



#GIRLBOSS FOUNDATION GRANT

2014 FALL SUBMISSION PERIOD

JENNI SCHALK

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First Things First!

OUR NAME

The Hávamál is a collection of Old Icelandic poems which give guidance for living a successful and happy life. They were the moral code of the Medieval era, The Tao of the Vikings. The word 'Havamal' means "the words of the high one" and speaks of friendship, loyalty and most importantly, giving. The most popular translation was done by English-American author W.H. Auden.

HAVAMAL GIFTING IS A CREATIVE ENDEAVOR MADE POSSIBLE BY TECHNOLOGY.
TECHNOLOGY WILL HELP US DO OUR "THING" REALLY, REALLY WELL.
AND OUR "THING" IS HELPING OUR CLIENTS GIVE MORE MEANINGFUL GIFTS..

**50% OF AMERICANS SAY
THEY DREAD HOLIDAY
SHOPPING**

—Pew Research Center, 2013

**HALF (52%) OF SHOPPERS DECLARE
THEY PUT A LOT OF THOUGHT INTO
GIFT GIVING**

—2014 Holiday Shopping Behavior Study, Rivet Works, Inc.

**81% OF AMERICANS WILL SPEND AN
AVERAGE OF ONE MONTH RESEARCHING
GIFTS FOR THE HOLIDAYS THIS YEAR.**

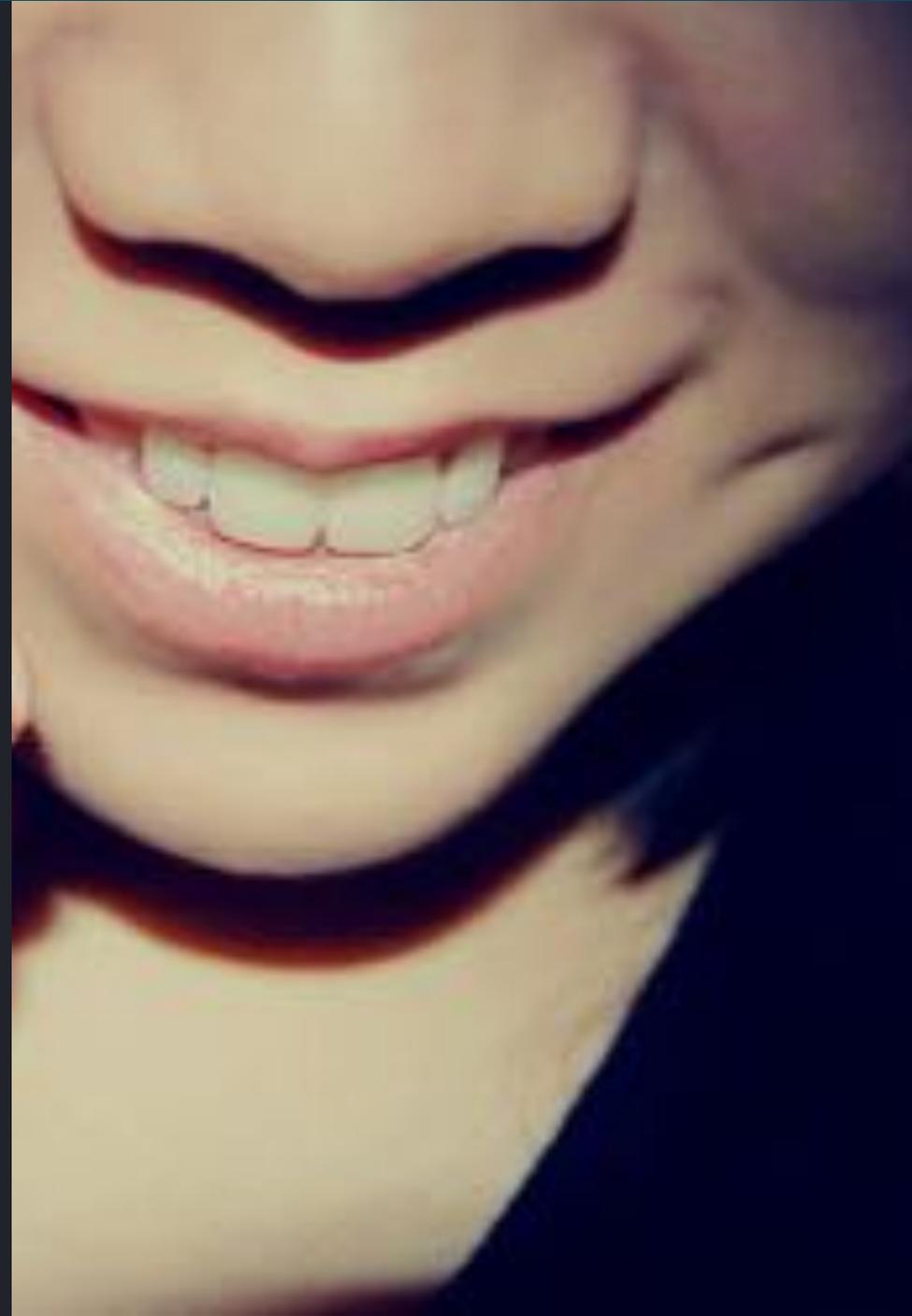
—2014 Holiday Shopping Behavior Study, Rivet Works, Inc.

**56% OF
SHOPPERS PLAN
TO SHOP
ONLINE—THE
MOST IN THE
SURVEY
HISTORY**

—NRF 2014 Holiday
Consumer Spending
Survey

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What We Do

HAVAMAL GIFTING TAKES THE GUESSWORK OUT OF GIVING A GREAT GIFT.

Unique, one-of-a-kind and never typical, a *Havamal* selected gift will create smiles for years to come. Our gift curators get to know both the giver and the receiver using fun quizzes, social media and special in-house technology. After our meticulous, attentive research, clients receive a handpicked selection of gifts that speak louder than words. Our mission is to help clients select gifts that perfectly embody the special relationship between loved ones.

Whether clients are on a budget or money is no object, *Havamal* Gifting is the right choice for all gift-giving needs.

Gift giving has always been important in my life. Growing up on a farm in Ohio, we never had extravagant Christmases or birthdays, but when we did exchange gifts as a family, they were special. At age 11, I organized my friends giving another a real Dalmatian for her birthday. What 11-year old does that? I was never popular with the boys, so at age 15 when I fell in love for the first time, I was very excited for Valentine's Day. That excitement AND relationship quickly ended when he gave me a Pacific Sunwear gift card to express his love.

Since the farm I've spent time at Ohio University in Athens, where I decided not to fulfill my childhood dream of becoming a lawyer, but instead, a documentarian. I majored in photojournalism and video production and was nominated for a regional Emmy for writing a documentary before I was able to legally drink. I had found my calling! Soon after graduation in 2005 the family helped me pack up the pick-up truck for a move to New York City. Since then I've worked my way from receptionist to assistant to archivist to slightly better paying associate producer to producer. And of course, bartender for 6 years, NYC is expensive!!!

I was a jane-of-all trades. Need someone to close caption a promo? I will figure out how to do it. The makeup artist is overwhelmed? I'll do the background actors makeup. Need someone to fly to Iowa to get a release signed? I'm there.

Last year, I realized while my job had taken me to amazing places (a rocket launch!) and allowed me to work with (Diane Sawyer!) and meet amazing people (Steven Spielberg!) it was not as fulfilling as I expected. In the past decade, programming has moved in a direction I don't enjoy watching, let alone making. Also, I've developed into a better version of myself, with new and improved talents I want to explore.

Personal Statement

All of the ups and downs have made me ready to do something I never did as a documentary producer...start my own project that I believed in more than anything. And so after months of brainstorming & soul searching, and a perfect storm of time and talents, Havamal Gifting was born.

I have never believed in an idea so strongly. I'm confident this is a service people will love to use and will improve lives by making relationships stronger, even the small ones. I have had the skill-set to take this from idea to reality and with the help of the #GIRLBOSS grant, I will take Havamal Gifting from startup to synonymous with gift giving.

Thank you for sponsoring The #GIRLBOSS Foundation and taking the time to read my application. I can't imagine how many amazing ideas you must have to choose from. I hope you have a wonderful holiday season, complete with special gifts from those you love.



A handwritten signature in black ink that reads "Jenni Schalk". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jenni Schalk

How Havamal Gifting Works

COMBINING THE BEST CHARACTERISTICS OF TRADITIONAL RETAIL SHOPPING AND E-COMMERCE, HAVAMAL GIFTING IS A DATA-DRIVEN SERVICE THAT PROVIDES A HIGHLY PERSONALIZED GIFT GIVING EXPERIENCE.



GETTING TO KNOW YOU...

Clients start by answering a few simple questions about themselves and why they are giving. They also share other basic information and social media links. We match new clients with a gift curator and a beautiful relationship is born!

FUN & GAMES...

Next clients receive an email from their gift curator containing a link to a customized, quick, fun quiz. These answers combined with social media analytics, will help curators select impressive gift suggestions that please.

TAKE YOUR PICK!

Gift curators will compose an impressive collection of gift options for this occasion. Clients can even select the amount of suggestions they'd like to receive!

THE GIFTS

The sky is the limit when giving with Havamal Gifting. We think outside the box to provide clients with a wide range of gift options that they won't find in a mall or retail chain. Each gift selected by Havamal Gifting aims to be part of a beautiful, creative and passionate life. Creating heirlooms for the next generation, we look to make the story behind the gift, as important as the gift itself. Our gift curators listen to client's individual narrative and deliver a myriad of suggestions, from *unique experiences* and eclectic gift baskets, to vintage treasures and original creations. We carry makers and artisans from all across the world, and we are confident the only problem people will have is deciding which gift is the most perfect!

NO MAN IS SO GENEROUS HE WILL
JIB AT ACCEPTING
A GIFT IN RETURN FOR A GIFT,
NO MAN SO RICH THAT IT REALLY GIVES HIM
PAIN TO BE REPAID.

V.39—Hávamál



It's The Little Things...

Clients may choose to include the story behind the gift, the maker, or a giving custom from around the world. These stories are even customizable and will entertain & impress your friends & family.

No gift is complete without wrapping! Curators will work with clients to complete the package with fun, classic & unique wrappings.

For those times when the gift doesn't say it all, we also offer a large collection of handmade cards, gift tags and other accents.

NEVER MISS A GIFTING MOMENT AGAIN...

Clients use our customizable reminders for every gift-giving occasion!

THE MORE GIVE WITH HAVAMAL...

THE BETTER HAVAMAL BECOMES...

WE REMEMBER EVERYTHING... If a client once mentioned his mother doesn't like the outdoors, we'll never suggest a family hiking trip for her birthday. The gift curator will become another part of their inner circle, knowing when AND what to give!

Who Uses Havamal Gifting?

One of our goals is to tap a market segment many merchants aren't targeting, assuming they will purchase gift cards. These consumers can be ours if we can make using Havamal easier and more enjoyable than purchasing a meaningless gift card. Giving is a satisfaction like no other... It only takes one really good gift to get hooked on meaningful giving.

Those who are frequent gift card givers want to give personal gifts, but lack the confidence to give a meaningful, unique gift. This market is made up of busy, tech savvy professionals. These clients envy those who give awe-inspiring presents. Havamal Gifting gift curators will help them become one who is envied. Soon people will be asking them "How did they know!?!?" "What's your secret!?!?" And once clients experience the HIGH OF GIVING, they will be hooked. Never again will they purchase a vanilla, impersonal gift.

Gen X men are one of our most obvious customer bases. They value authenticity, which our brand strives to encompass. They have families and are well established in their careers, making a higher than average income. Traditionally they dislike shopping,

place a premium on family time, are ambitious and place value on a work/life balance. We'll save them time for a small premium they can afford. And what about the stereotype of forgetting anniversaries and other important events? We will fix that.

Millennials of both genders will be highly targeted in early marketing and advertising. No matter what Millennials do in life, they want to stand out, and be known and admired. This applies to the gifts they give. They innately want to spend their time (and money) on things that matter. In addition to supporting small creators, many of our vendors benefit philanthropic causes, which will be emphasized to clients.

In addition, Millennials value human connections and collaboration, two of our main building blocks. While they may not spend big bucks when they first join, this loyal, aspirational group is upwardly mobile, resulting in future sales. Also, they are easily accepting of e-commerce and meaningful interactions via Skype, email and other digital technologies used to connect with our gift curators. We aim to cultivate customers so passionate about our brand; they spread the word at every chance.





Frequently Asked Questions

DO YOU WORK WITH GROUPS?

Havamal Gifting is perfect for groups of any size. Office gifts, family reunions, bridal parties; there's no group we can't please. Whether you want different gifts for everyone, or something everyone will love, our curators are sure to please. Contact us for group rates at info@havamalgifting.com.

WHAT IF I DON'T LIKE ANY OF MY GIFT OPTIONS?

While this rarely happens, we do have an off day now and then. But we will be happy to give it another shot at no cost to you. Giving should be fun, and it's our job to keep it that way.

WHAT IF I ALREADY KNOW WHAT I WANT TO GIVE?

If you already have an idea, we'll make sure to find the best options and suggest ways you can take your idea to the next level. Collaboration is our favorite thing to do!

WHAT IS YOUR RETURN POLICY?

Typically most purchases are eligible for a refund 60 days from purchase (minus shipping costs). However, we source goods from hundreds of vendors, so returns can vary by item. We always make sure you are aware of the return policy.

WHAT IF I NEED A GIFT IN A HURRY?

No Problem. We can make it happen. We have a far-reaching network of makers & creators across the world, so typically we can deliver to most locations within 24 hours. Rush fees may apply.

HOW MANY OPTIONS WILL MY GIFT CURATOR SEND ME?

That's up to you! If you'd like to see a lot of options, you can receive up to 20. If that number overwhelms you, don't worry, we'll send you as few as three ideas.

Pricing

When clients begin a gift request they are charged \$20 (applicable toward the final gift purchase).

A 20% curation fee is applied to every gift, with a \$10 curation fee minimum.

Totals are based off item totals minus gift wrapping and card additions.

Shipping & Handling additional, based on actual shipping costs.

If clients choose not to purchase anything for this occasion, a \$10 credit will remain on their account toward the next time they gift with us.

Gift wrapping is just \$7. We'll do our best to accommodate style requests, clients choose from the suggested options or speak with their gift curator about custom looks!



The Havamal Family

HAVAMAL GIFTING IS A NEW PORTAL FOR MAKERS & CREATORS.

We aim to build strong partnerships with vendors, without which, we can not succeed. Here are a few vendor benefits:

Reach new loyal customers

Share & reinforce their brand story

Become a featured creator—profiled on our blog, e-mail promotion & social media, reaching the majority of our clients

Collaborate with Havamal on exclusive gifts, wrappings & cards.

Searching for unique makers, innovative creators and original purveyors from around the globe will be an ongoing task, though an enjoyable one. Currently we have a database of about 300 selected vendors and are in the stages of contacting them to establish a relationship. We are prioritizing vendors that we believe will have the most popular suggestions for the 2014 holiday season. Another ongoing task will be negotiating prices, shipping and other logistics. Once these details are streamlined, this will create hassle-free sales for both the vendor and Havamal.

IF YOU FIND A FRIEND YOU FULLY TRUST
AND WISH FOR HIS GOOD-WILL,
EXCHANGE THOUGHTS, EXCHANGE GIFTS,
GO OFTEN TO HIS HOUSE.

V.44—Hávamál



VENDOR PROFILE

MAYA MUEBLE



Cause-worthy design company carrying eclectic, chic, modern pieces from Latin America



Siblings Brian and Emily Prendergast started Maya Mueble in hopes of creating sustainable relationships with artisans of Latin America, in turn introducing a new audience to a culture filled with undeniable beauty and infectious kindness. Combining their backgrounds, passions and drive to bring economic empowerment to developing countries they are able to work with artisans in both El Salvador and Guatemala, producing a beautiful collection of home accessories, using traditional techniques of the regions. By purchasing from Maya Mueble you are giving the artisans and their families the opportunity for economic empowerment that will directly affect the advancement of developing countries.



MAKER SEARCH

We are in pursuit of items that are created to be part of a beautiful, creative and passionate life. We feature gifts that can become heirlooms for the next generation. In addition, here are a few more qualities we look for in brands and products we work with:

- Unique point of view
- Ready for a different audience
- Philanthropic
- Interesting story to tell
- Authentic
- Collaborative



Scaled Operations

STAGE 1-CURRENT	STAGE 2	STAGE 3
Manual product fulfillment	Manual product fulfillment	Semi-automated product fulfillment
Manual data entry	Manual data entry	Automated data entry
Manual product search & selection	Semi-automated product search & selection with moderate human interaction	Automated product search & selection, human oversight—conditional that there is no drop in customer satisfaction.
Manual Quiz creation	Automated Quiz creation	Automated Quiz creation
Plan for App	Develop Basic App	Fully Functionally App

Our goal for 2015 is to follow a similar path to concierge-based women's e-tailer *Stitch Fix*. According to 2013 Fast Company article, instead of spending hefty sums to drive up the user base, they preferred to collect customers slowly, ensuring they had the right mechanics in place.

In our day-to-day operations, there are a lot of moving pieces. Taking the time to perfect the operations processes and then scaling up on clients, will ensure our core product, customer service, is never compromised.

Because we are working toward a fully-automated data-driven system, building a customer-base & analytics system simultaneously can only reinforce us as a well-known & trusted brand when the time come to become the #1 brand for gift giving.

Our early customer base target will be Millennials, who characteristically are open to change, so our evolving process and growing pains should not affect customer loyalty and retention, given the changes are improvements. The #GIRLBOSS Grant will be an important achievement allowing us to move from Stage 1 to Stages 2 and 3.

Concierge-Based Sales Are Next

Concierge-based sales are a rapidly growing & proven business-model. Two well-noted success stories are clothing retailers *Trunk Club* and *Stitch Fix*. These retailers take a much-dreaded task of shopping for clothing, personalize it, and make it hassle-free.

Havamal Gifting takes another often-unwieldy task of choosing gifts for everyone in your life....from the person you've known since kindergarten to your boss, who you think *might* like golfing?!?!? We've got it covered, just sit back and check your email!

Once a luxury for the upper class, concierge-based sales are becoming more commonplace and trendy for the middle class. They simplify the task and make the customer feel important, creating an all-around enjoyable retail experience. Analytics technology automation has made this type of personalized service available to more people. While *Havamal Gifting's* service will begin as a manual process, similar analytics algorithms will be built, as capital is raised. This step will be integral to *Havamal's* success and The #GirlBoss Grant funding will be an integral stepping stone in our development process.

TRUNK CLUB WAS FOUNDED IN 2009 AND EMPLOYS MORE THAN 500 PEOPLE. NORDSTROM INC. PURCHASED IT IN 2014 FOR \$350 MILLION.

STITCH FIX BEGAN IN 2010 AS A ONE-PERSON, LOW-BUDGET OPERATION. IN 2013 THEY WERE ON PACE TO GROW FASTER THAN ZAPPOS, GILT OR DIAPERS.COM DID IN A SINGLE YEAR.

Website Framework

From the beginning, we knew our application development platform had to be flexible, scalable, and secure. We realize customers can not be retained if we don't have the technology & personnel in place to process requests. We strive to be flexible and build for growth.

The Basics

The web application is built on RubyOnRails, a rapid application development platform that allows for ramping up quickly and supporting a larger application in the longer term. The platform is flexible, scalable, and secure.

Ruby on Rails is a web framework based on Model-View-Controller (MVC) architecture. Advantages of using Ruby on Rails are:

1. Rapid development
2. Easy maintenance
3. Wide variety of community developed libraries readily available. (they are called gems)
4. Easy deployment
5. Since many use it, you always get enough resources for trouble shooting

It's built with security at the core, protecting against spam and phishing attacks and unauthorized access to sensitive data.

Who is already on Rails?

Tens of thousands of Rails applications are already live. People are using Rails in the tiniest part-time operations to the biggest companies.

A few notable examples:

- Basecamp: The original Rails app
- Twitter
- GitHub
- Shopify

Website Components

A KIND WORD NEED NOT COST MUCH,
THE PRICE OF PRAISE CAN BE CHEAP:
WITH HALF A LOAF AND AN EMPTY CUP
I FOUND MYSELF A FRIEND

V.52—Hávamál

The front-end is built in HTML5, CSS3, and jQuery, utilizing the latest in web standards. We're using HTML5 and CSS3 (with a little help from jQuery) to make the site 100% Responsive so there is a compelling user experience on desktop and mobile devices.

The code will be stored in a securely hosted GIT repository with daily backups. The site will be secured using 128-bit SSL security, an unbreakable web standard for securing online transactions involving credit card info and personal data.

We realize as we learn more about our customer needs & day-to-day operations, we will need to reevaluate after various milestones. We will collect user feedback and combined with our own continuing user experience design efforts, we'll make modifications to the application code to improve the experience for our customers. To ensure a consistent environment for our users, we'll always deploy any upgrades or changes to a staging environment to thoroughly test and ensure the highest level of quality assurance before deploying to our production (live) environment

Havamal is aspirational.

We select gifts that motivate, inspire and intrigue.

Havamal reminds us what's great about life.

We know a thoughtful gesture can make your day.

Havamal is collaboration.

We value the voices of our clients, makers and everyone who gives & receives one of our gifts.

Havamal feels like home.

We strive to make the customer experience feel familiar every step of the way.

Havamal respects the past.

We know old can be just as good as new.

From day one, creating a cohesive brand identity has been a top priority. Images we use, colors we pick, words we write...everything we do must be a reflection of our brand's core values.

At its core, our product is outstanding customer service. At every step of this service, we want our clients to feel emotions reflective of the Havamal brand.

The Havamal Brand

WITH PRESENTS FRIENDS SHOULD
PLEASE EACH OTHER, WITH A SHIELD
OR A COSTLY COAT: MUTUAL GIVING
MAKES FOR FRIENDSHIP, SO LONG AS
LIFE GOES WELL.

V.41—Hávamál

Social Media

Our three main social media generating sites will be Pinterest, Tumblr, & Instagram. We'll have Facebook & Twitter presences as well, mostly reblogging the other posts. Social media posts are important because they engage viewers, possibly new customers, and keep your brand in their mind of existing customers.

Our Tumblr is another important part of reinforcing the Havamal brand. It is kept up to date with dynamic content such as playlists, web videos, photos and anything else that might be relevant.

Instagram will mainly transmit behind the scenes photos, where we can also tease new releases & other exciting developments.

Customers come to our Pinterest to check out the Havamal brand & lifestyle. Things we find beautiful. People we find interesting. Projects we admire. We rarely pin the brands/products we carry, because then customers could just browse our Pinterest page for gifts.

The rare exception is covered on all of our social media outlets, a Featured Creator or Gift. The time frame for releasing these is currently undetermined & we'll likely experiment with weekly, monthly and seasonally until we figure out what works best. These posts are a sneak peak of our products to people who have yet to try us. It will give them a taste of what we might suggest for their best friend's birthday or their 7-year wedding anniversary.

We'll evaluate each social media outlet as they arise. We're likely to join Snap Chat soon as well. One possible promotion when we join—snap chat people discount codes for new customers.

INSTAGRAM CAMPAIGN



We'll encourage our clients to snap candid moments of loved ones opening gifts and use the hashtag #GFace. Will there be joy? Tears? Shock? The best photo each week wins a gift package from the Havamal family.

SHOW US YOUR #GFACE

Search Engine Optimization

Out-of-the-box, the site will be configured for optimal SEO. This includes coding the HTML in a way that Google and other search engines will be most likely to index the pages, adding the correct meta tags, and structuring the web site URLs for optimal SEO. The other big piece of the puzzle is how often other sites are linking back to your site and how much people are talking about the site or company online.

Design a strategy that includes:

- Search engine marketing
- Social media approaches
- Taking advantage of the site's SEO configuration to increase organic search rankings
- Design optimal XML site map file strategy and submit to Google Webmaster
- Create central account to manage all social media sites
- Identify Twitter users to follow
- Develop additional content for use on social media outlets and outreach efforts

Ongoing SEO Campaign

- Plan and implement SEO Campaign Strategy over a course of time
- Track performance of keywords
- Partner with external web properties for backlinks
- Implement landing pages for specific campaign efforts

Big Data

Perhaps one of the most valuable components of Havamal Gifting is the data we collect from customers. Not only are we collecting basic bits of information about our customers right off the bat, we are also collecting data on everyone they give to. For each gift we ship out, we have answers to a personalized quiz. Currently these questions are designed to creatively learn about the person receiving the gift and the giver. We have the ability to tailor these questions to collect data on any topic imaginable, which can then be sold to various marketing firms and other companies.

In addition to the data given to us directly by the customer, we also are compiling data they have listed on their social media profiles, such as Facebook, Pinterest, Instagram, Twitter, etc.

This data also has great internal implications. We are working to develop algorithms to process data provided by our customer base to uncover hidden patterns, unknown correlations, market trends, customer preferences and other useful business information. The results of this analysis will then aide Havamal Gifting in forecasting

customer trends and making more informed decisions in all areas of our brand.

Also, the more data provided by each customer, the better our service gets. We get to know you on a personal level through your gift curator, as well as on a data level. This two-pronged approach creates more targeted gift results for our clients, resulting in a stronger customer service.

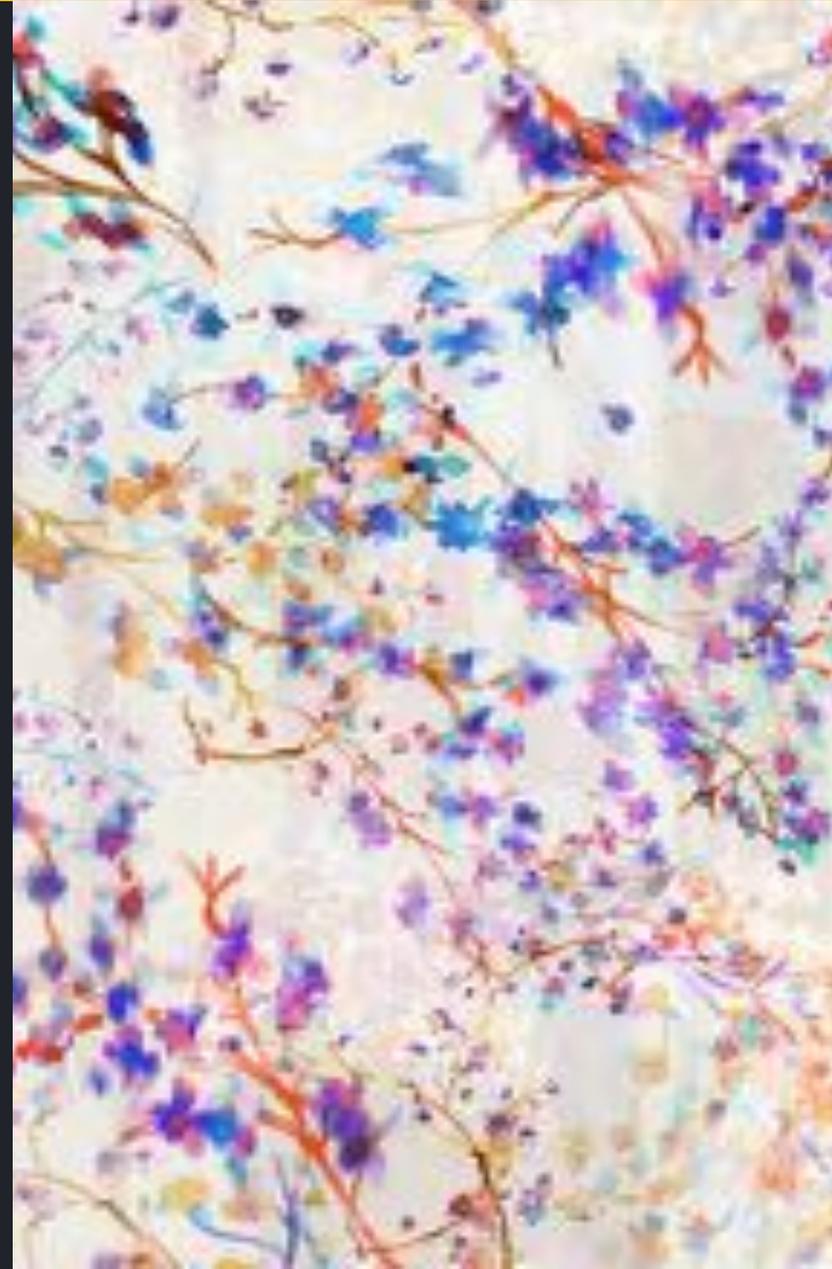
Funding

Havamal Gifting's funding began with a combination of savings, a loan from my parents and an inheritance from my 94-year old grandmother who passed a few months ago***. Currently we are in the process of applying for additional grants as well as beginning the process of researching possible investors, incubators and collectives that may be a good fit for our growth.

For the rest of 2014, I am dedicating 100% of my time and energy to Havamal Gifting. In 2015, depending on the amount of revenue upon soft launch, additional funding and the types of work available, I will likely work at least part time to ensure all of the operating costs are covered. Currently we have very low overhead and utilize my vast network of friends and colleagues for discounted labor/deferred payment if the project is successful whenever possible. I do everything I can myself, and if I don't know how to do something I turn to Google to learn it.

Money is spent when I think it can bring more money back in. Investing in technology will create successful client interactions, creating happy customers, which creates repeat business. While it's not complex business strategy, it is a smart rule of thumb for a small tech service just getting started.

*** I listened to #GIRLBOSS from start to finish while traveling from Brooklyn to New Riegel, Ohio for my grandmother's funeral. With only a few breaks to pick up my rental car and to get a snack, it timed up perfectly from door to door. Already feeling emotional, it left me inspired and ready to take on the world. I thought about what my grandmother would do if she had been afforded all of the opportunities and rights I had. I knew she was proud of me, but the over-achiever in me wondered if I was doing everything I could to live a full life. This is the time period when I decided to take my idea and make it a reality and I'm sure my grandmother would be thrilled to hear about it.



Receiving the inaugural round of #GIRLBOSS grant funding would help Havamal Gifting accelerate our growth. Currently we are operating in beta, evolving our processes as we learn from our experiences. In January we will evaluate what worked & what didn't. We'll immediately improve our weak areas & prepare for our full launch on February 1st, 2015, for Valentine's Day.

We're requesting a grant of \$15,000 to help build Havamal Gifting. We currently plan to use the funding in three major areas.

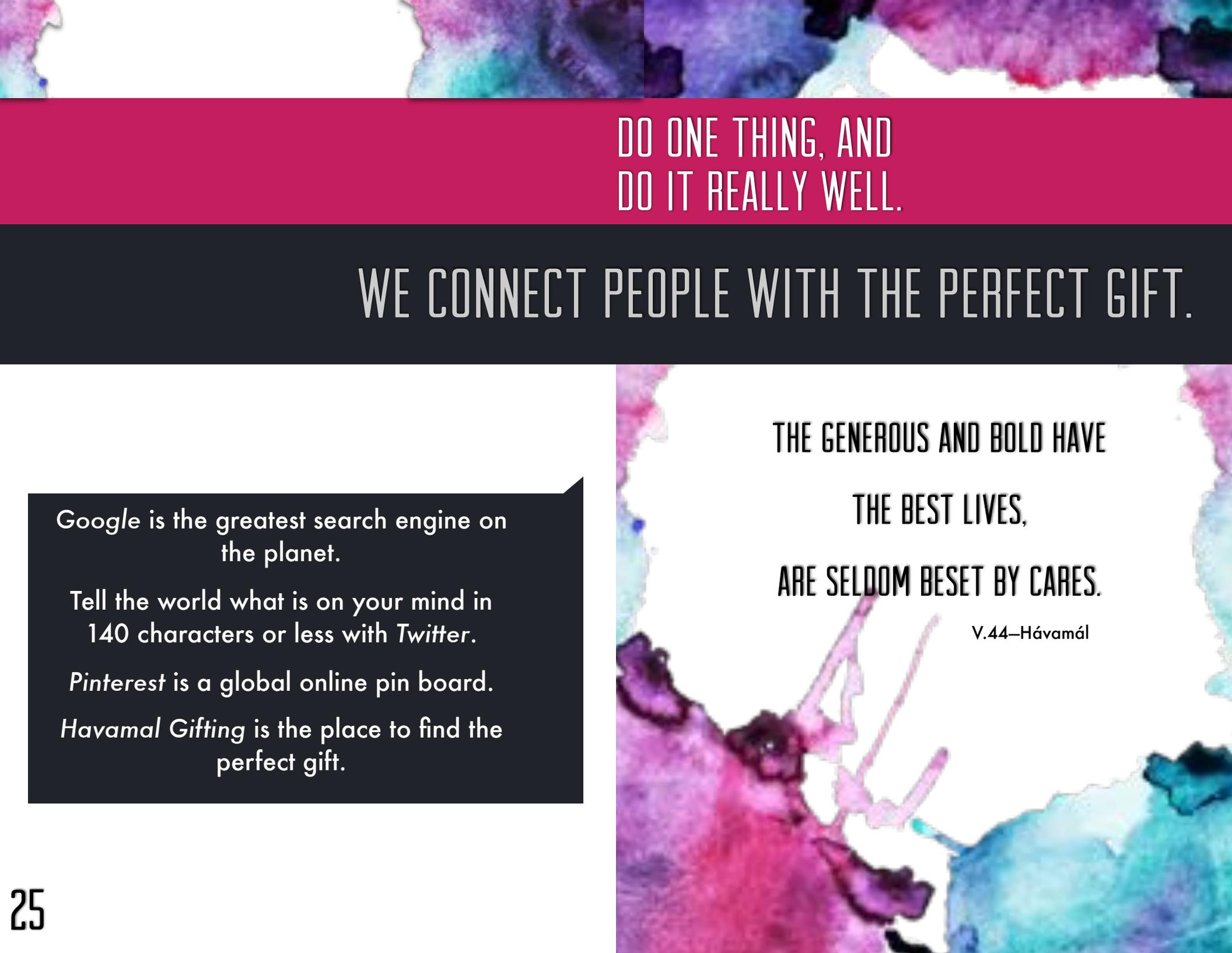
\$ 8,000 Analytics & Web Development

\$ 3,500 SEO Optimization

\$ 3,500 Advertising/Cultivating New Customers



The #Girlboss Grant



DO ONE THING, AND
DO IT REALLY WELL.

WE CONNECT PEOPLE WITH THE PERFECT GIFT.

Google is the greatest search engine on the planet.

Tell the world what is on your mind in 140 characters or less with *Twitter*.

Pinterest is a global online pin board.

Havamal Gifting is the place to find the perfect gift.

THE GENEROUS AND BOLD HAVE
THE BEST LIVES,
ARE SELDOM BESET BY CARES.

V.44—Hávamál



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