Giftwhip aims to make unwrapping online presents more fun with virtual gift wrapping and a “peek-proof” countdown timer.

Online gift cards and vouchers may make ideal presents, but the delivery method of a standard notification email can often be a little underwhelming. Now Giftwhip — based in Atlanta, Georgia — hope to make unwrapping online presents more fun with virtual gift wrapping and a “peek-proof” countdown timer. Founded by Mike Ferguson and Drew Newell, Giftwhip aims to re-create the excitement of opening a real-world gift, online. To gift wrap a virtual present, users first create a virtual gift box and select a wrap pattern. They then add a personalized message, enter the recipient’s email address, and set an unwrap date, which restricts recipients from viewing the present until they are supposed to. Giftwhip then assign a unique email address to the gift box created. Once the user has chosen a present from any online store — for example, iTunes vouchers — instead of entering the recipient’s email address they enter the newly created gift box email address. Giftwhip apply the wrapping, deliver the present to the recipient’s email address and ensure they can’t open it until the specified date. The service is free to use, and friends can share their virtual gift box via Twitter and Facebook for others to view. The service is similar in many ways to Kindlegraph — taking an exciting offline experience and replicating it in the digital world. Is there a real-world action you think of that could be recreated online? Spotted by: Murtaza Patel

12th January 2012
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