



Israel, 2022

MOOSH

Find the Perfect Gift for Anyone
Fast and with **Confidence**

Contact us:



mooshstartup@gmail.com



@Moosh.Startup



@mooshgiftfinder



יזמים צעירים ישראל
JA-YE Israel
A Member of JA Worldwide



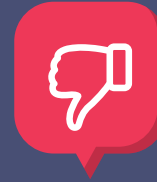
What's the Problem?

The status of gift giving



Of 200 people -
were unhappy with
their gifts!

According to our survey



1 in 2 people
return the gifts
they receive.

3 in 4 people
don't like their gifts.



25 million tons of garbage
go to waste because
of gifts each year.



According to surveys by:
WorldVision
People.com

MOOSH's AI solution



Input from Gift Receiver

Most solutions in the market have completely ignored the most important part of the gift-giving process, the receiver. With MOOSH, the receiver is on the podium.



Comfortable

MOOSH is Fun, Quick and Easy to use. You'll swipe left (bad) or right (add) on optional gifts and you'll get our recommendation.



Accurate

Using a highly sophisticated recommendation engine made by Amazon (approved license), and a few open source algorithms combined with personalized profiles on each user, MOOSH will make sure you get the perfect gift for your loved ones.



MOOSH Our Method



Intuitive UI, built with **React JS**.

A better user experience will enhance the “Network Effect”.



A Powerful **AI solution**.

Moosh algorithm will match the perfect gift for the receiver.







MOOSH



1. Press the “find the perfect gift” button
2. Pick a contact
3. Receiver Answers the survey (swipes left and right)
4. Moosh analyzes the results, builds a cloud profile of the recipient.
5. The algorithm finds a collection of suited gifts
6. The buyer chooses the gift he likes - based on pricing range, recommendations and more

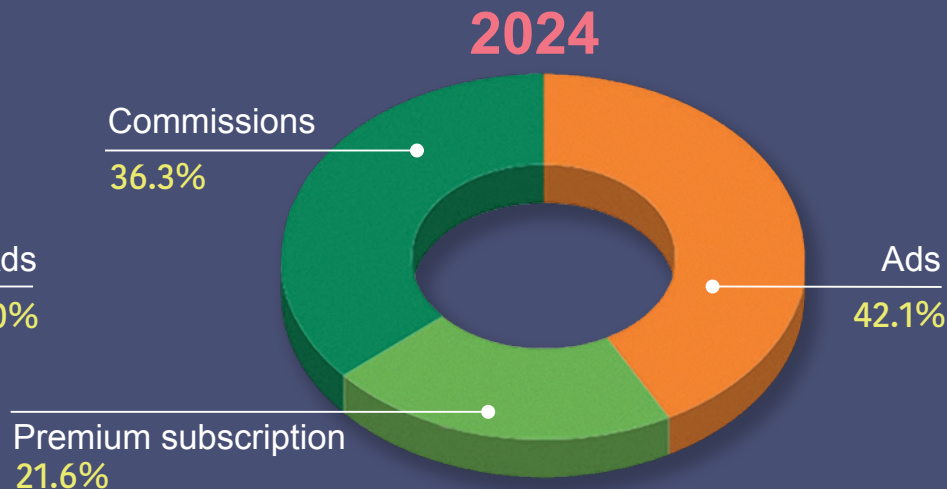
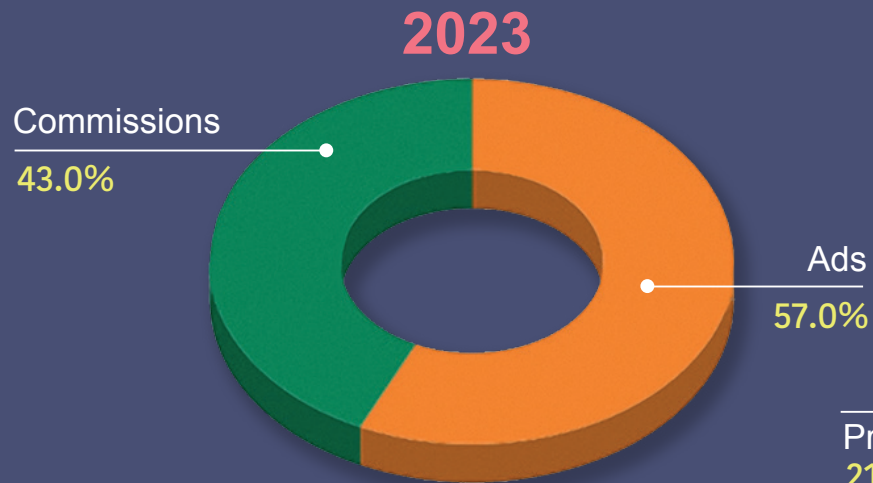


Competitive Analysis

Feature	Gift shopping service	AI-based algorithm	Feedback from gift giver	Feedback from gift receiver	Profiles of gift receivers
	✓	✓	✓	✓	✓
	✓	✓	✗	✗	✗
	✓	✓	✓	✗	✗
 Giftopix	✓	✓	✓	✗	✗

Business model

Right now most of our revenue comes from commissions and ads, we found a way to earn a bonus on every gift we prevent from being returned as part of the commissions, in future we will adapt a freemium model.



The Global Market

Moosh targets the online gift market, we also target young people, 46% of generation Z were using social media like Instagram, YouTube, Pinterest, Snapchat and Facebook to find inspiration for their gifts.



Go to Market Plan

Exploring Revenue Streams

Cooperating with large gift companies and expanding Moosh's available gift database.

The Global Gift Market

Focus on sales and promotion outside of the US.

01

Launch Moosh Beta

Start a B2C advertising campaign (US), Further algorithm optimization.

02

03

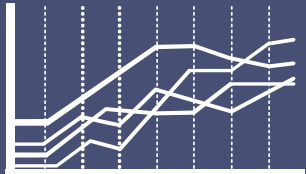
Reaching to Gift Sellers

B2C - Monthly subscription.
B2B - Help stores save money on non-returned gifts with a charged service.

04

Financial Projections

	2023	2024	2025	2026	2027	2028
Total Revenue	304,266.16 \$	438,480.00 \$	1,315,440.00 \$	2,796,508.00 \$	5,588,784.00 \$	11,712,576.00 \$
Total Spendings	439,049.00 \$	437,030.00 \$	701,050.00 \$	1,218,050.00 \$	1,951,750.00 \$	3,832,600.00 \$
Clean Profit/Loss:	(134,782.84) \$	1,116.50 \$	473,080.30 \$	1,215,412.66 \$	2,800,516.18 \$	6,067,581.52 \$



Key Financial Metrics:

Break-even point: Dec-23 at **26700 users**

Net Profit Margin: **44.89%** on 2026

The Team



Ido Kaplan
COO



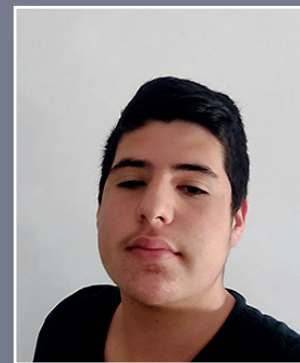
Daria Leshem
CEO



Raz Peleg
CTO



Matan Polak
CRO



Kalbo Nevo
MO

MOOSH

Give Smart
Thank you and have a moosh day

Moosh is Israeli slang for perfection

