



 **Joidy**



»Gifts via Messenger«

Joidy GmbH

A app- and webbased gifting platform

Our idea

Joidy is an innovative app- and webbased platform, which allows its users to exchange individual digital gifts from smartphone to smartphone. To offer our users a great variety of digital goods we work together with market leaders from the digital industry (Music, Movies, E-Books, E-Magazines, Food and Travel). With this approach we create a win-win situation for all parties: Our partners profit from increasing turnovers thanks to a new marketing- und saleschannel and our users benefit from an immense spectrum of products, a simple payment transaction without redirects and a new and emotional delivery of their gifts. With features as the personalisation of gifts through text- audio- or video- messages and a unique way of wrapping/ unwrapping a gift we create a digital gifting experience which competes with its analogue counterpart in terms of emotionality.

Team

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Sector

Internet, app development

Mentor

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Support

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www.joidy.com

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