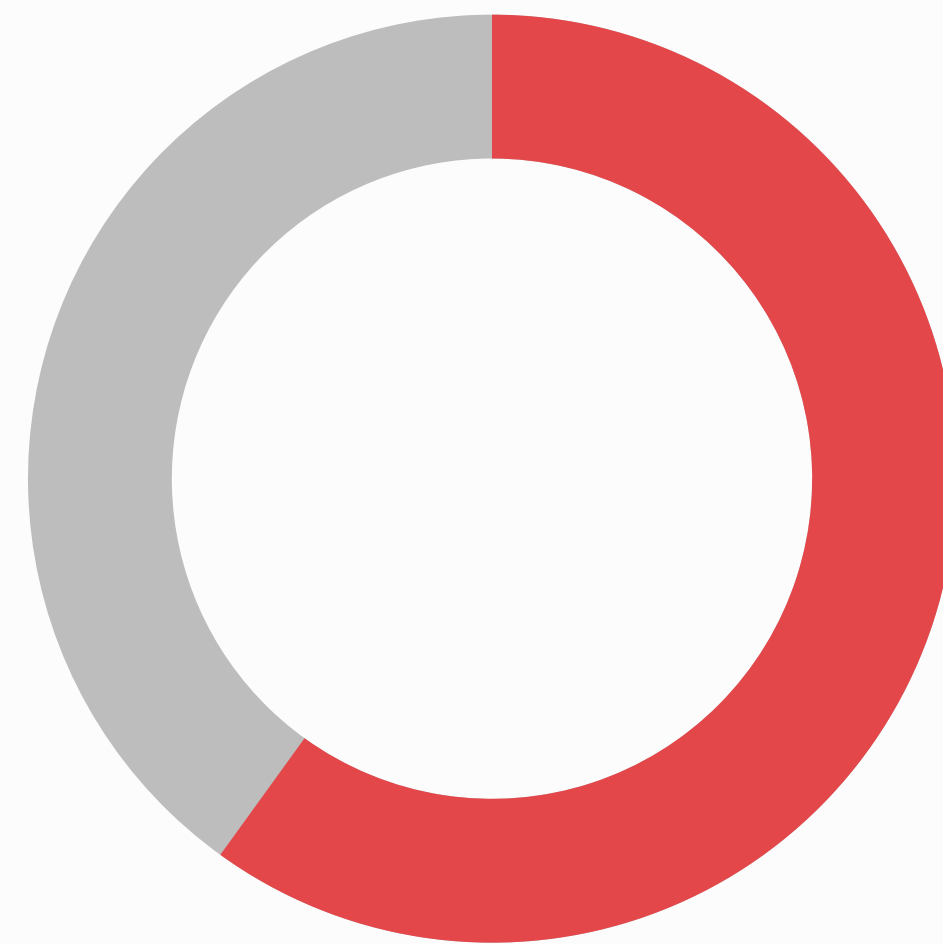


Feel like they're bad at giving gifts

Problem Space



Tend to wait last minute to do their holiday shopping

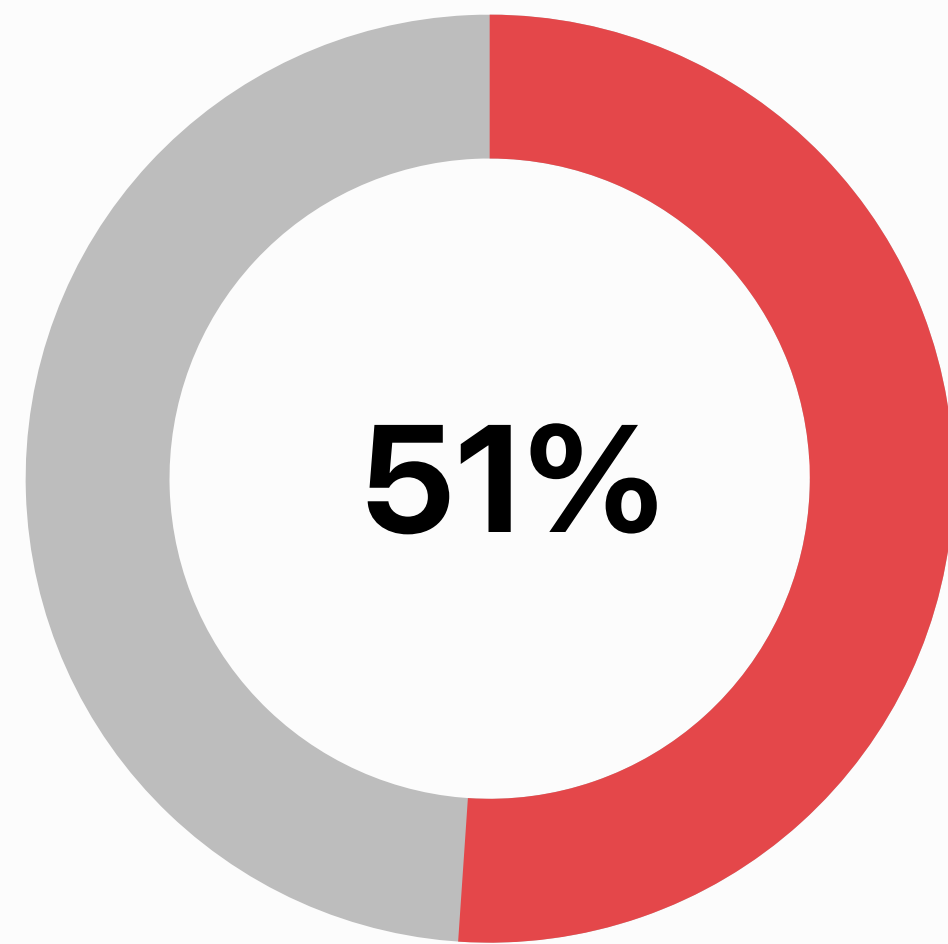


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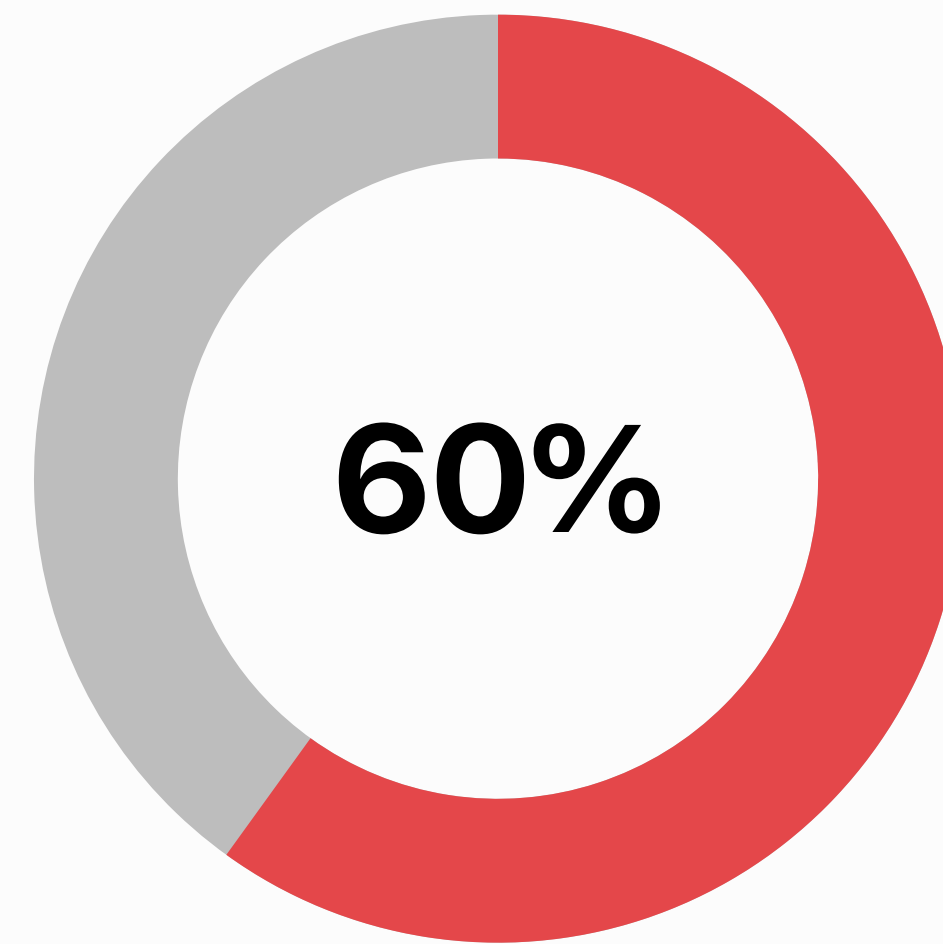


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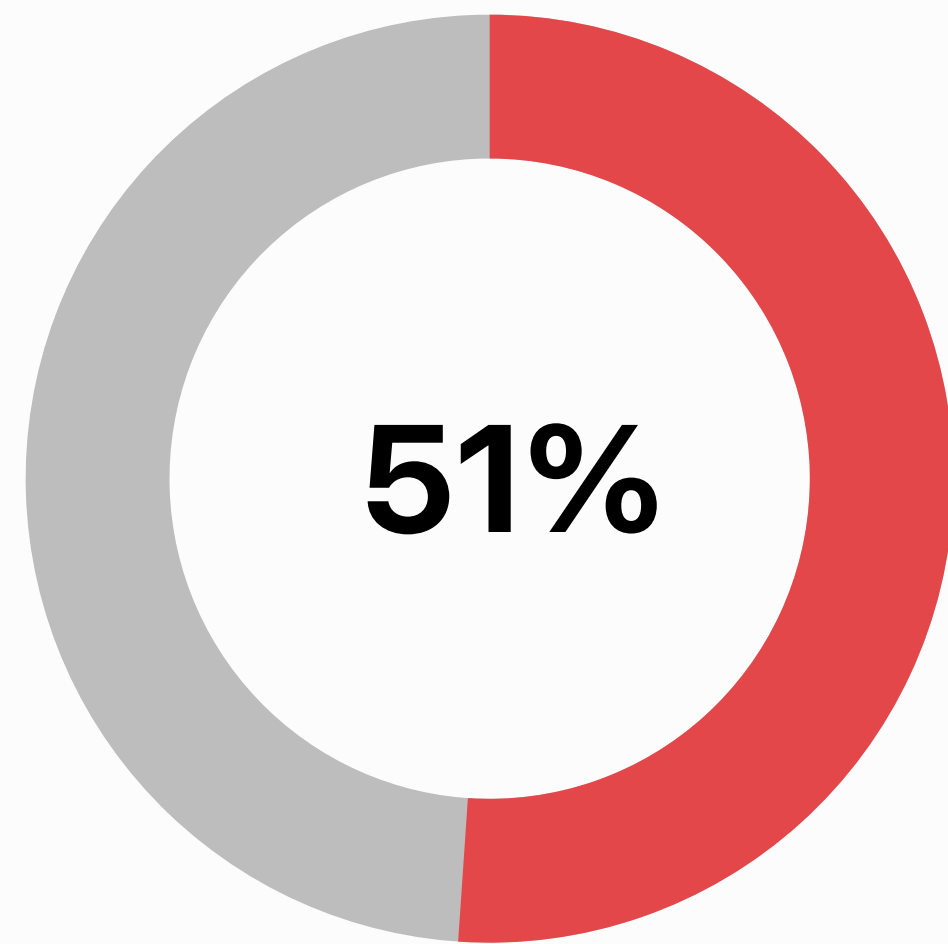


Struggle to find the perfect gift
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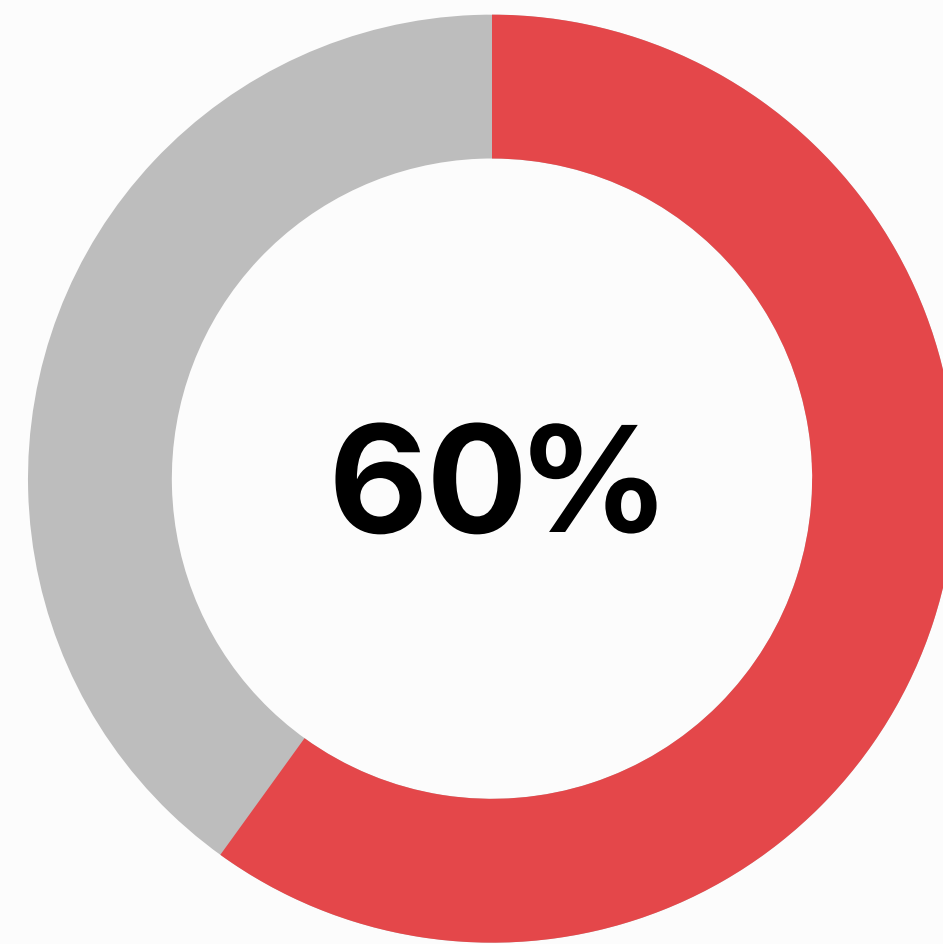


Feel like they're bad at giving gifts

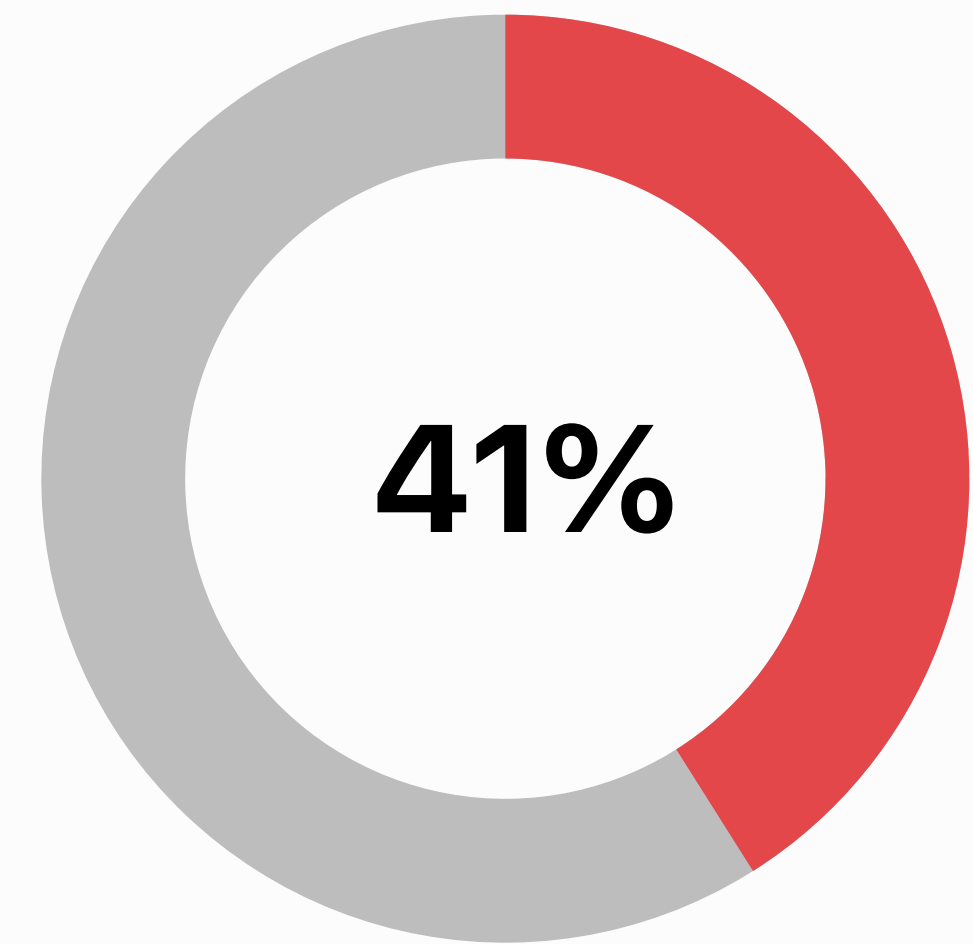
Problem Space



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 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

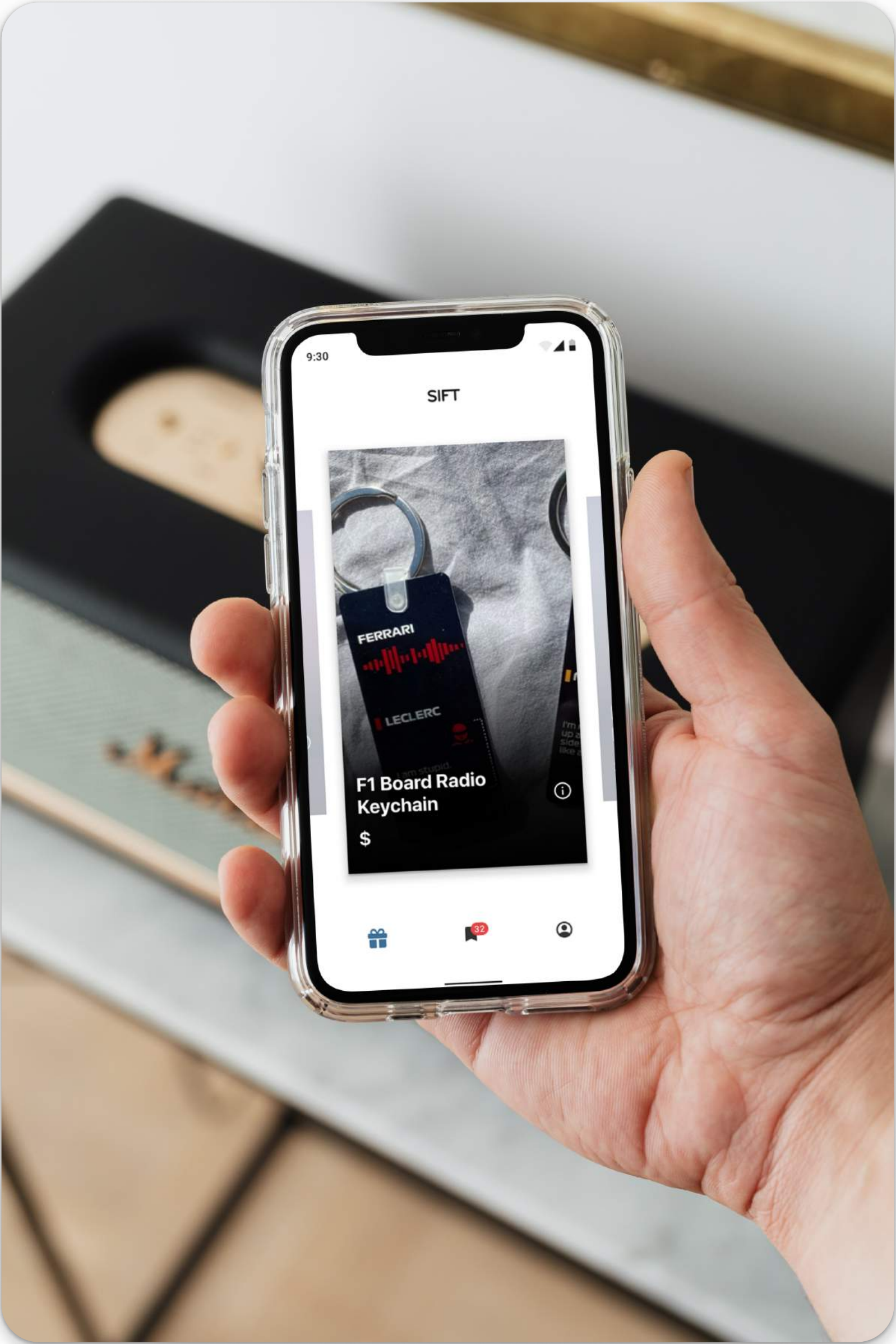
69%

Believe that gift-giving is
a problem space

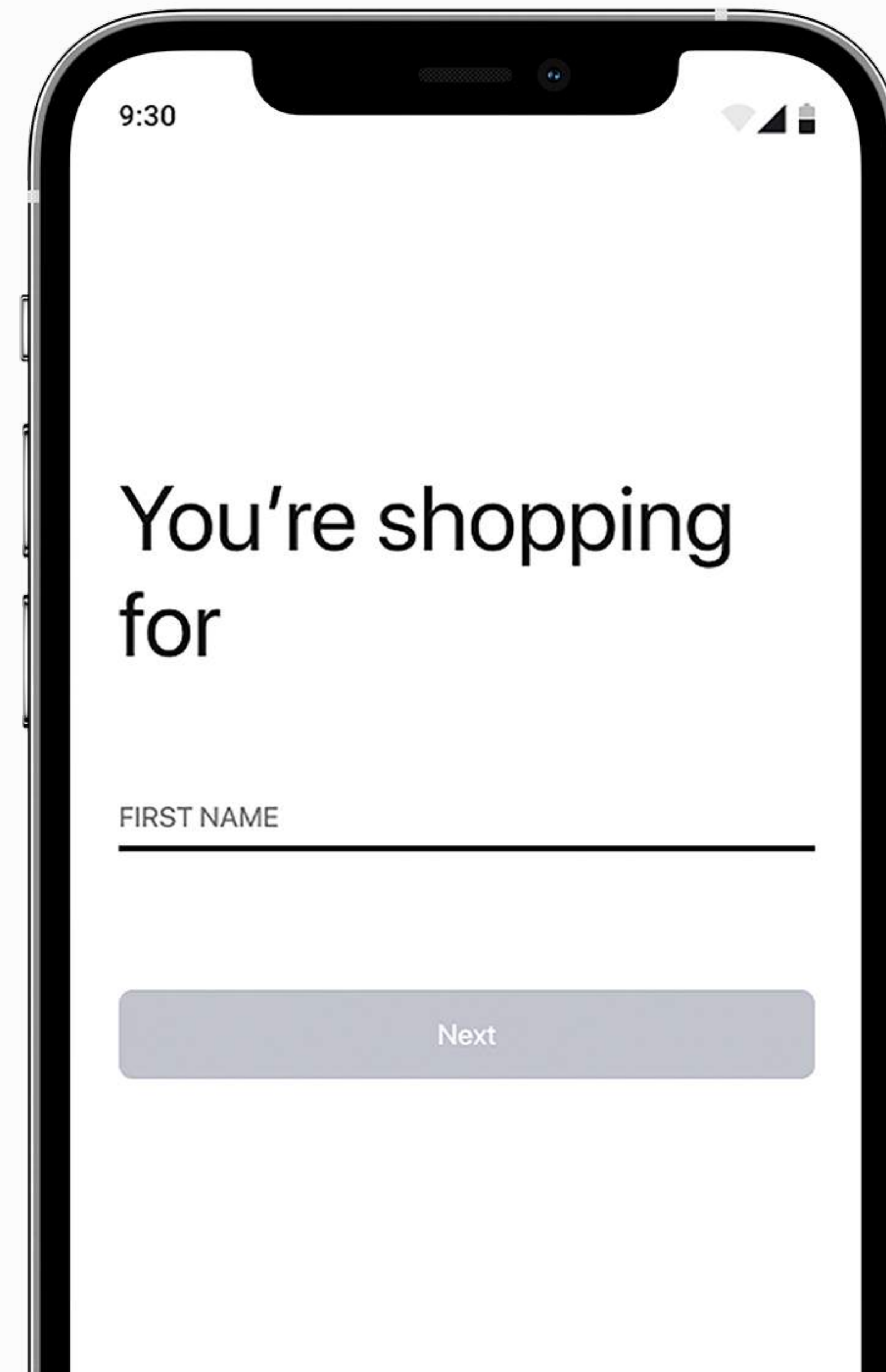
As an individual faces an overwhelming abundance of gift options, there is no structured gift-selection guide **which increases time consumption and inefficiency.**



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



Gift Idea Generation Algorithm

A smartphone screen displaying a gift idea generation interface. The screen shows the time 9:30 and status icons at the top. The main text reads "You're shopping for". Below this is a text input field labeled "FIRST NAME". At the bottom is a "Next" button.

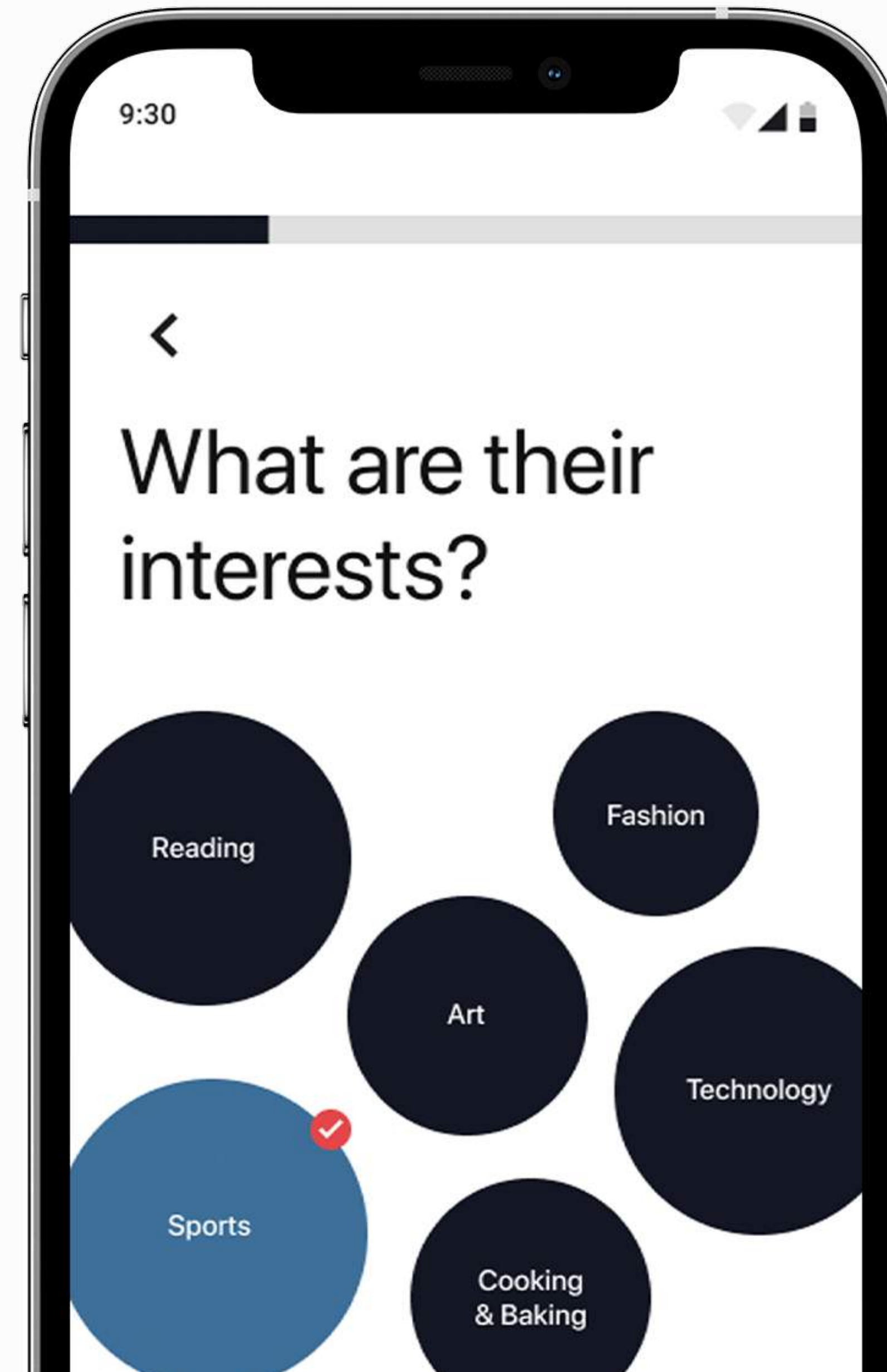
9:30

You're shopping
for

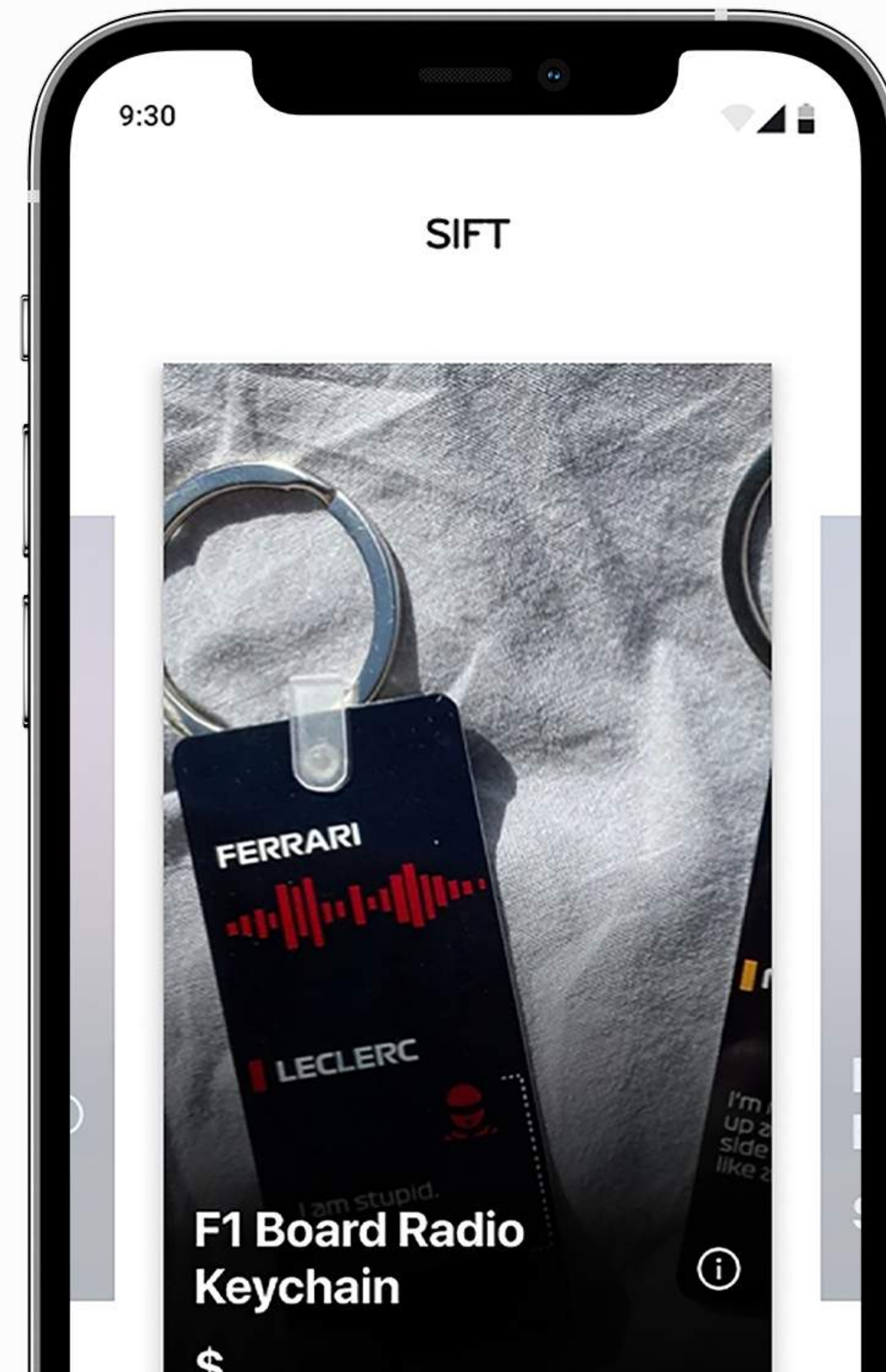
FIRST NAME

Next

Filtering off Consumer Preferences



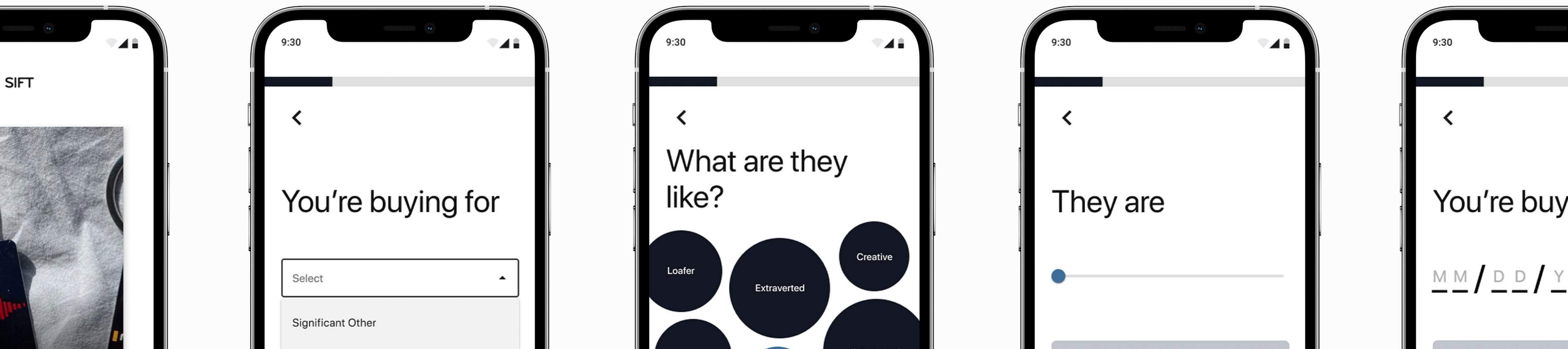
**Personalized
Gift Ideas.
One at a time.**



Systematic Filters



Systematic Filters



9:30



SIFT



**F1 Board Radio
Keychain**

\$





Squeeze Water Sports...

\$

i



AROME Large Travel Duffel...

\$ \$

i

9:30

SIFT

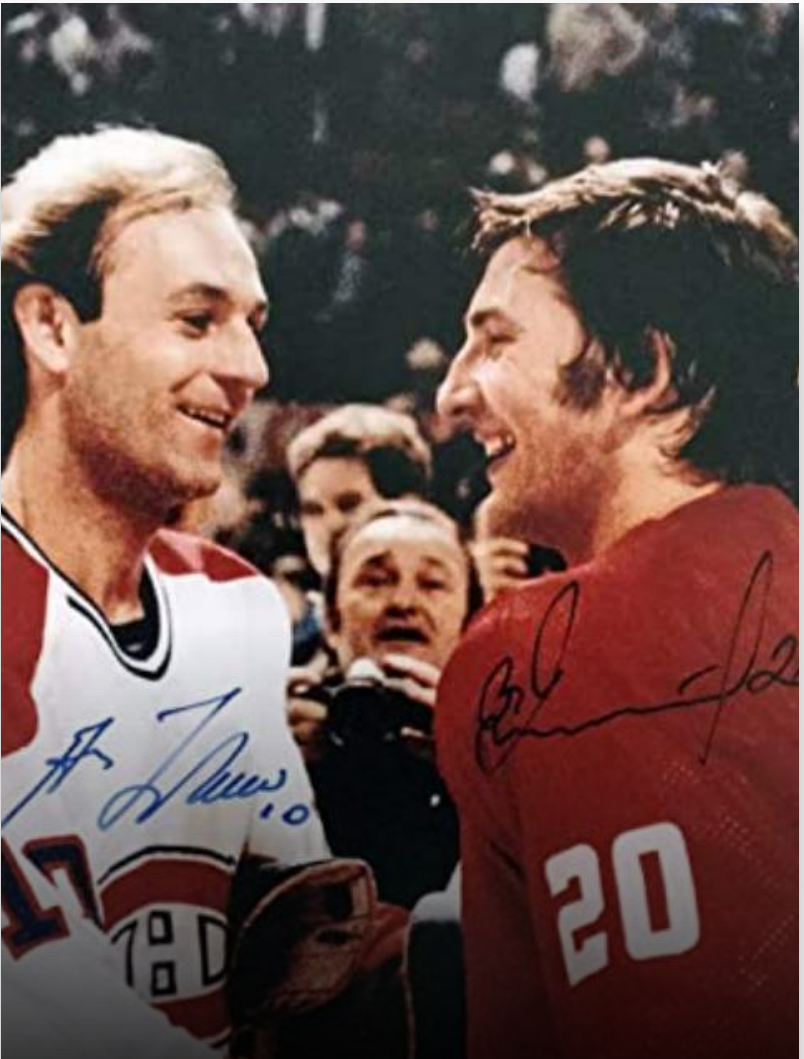


F1 Board Radio Keychain

\$

i

Gift icon, 32 notifications, Profile icon



Autographed Guy Lafleur...

\$ \$

i



Sony WH-1000XM5

\$ \$ \$

i

9:30



SIFT

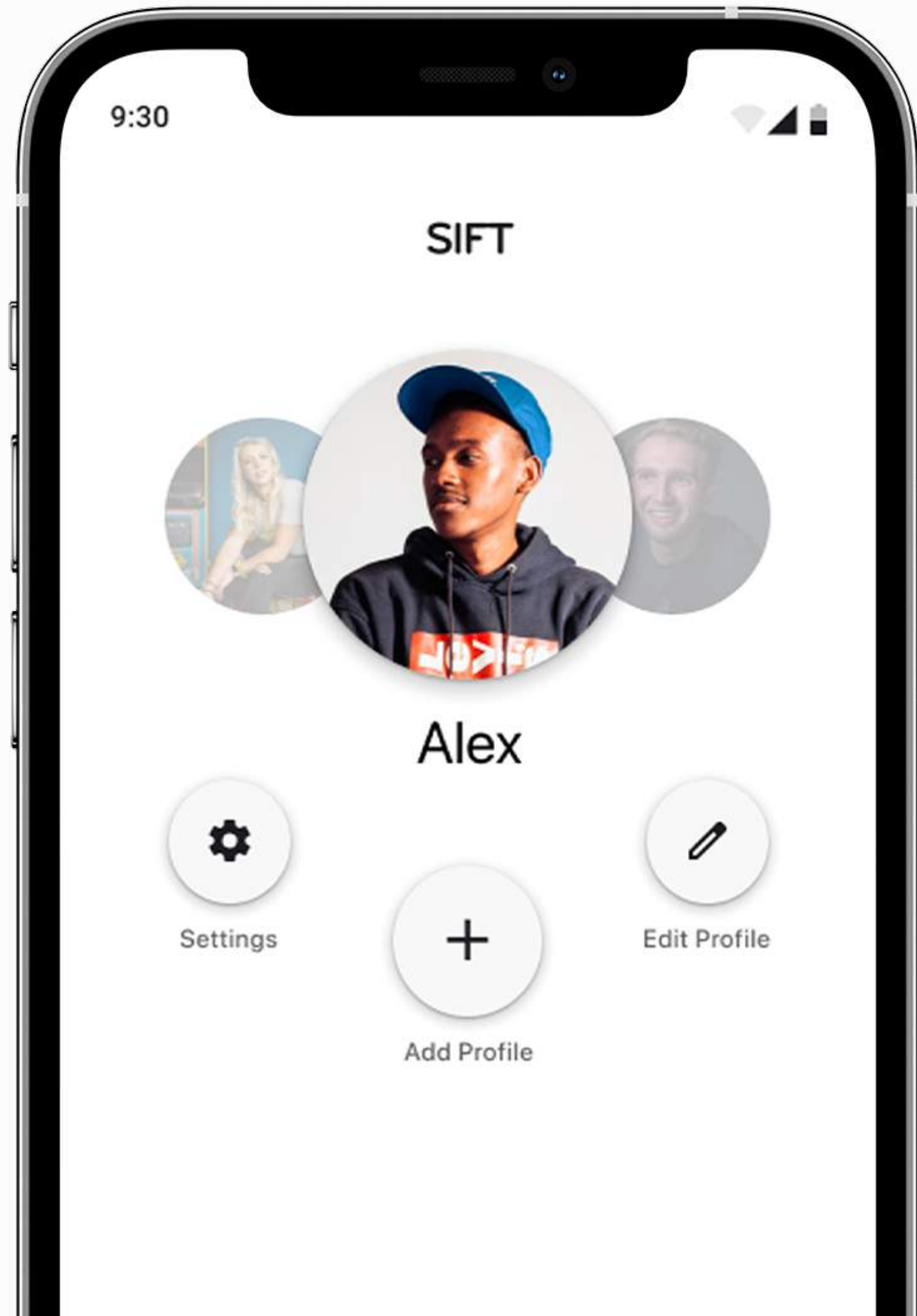


**F1 Board Radio
Keychain**

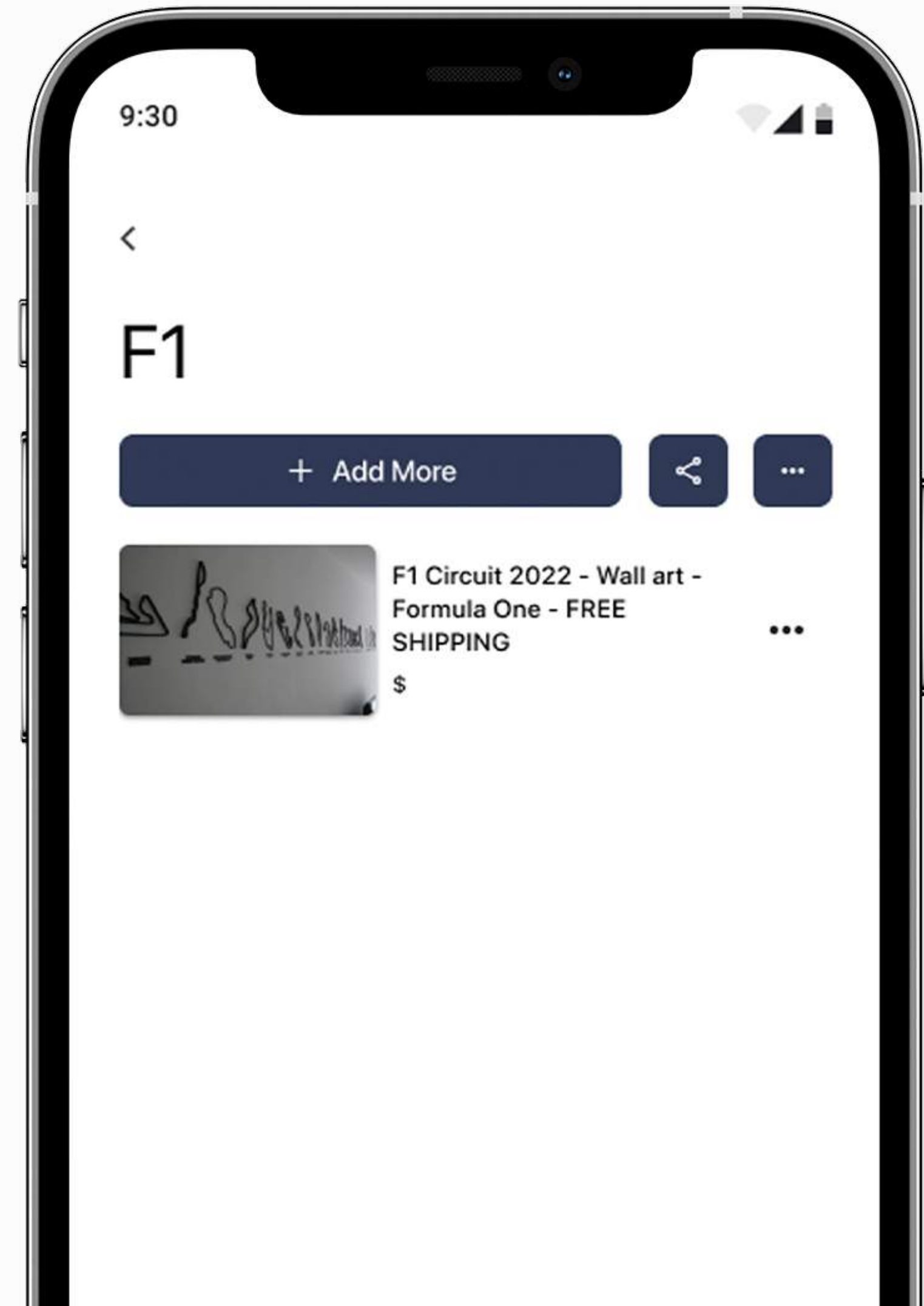
\$



Multiple Profiles



Collections



Introducing

Alex Lian

UI/UX



Sift

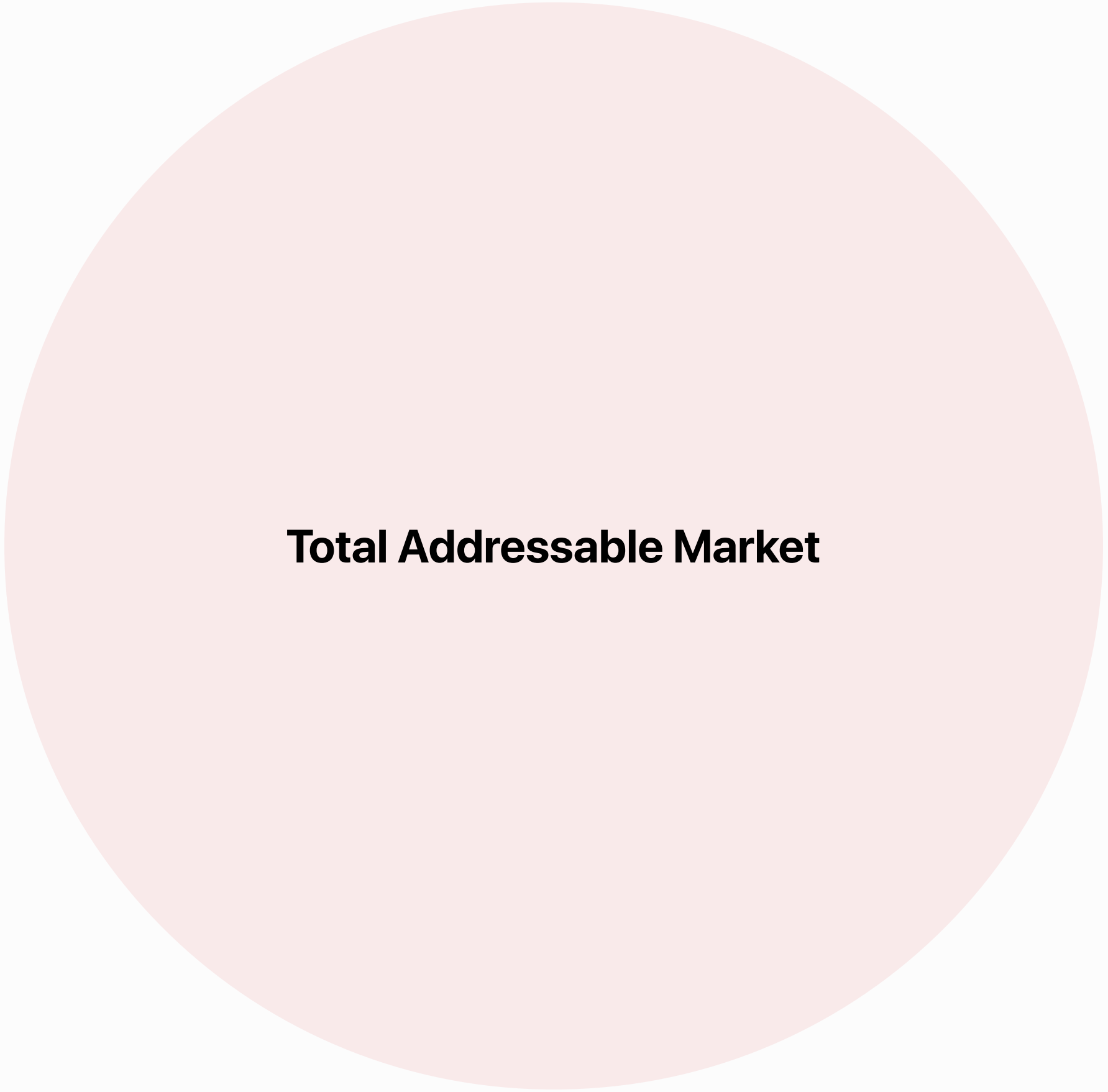
Create Account

Sign In





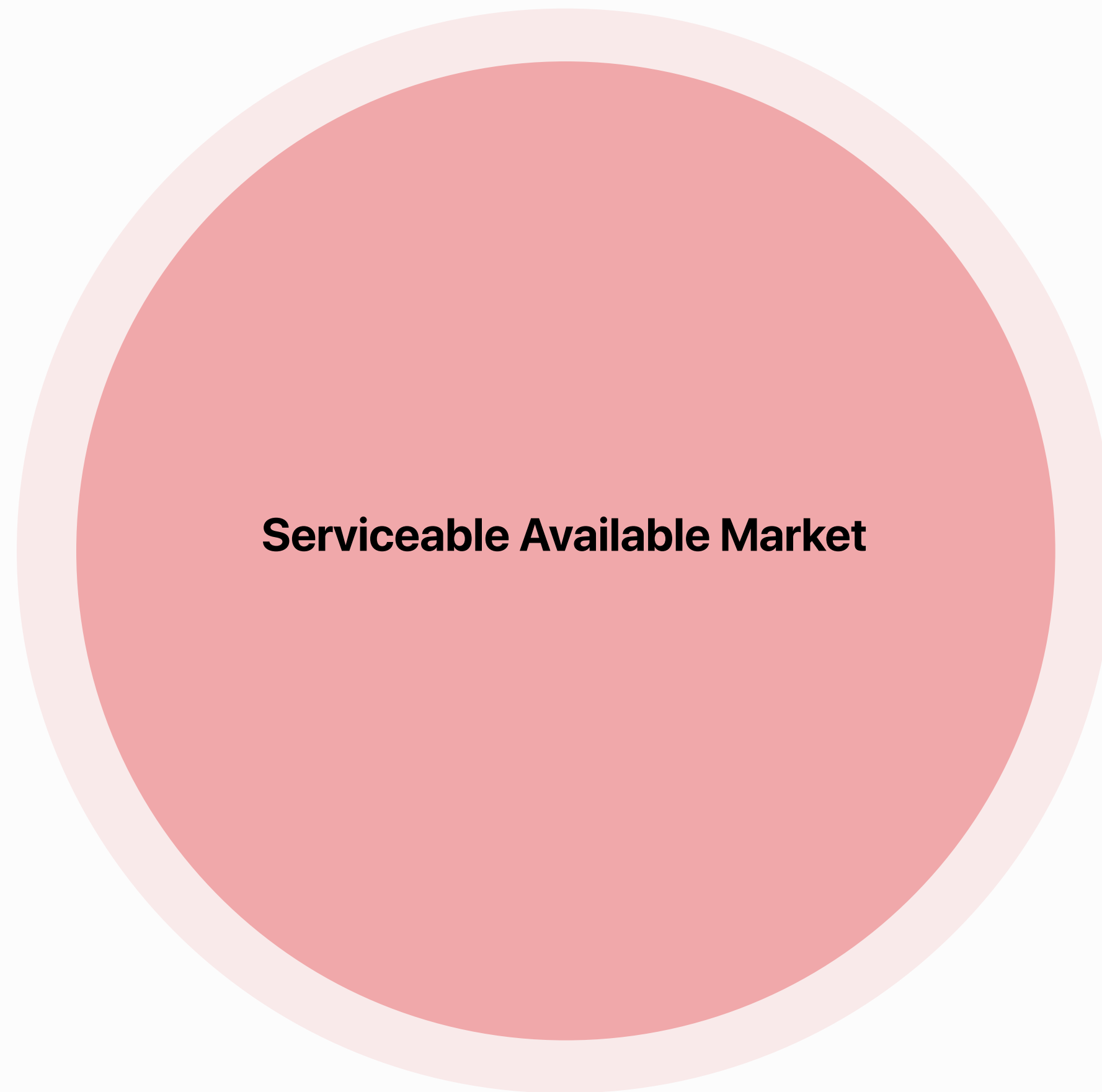
Market Analysis



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

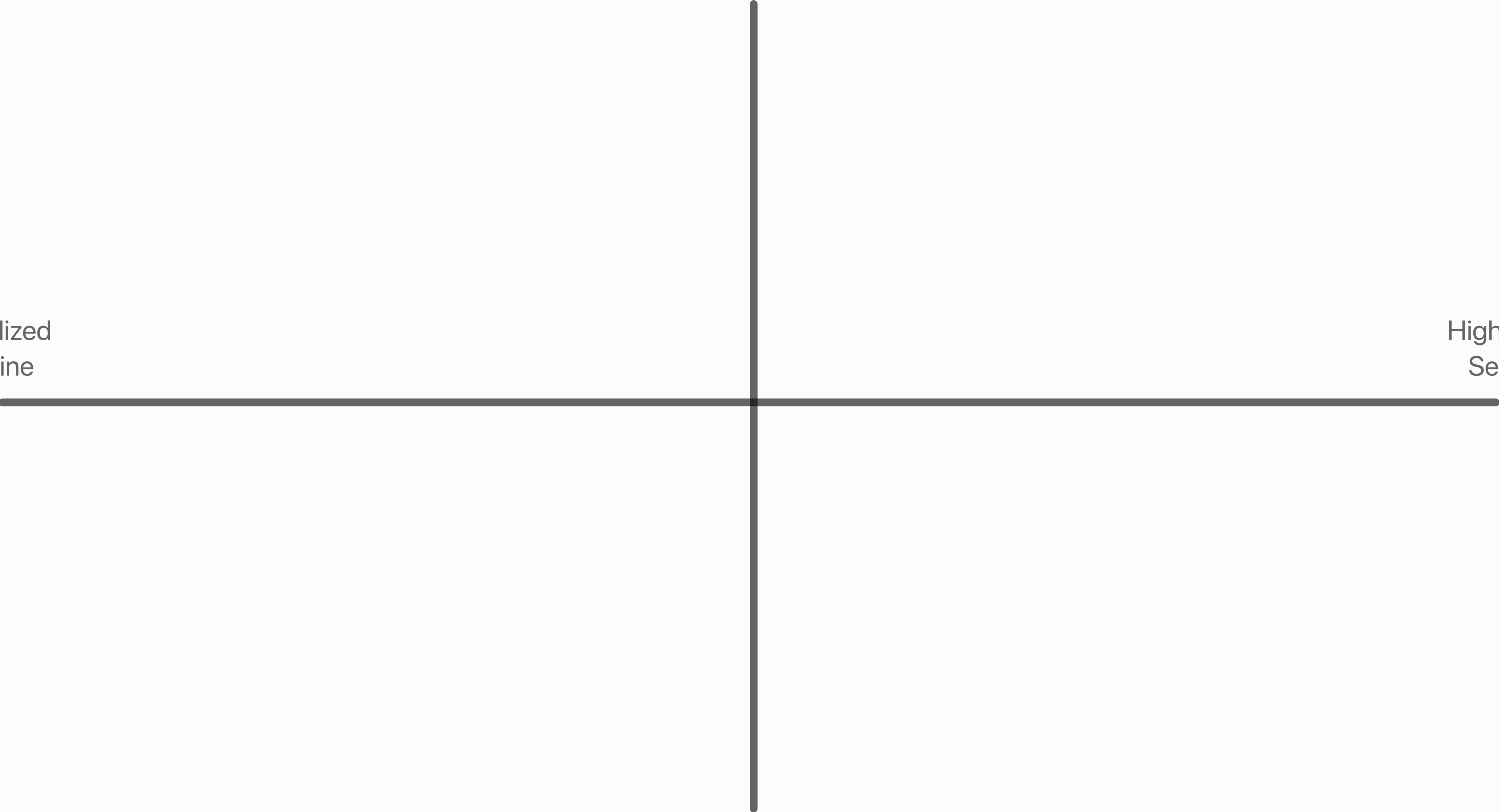
Online Gen-Z Shoppers

High Option Variety

Low Option Variety

Low Personalized
Search Engine

High Personalized
Search Engine

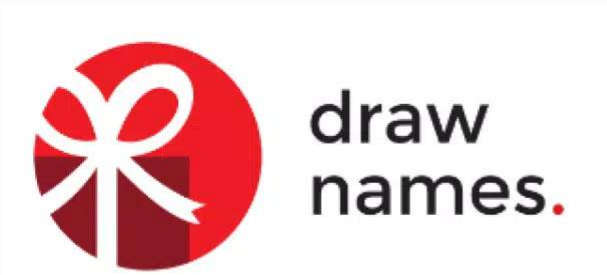


High Option Variety



Low Personalized
Search Engine

High Personalized
Search Engine



Low Option Variety



amazon

High



draw
names.

Medium



gifty





High



draw
names.

Medium



Low



Low



Low

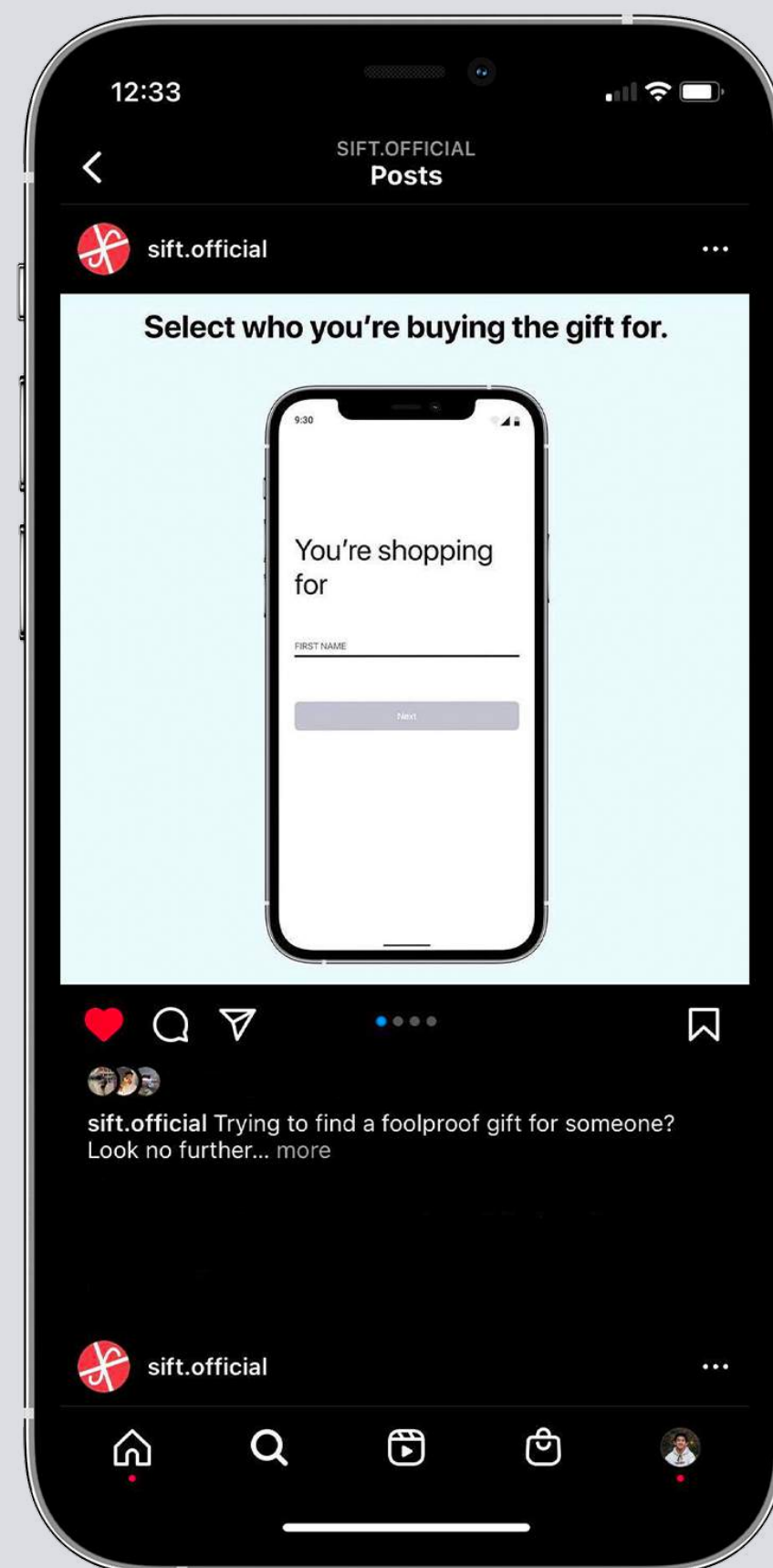
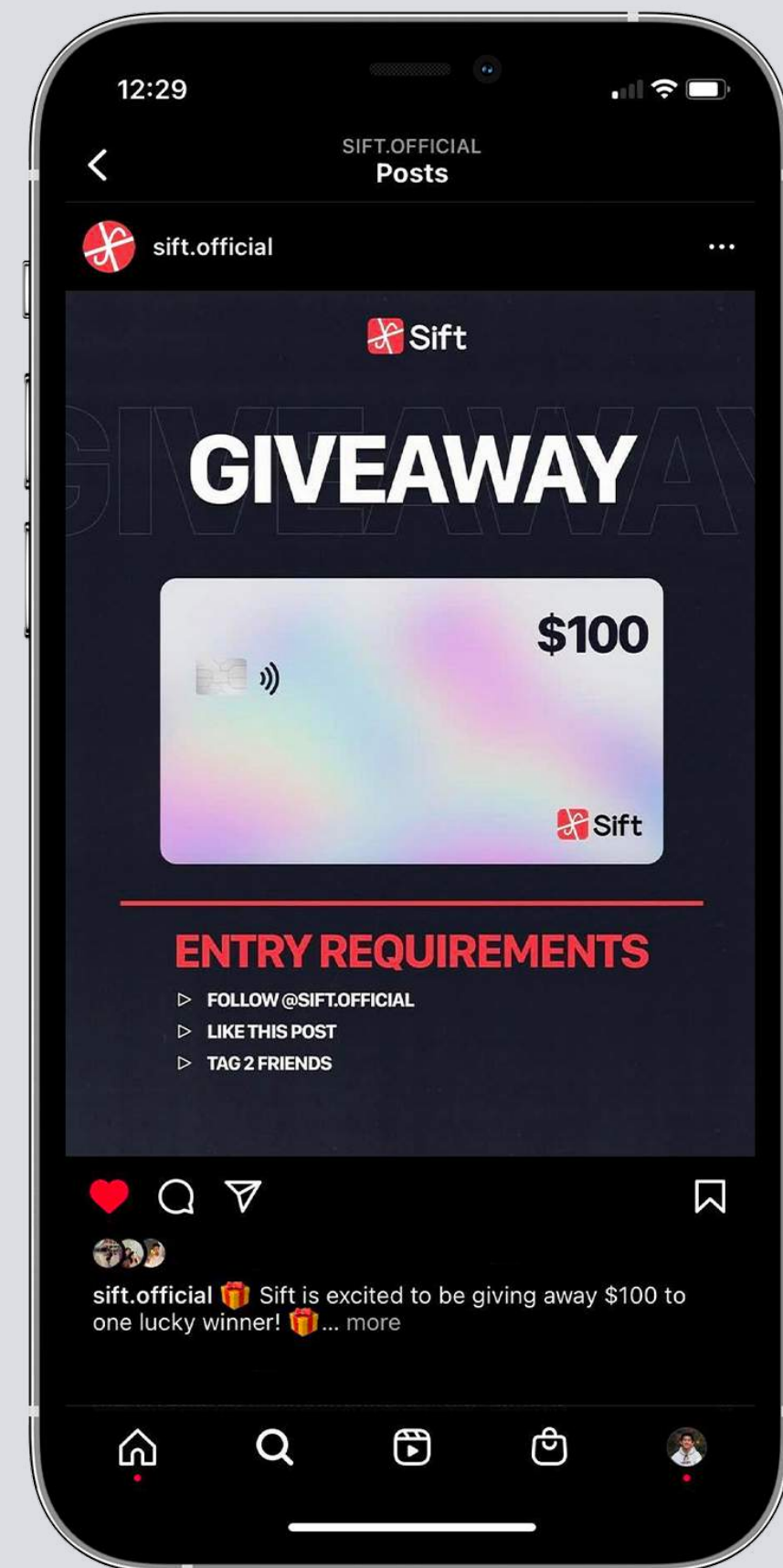
Go-To-Market Strategy

Exposure



Go-To-Market Strategy

Exposure



Go-To-Market Strategy

Exposure

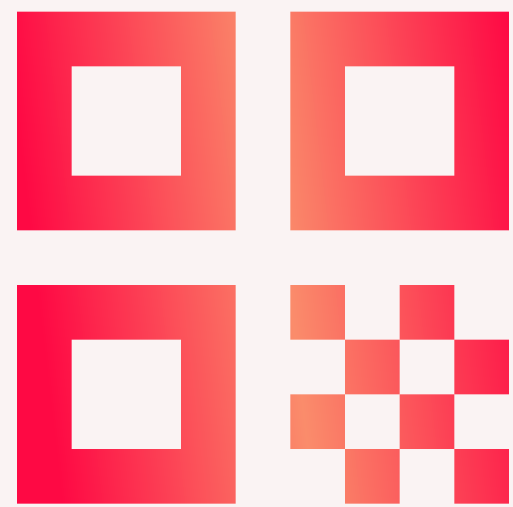
Engagement Campaigns



Go-To-Market Strategy

Engagement

Engagement Campaigns



Go-To-Market Strategy

Engagement

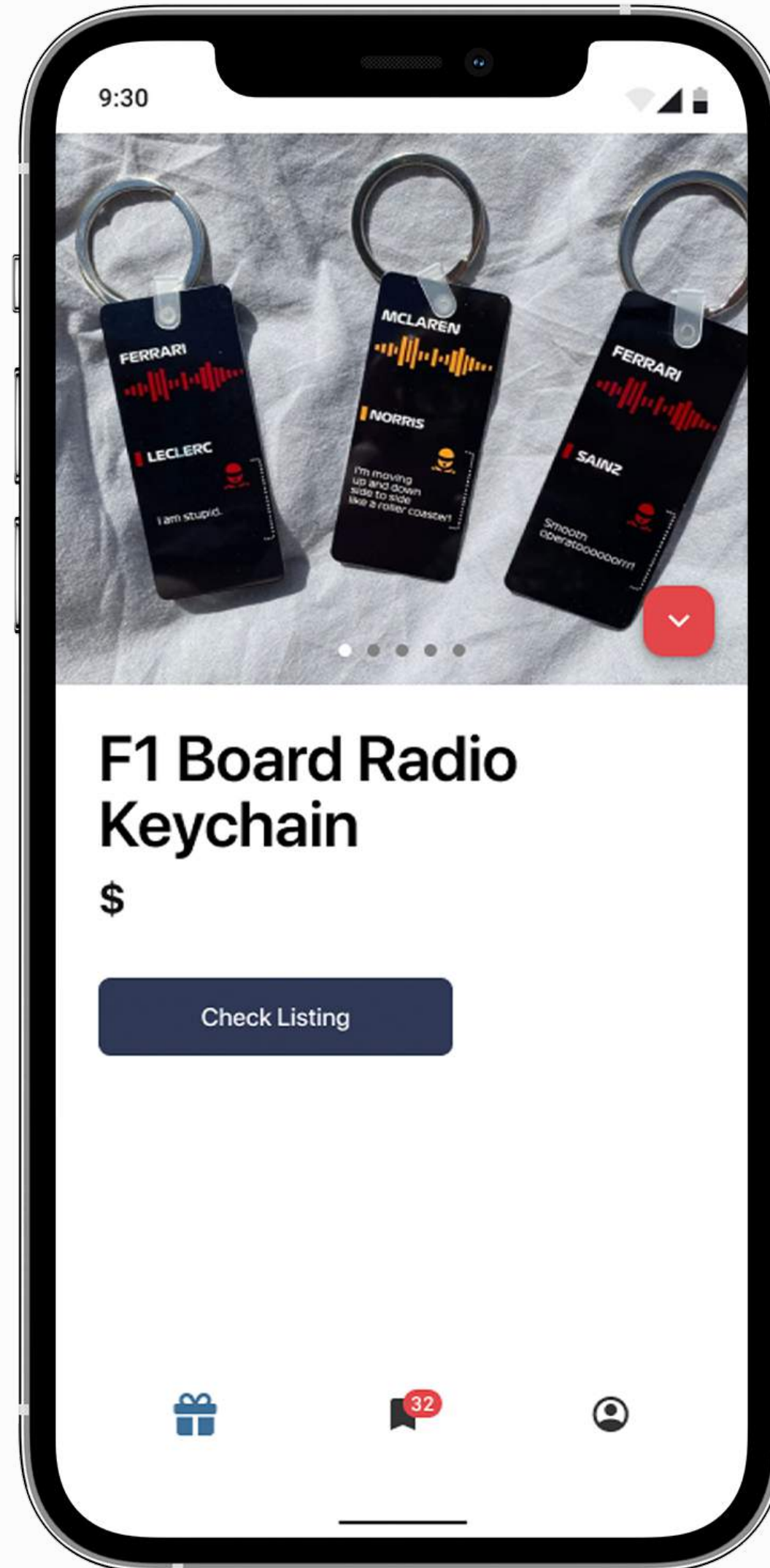
Introducing

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

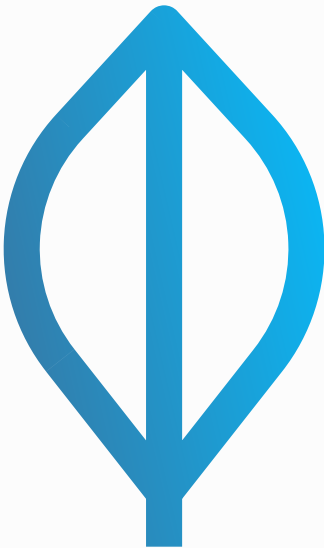
Revenue

Introducing

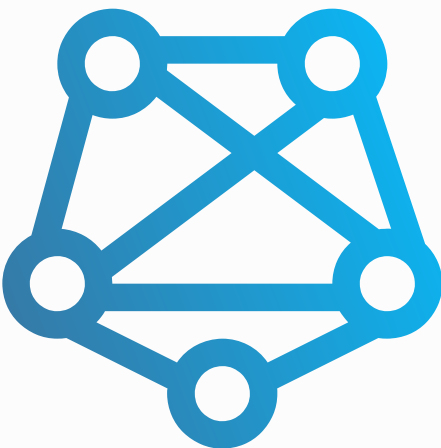
Grady Palfrey

Sr. Dev

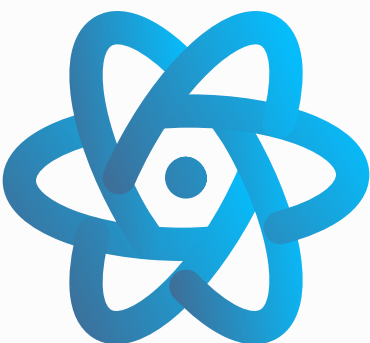
Backend



User Authentication

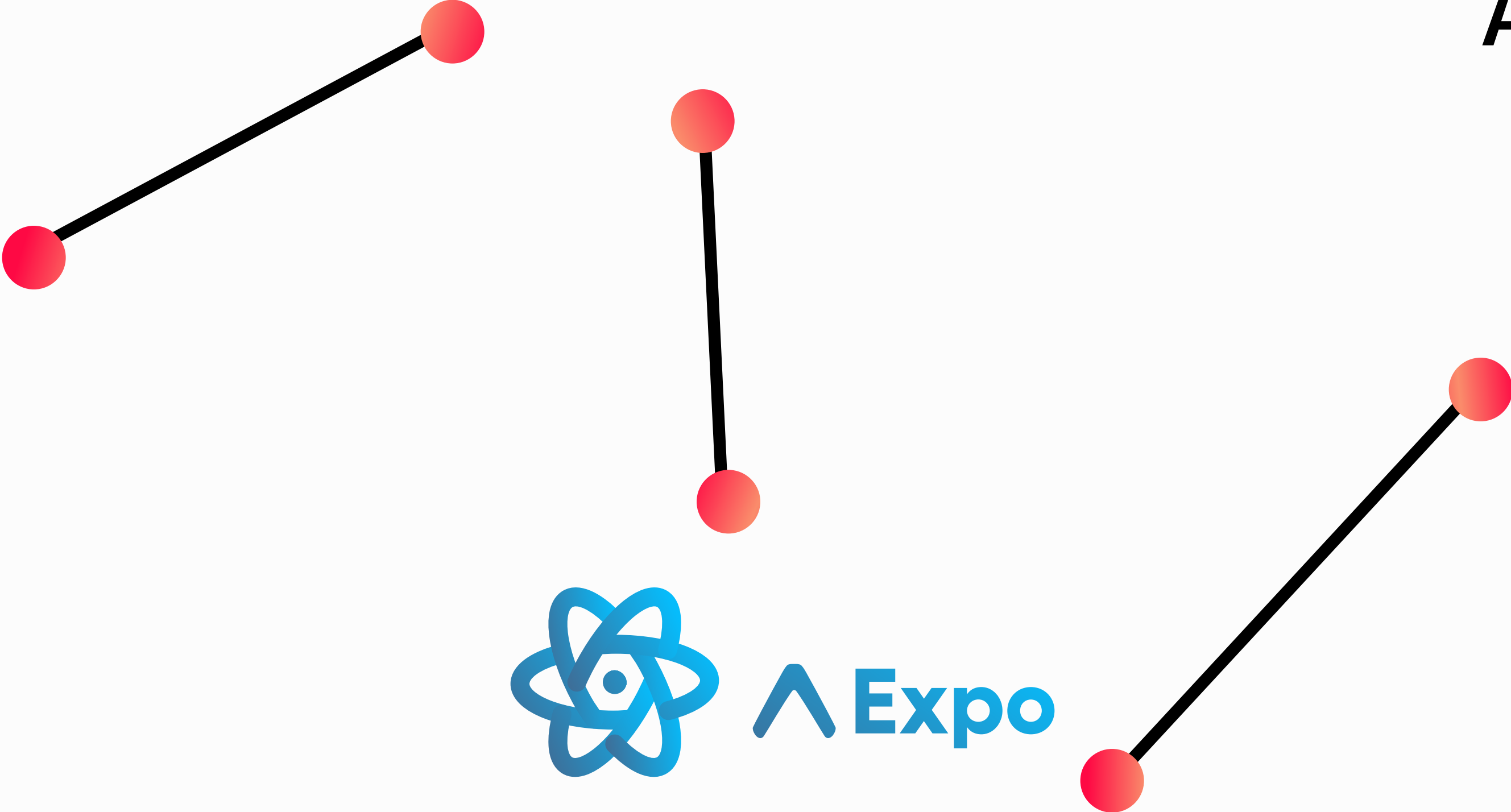


Scikit

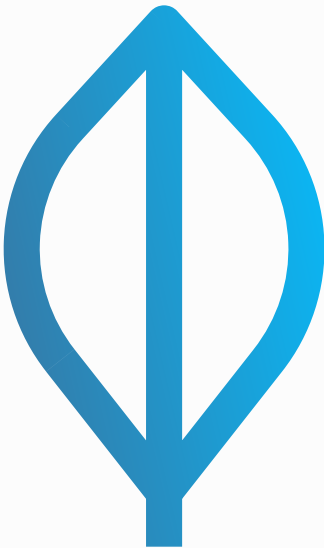


Expo

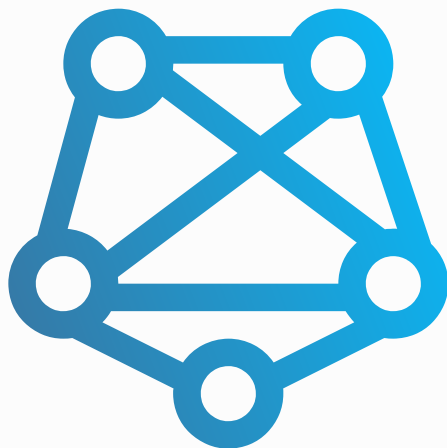
Frontend



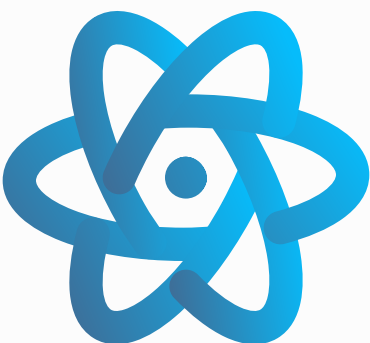
Backend



User Authentication

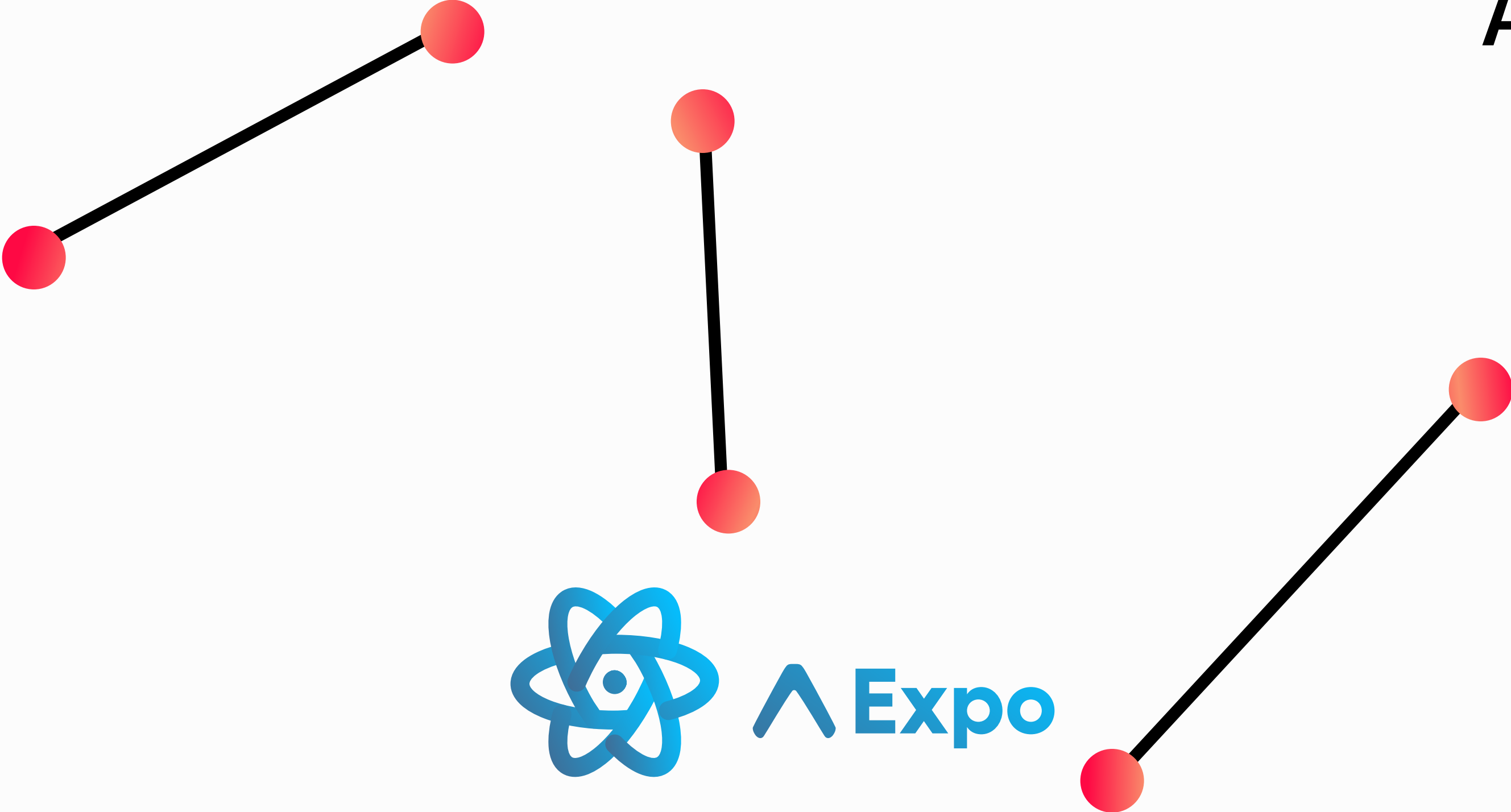


Scikit



Expo

Frontend



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

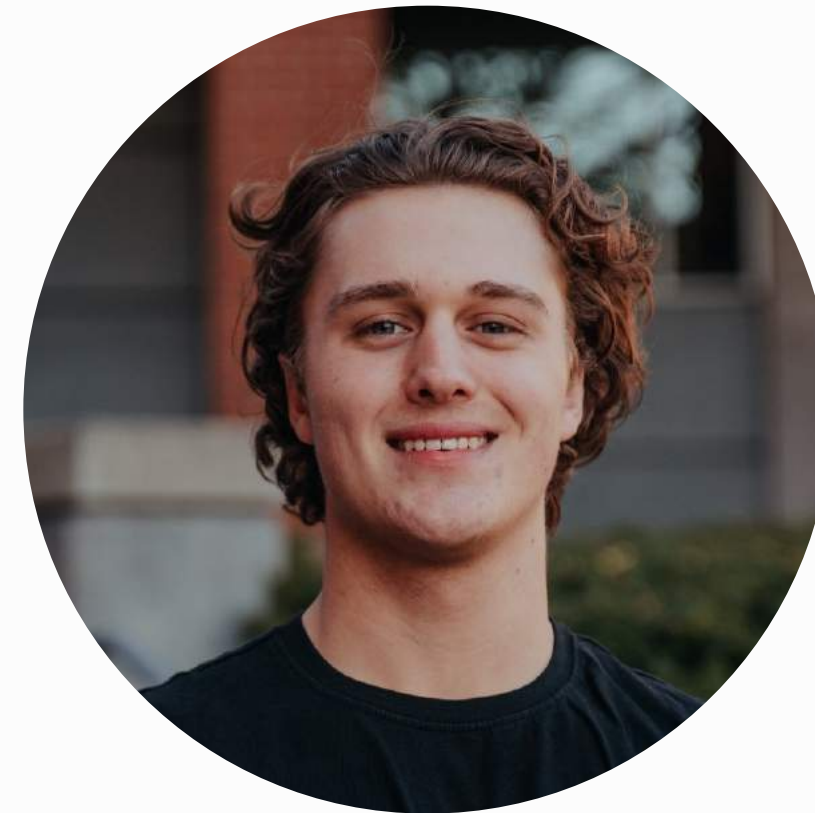
Team Sift



Aaron Chen
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Matthew MacEachern
Dev



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Dev



Yves Alikalfic
Dev



Alex Lian
UI/UX



Jegor Petrov
Sr. BA



Thomas Huang
BA



Beatrice Setiawan
BA

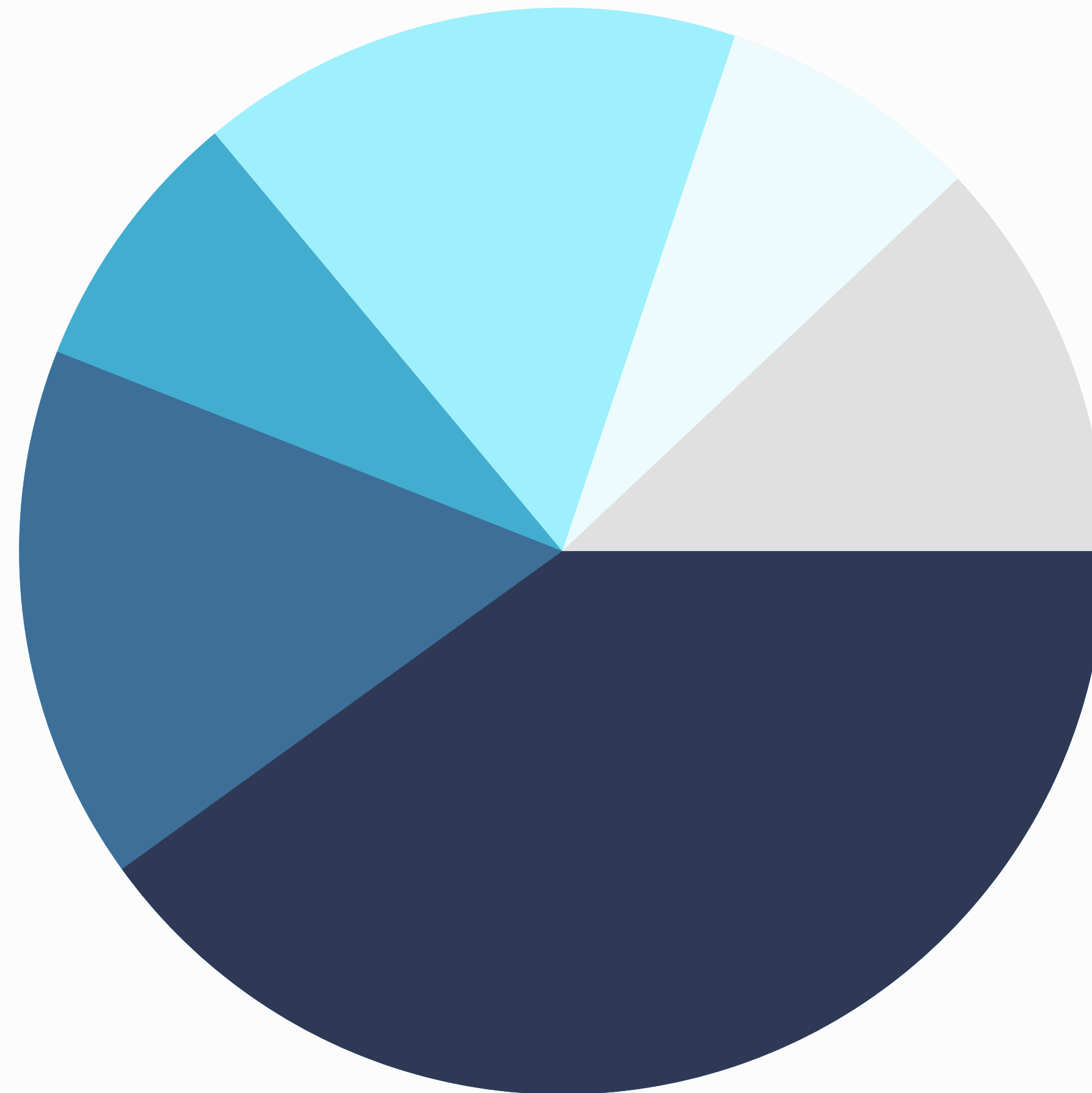


Cynthia Choi
BA

From: Sift <3

Appendix

Cost Breakdown



- Experiment: \$500
- Giveaways: \$200
- Scavenger Hunt: \$100
- Paid Ads: \$200
- Ambassador Program: \$100
- Development & Testing: \$150

Total Budget: \$1250

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?		
	Example	Utility	4	Yes	5	New year, secret santa	No	Yes	Bad sugg	Yes		
Egor	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		
Thomas	Tyler	Utility	8	No	12	girlfriend's friends' bd, ac	Yes	Yes	only for ac	Yes		
	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)



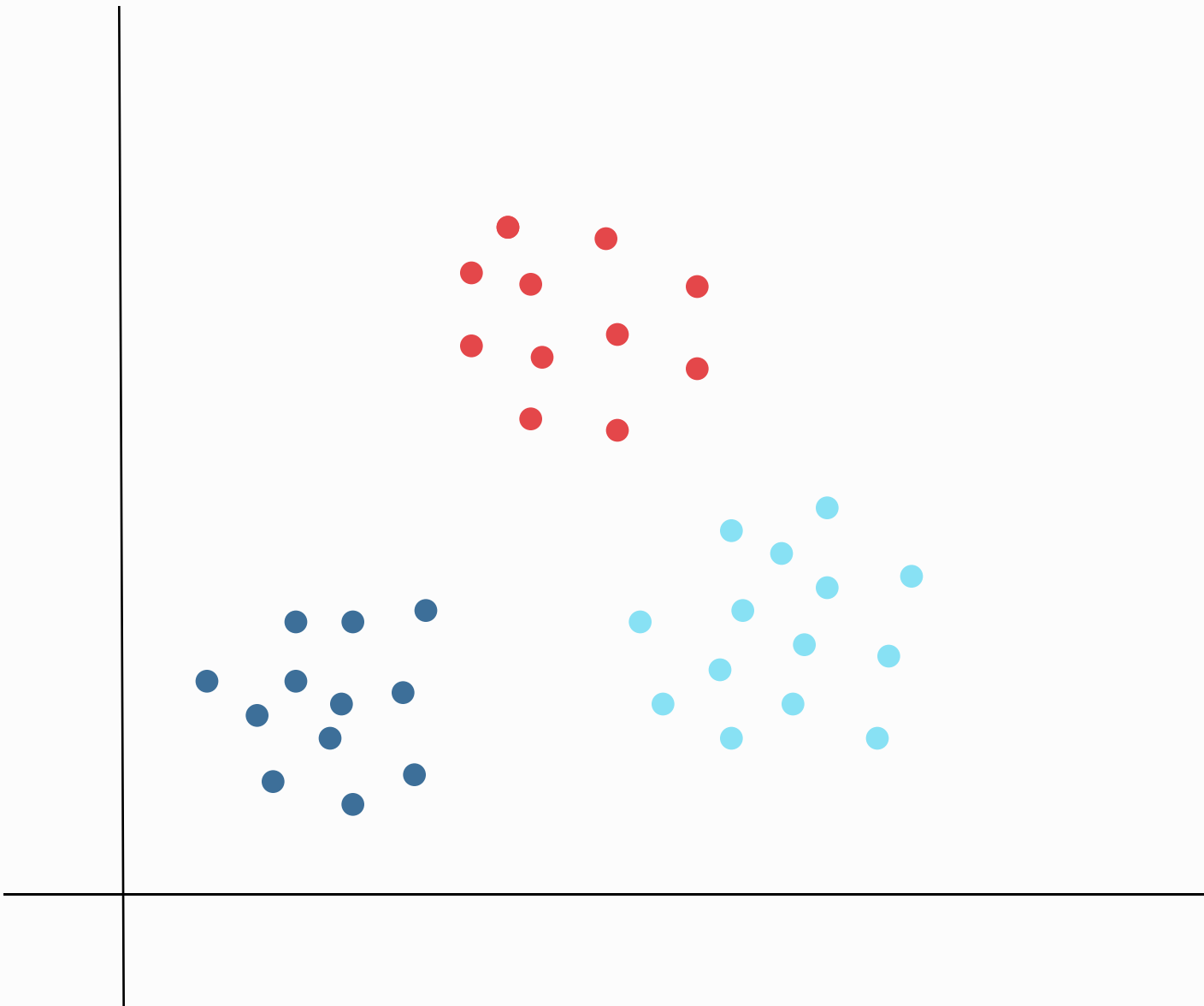
Appendix

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

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



Medium

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



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

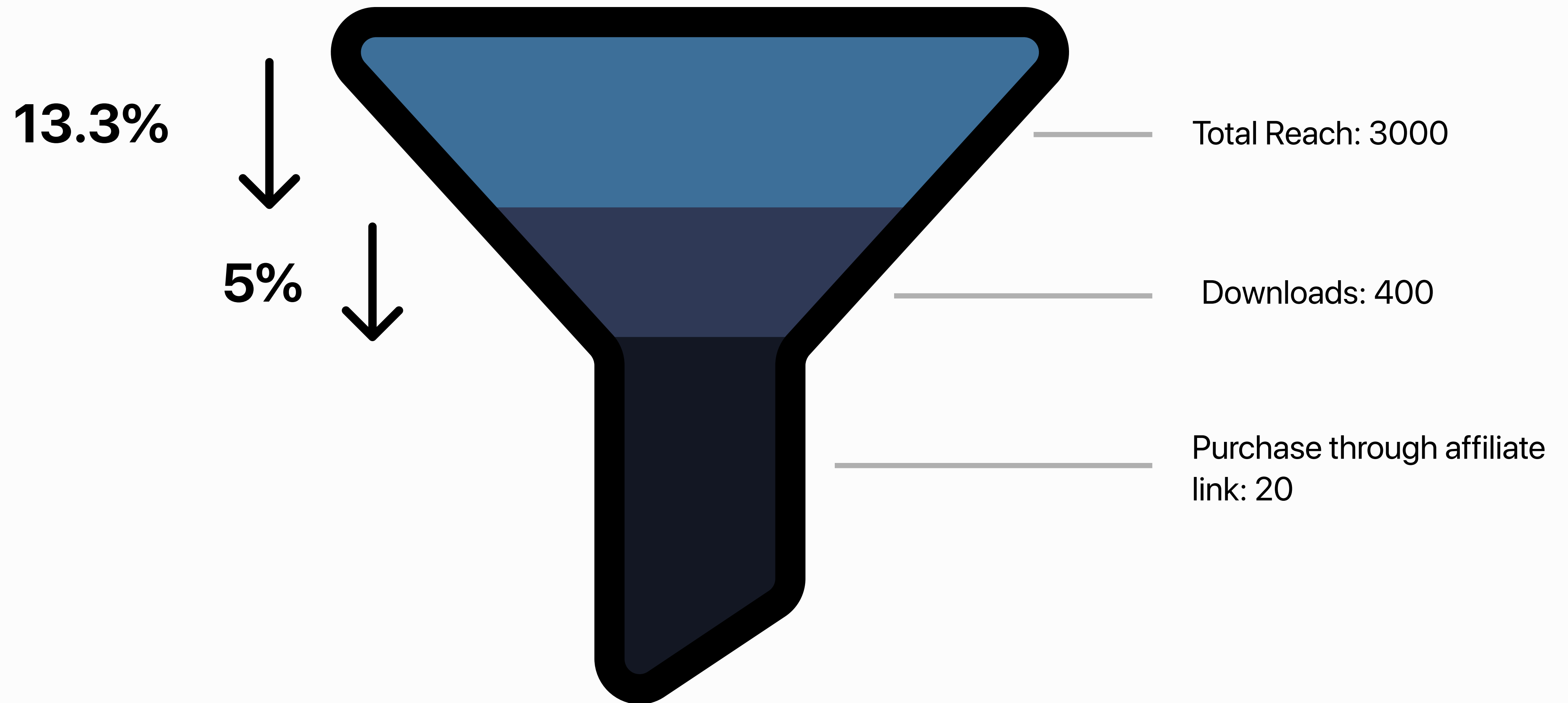


Low

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

Marketing	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023
Social Media Marketing	Giveaway 1 Product Showcase			Quality Engagement Content	
			Giveaway 2 Social Media Ads		
QR Code Campaign		Planning		Execution	
User Testimonials Collection			User Testimonials Collection		User Feedback Survey
Ambassador Program Launch			Planning		
			Program Intro		Program Continuation

	 Sift	 Gift Gen Gift Ideas Generator	 giftly	 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