

SodaGift

"A Little Surprise, Everywhere
Global Gifting Platform



PROBLEM

International gifting is **TOO difficult**

Time Consuming

From shopping, packing to sending the gift then waiting and confirming delivery, the entire process is a long haul

Expensive

The cost of shipping, customs and insurance are additional costs aside from the actual gift itself

Unpredictable

Will the gift arrive on time?
Did they receive the gift?
Did the gift arrive in one piece?

SOLUTION

Gift Whenever & Wherever

Time Saving

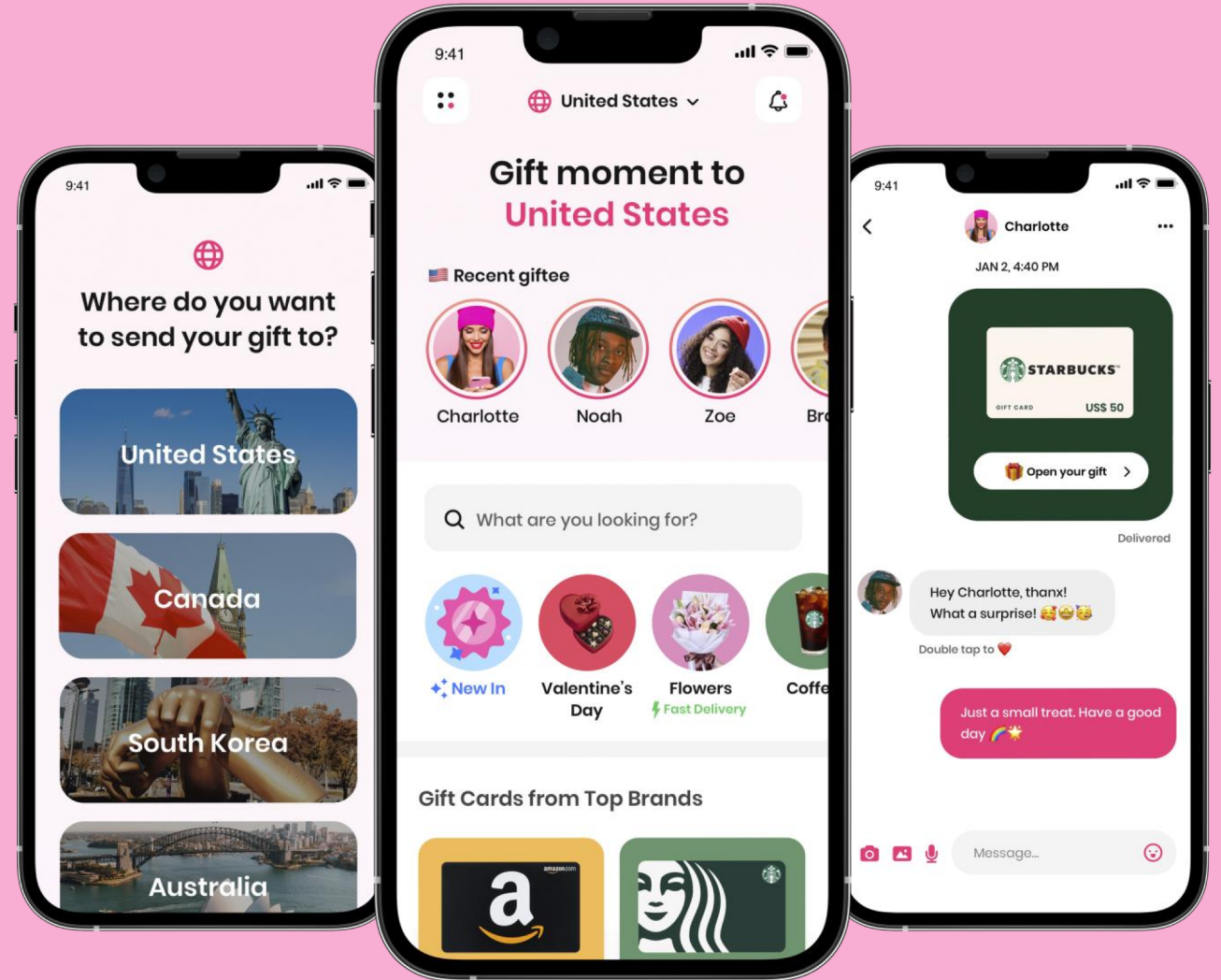
With a couple taps, finish shopping to handing off the gift in minutes no matter where you send to.

Cost Saving

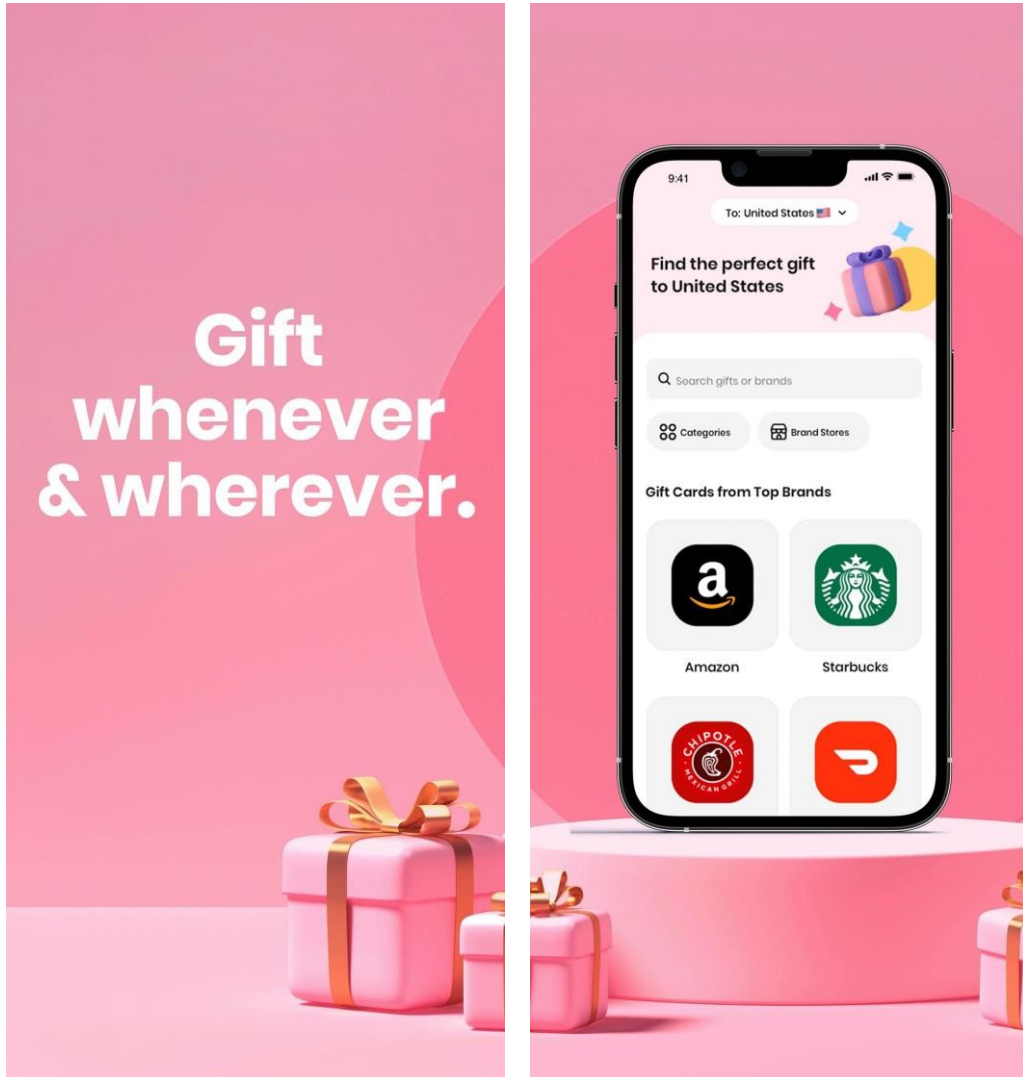
No shipping and additional costs with a digital gift card.

Predictable

Instantly send gift via text, email, chat apps such as Facebook and get their reaction!



Introduction



SodaGift

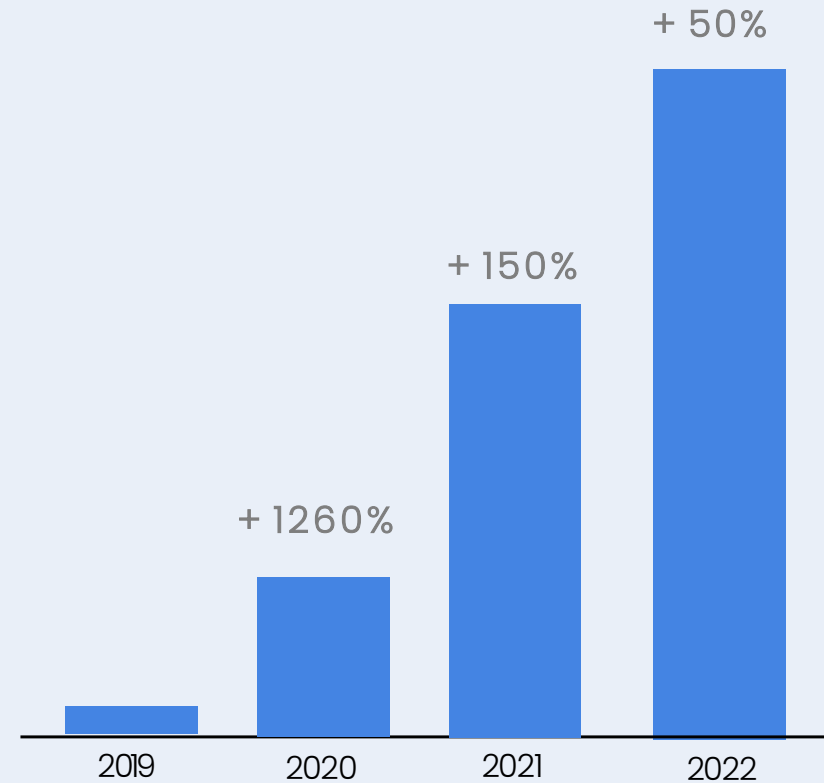
Cross-border Gifting

- Convenient gifting to S. Korea and North America
- 4,000+ digital and delivered gifts available
- Digital gifts delivered via email, text message or social media of choice such as KakaoTalk, Facebook and WhatsApp via link share

Milestone

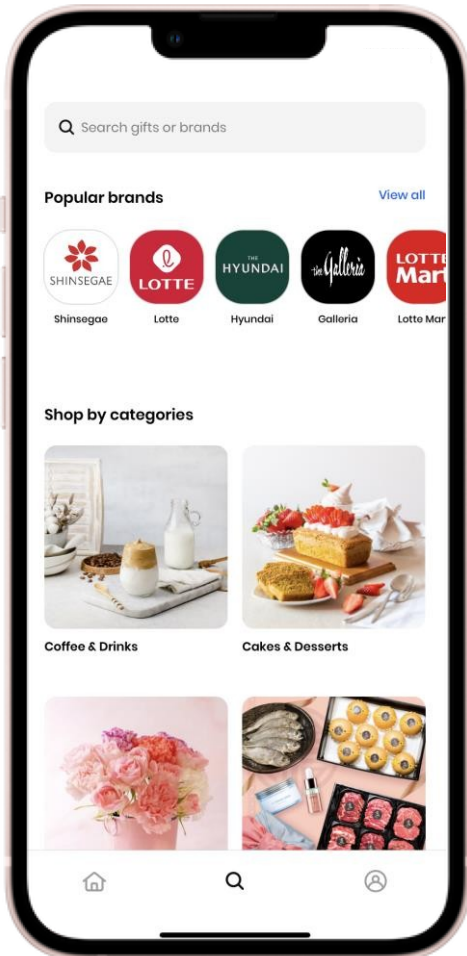
- Jan 2019 SodaGift Beta
- Dec 2019 Partnered with 2 Largest Gift Card Providers in Korea
- Jan 2020 SodaGift 1.0
Gifting to South Korea
- Dec 2021 100K Users & 17M USD GMV
- Jan 2022 SodaGift 2.0
Gifting to North America
- Dec 2022 180K Users & 35M USD GMV

SodaGift GMV

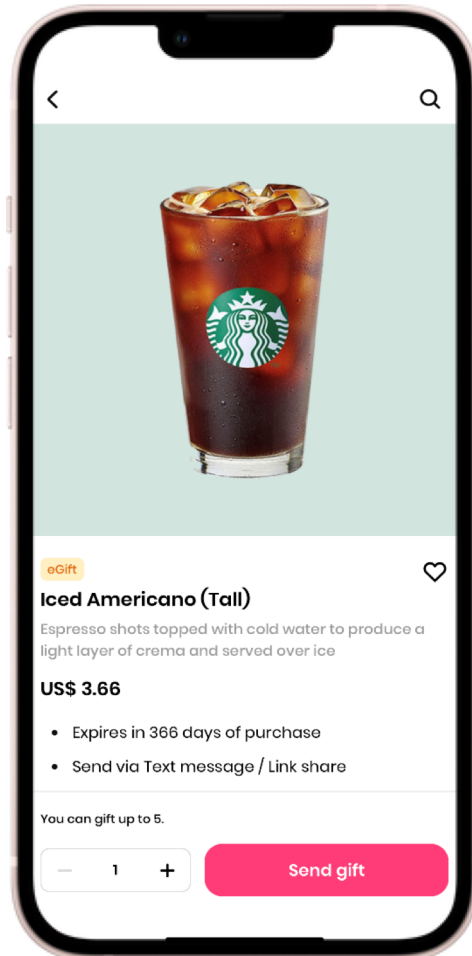


Gifting Flow

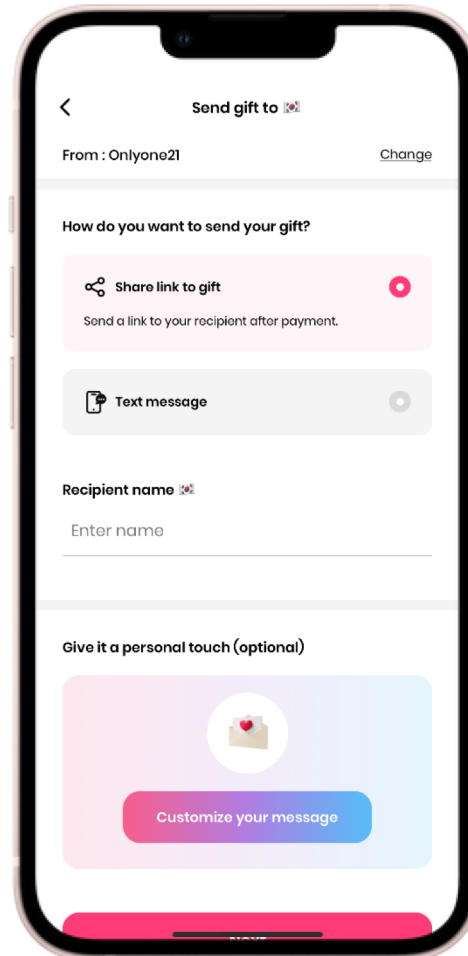
1. Browse



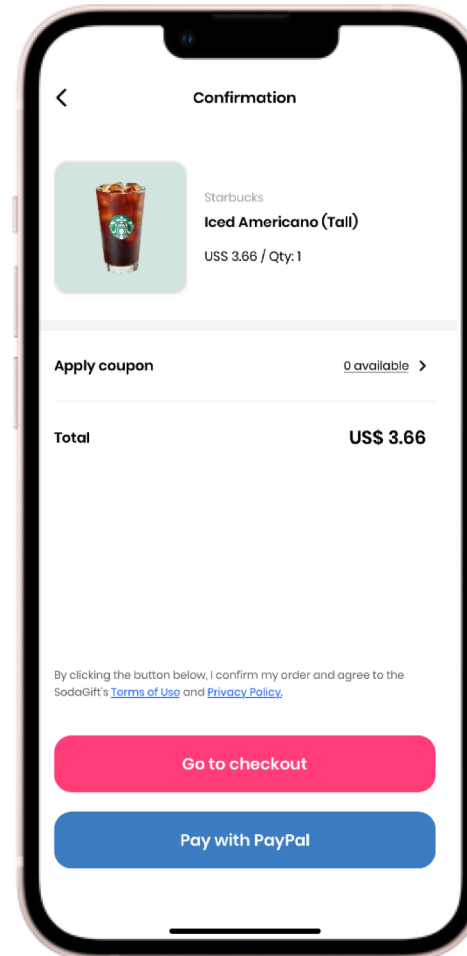
2. Select



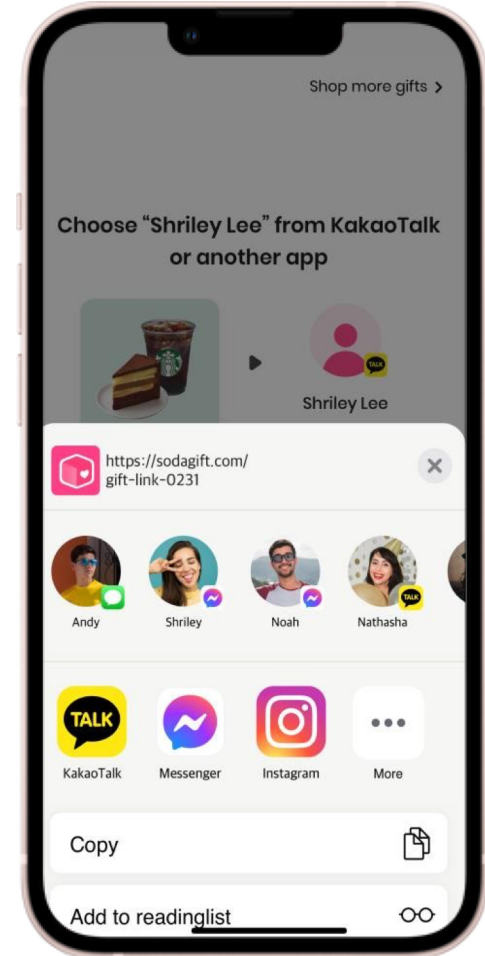
3. Customize



4. Pay (Ex: Credit, Apple/Google, PayPal)



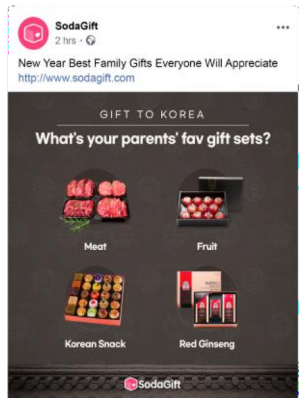
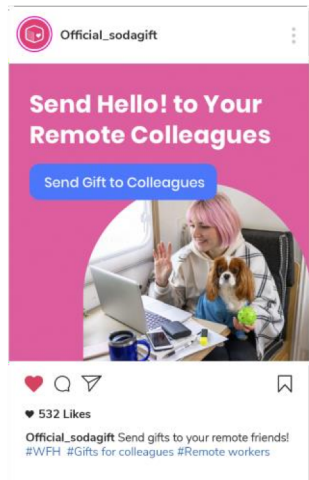
5. Send (Ex: Facebook, Kakao, Email)



Marketing

Social Media

Facebook, Instagram, LinkedIn



Keyword & Display

Google Keyword & Display

Ad · www.sodagift.com

한국으로 간편하게 선물하기 | 선물에는 국경이 없어요

복잡한 결제? 오래 걸리는 택배? 이제는 해외카드로 결제와 동시에 한국 배송. 누구나 배송비, 환율 수수료 0원의 혜택까지! 해외에서도 마음만은 가깝게. 간편한 주문. 다양한 브랜드. 저렴한 수수료. 친절한 고객센터.

고객센터

문의사항 혹은 도움이 필요하세요?
여기서 모든 대답을 확인해 보세요

모든 브랜드 보기

150 여 개의 브랜드를 한 눈에
원하는 선물 브랜드를 찾아보세요

로그인

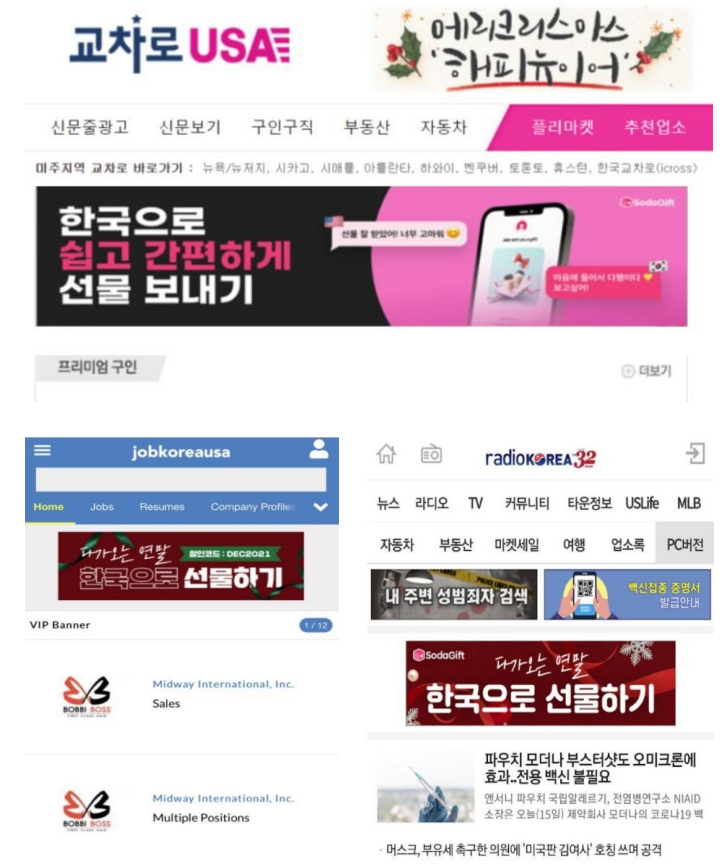
지금 사랑하는 사람에게 선물하거나
내 주문 내역을 확인하세요

배스킨라빈스 선물하기

다양한 크기의 아이스크림부터
예쁘고 맛있는 아이스크림 케이크까지



Local Community



Co-marketing / Sponsorship

ODK Media Original Documentary



전용덕 - Sony Pictures Animation 촬영 감독



Sean Kim - Hyatt Hotels 매출 담당 이사



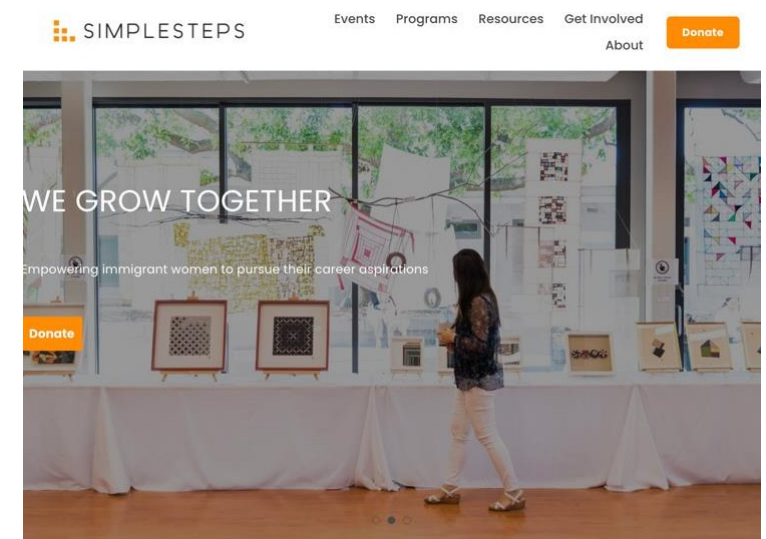
문영민 - Bank of America VP



Ryanne Kim - Netflix 디자인 크리에이티브

SoCal K- Group Webinar

Simple Steps Program Partner



Meet the team



Daniel (이윤세)

Co-founder & CEO



Jake (김재훈)

Co-founder & CTO / Head of US Office



Richard (김리차드진)

Co-founder & CFO



Michael

Engineering Lead



Hana

Business Development Lead



Jayden

CX Lead



Customer Review

Minjeong Kim – United States

“Amazing and super easy”

“This website is amazing because it allowed me to send gifts on my friends’ birthdays. In the past I was not able to do so because I live in a different country than they do. It is also super easy to send the gifts and sends them to them as soon as I make the purchase. I am so glad that I found this website.”

Taewon Han – United States

“Favorite service”

“SodaGift an amazing way that I can send gifts to my family or friends who live in Korea without any cumbersome process. Definitely, it should be my favorite service at any special days in future.”

Kevin Park – Australia

“Whole new varieties of gifts”

“I have a few close friends in Korea, and had no idea how to send presents or gifts to them. Until I found SodaGift, it allowed me to open a whole new varieties of gifts and gift coupons to them. Thanks to SodaGift, I was finally able to send to my friends.”

Jessica Yoon – United States

“Definitely recommend it”

“I really like this service because it gives me the opportunity to gift a small token of appreciation through food to my loved ones. I hope to see more options as this company grows bigger! I would definitely recommend it to any persons residing in the states or any place else to send a gift to their loved ones in Korea.”

Jia Park – Canada

“No hassle”

“Thanks to SodaGift, I was able to send my dad a birthday gift with absolutely no hassle! I wasn’t able to give him anything last year but now I have access to this service and I’m so grateful. Thank you so much SodaGift for making these services accessible to those living outside of South Korea. I will definitely be using it again in the near future.”

Daniel – United Kingdom

“Bought many smiles”

“SodaGift is a very welcoming and fast service that allows you to send gifts to your friends in Korea regardless of where you are located. With this website I have brought many smiles to the faces of those who mean a lot to me and for that I am very thankful. Moreover they reply to queries quickly and after using the service three times have never had an issue. So make your friend’s day today and send them a gift with SodaGift!”

Media & Press

“unprecedented demand both domestically and internationally”

“top 10 Best Gift giving apps”

“별도의 복잡한 인증절차 없이 카드 결제를 지원하다는 게 장점입니다.”

“답답했던 ‘국경넘어 선물하기’를 시원하게 ‘소다’해보자.”

PR Newswire
SodaCrew: SodaGift Expands Mobile Gifting to North America
 Published: Feb 10, 2022 - 02:40 Updated: Feb 10, 2022 - 02:40
 PANGYO, South Korea, Feb. 9, 2022 /PRNewswire/— When it comes to purchasing a gift card online as a gift, even for the most tech savvies, all the cumbersome steps customers have to complete just to find the occasion and have to go through the same hurdles as the recipient. SodaGift, a South Korean startup specializing in mobile gifting, is now more pleasurable online gifting in the United States and Canada.

한경 경제
'선물하기'가 돈이 된다고? 소다기프트, 투자유치 성공 [VC브리핑]
 입력 2021.08.30 09:50 수정 2021.08.30 10:52
 [한경 CFO Insight]
 벤처캐피탈(VC) 및 스타트업 정보업체인 The VC와 함께 지난 주 VC 투자 현황을 요약 정리해드립니다. '오늘'의 투자에서 '내일'의 아이디어를 얻으시기 바랍니다.
 ◆ '선물하기 서비스' 소다크루, 57억 원 시리즈 A 라운드 마무리

[혁신, 스타트업을 만나다] 국경을 넘어 마음을 전하다 - 소다기프트

사랑이란 무엇일까?
 국어사전에는 '어떤 사람이나 존재를 몹시 아끼고 귀중히 여기는 마음이 사랑'이라 한다. '남을 이해하고 돕는 마음'이라고 하기도 한다. 우리는 만나서 사랑을 나눈다. 코로나19 사태로 인하여 자주 만나지 못하고 있지만, 우리는 서로를 그리워하고, 서로의 안부를 궁금해한다. 팬데믹으로 인하여 어려운 상황이지만, 지금도 우리는 누군가의 결혼식, 생일 축하에 가고 싶어하며, 서로를 아끼는 마음을 표현하고 싶어한다. 그 덕분에 카카오톡 메신저를 이용한 '선물하기'의 매출은 지난해 2분기 1211억원에서 올해 2분기 1788억원으로 증가했다. 카카오톡 '선물하기' 매출은 지난해 2분기 68% 늘었으며, 2030세대 뿐만 아니라, 4050세대도 40% 이상 성장했다. 카카오톡 '선물하기' 거래액은 2020년 약 3조원에서 2021년 약 5조원으로 증가하였다. 쿠팡과 네이버쇼핑도 '선물하기' 기능을 추가하였으며, 교보문고와 같은 도서업도 복잡하기는 하지만 '선물'기능을 추가했다. 받는사람의 주소를 몰라도 선물이 가능한 시대. 돈으로 마음을 전하는 시대가 도래했다.
 하지만, 아직도 해외의 지인에게 선물을 보내거나, 해외에 있는 사람이 국내의 지인에게 선물을 보내는 것은 여전히 쉽지 않다. 전 세계 해외동포 수는 약 750만명(2018년 기준)으로, 장기 해외유학생을 포함하면 1000만명이 넘는다고 봐야한다. 이들도 누군가의 생일이나 기념일에 '선물하기'를 보내고 싶지만, paypal과 같은 해당국가에서의 결제수단이 국내 카카오톡 앱에는 도입되어있지 않고, 유심(USIM)칩이 확인되지 않은 폰은 카카오톡 앱의 간편결제를 사용하기도 쉽지 않다. 국경을 넘어서 마음을 전하는것은 아직도 어렵다.

AppShive
 212 followers
 AppShive announces the best leading category awards of June 2022
 Here is the list of the **top 10 Best Gift giving Apps**
 Shutterfly 1-800-FLOWERS.COM, INC. Gift List Media Goody Elfster Gifster SodaCrew Inc (SodaGift) Zazzle Guusto Givlingli
 https://lnkd.in.g/dpsMc86
 Want to know more about Best Gift giving Apps? Check it out:
 #appshivecomments #apps #appstore #playstore #gift #gifting #giftgiving #surprises #surprisegift #flowers #giftingideas #mobileapp
 Follow us for more!
Category Leaders Award 2022
BEST GIFT GIVING APPS
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