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to combine individual budgets to give better gifts to loved ones.

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A new online service is making gift giving easier. [GiftStarter](#) allows family and

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gifts sourced from reliable brands and retailers such as Amazon, B&H Photo Video, Kohls, and REI, to name a few, but any product available online can be gifted. Users simply need to choose a gift, and invite family and friends as contributors.

The easy-to-use payment parsing platform breaks the gift up into pieces in a visual, easy to track mosaic that illustrates who's contributing what. Each person can pitch in as little or as much as they wish and GiftStarter eliminates the need to collect money or chase people down for cash.

Also hugely beneficial to businesses, GiftStarter makes spending easier for customers and increases the dollar amount spent on gifts. The average amount spent on a GiftStarter gift is \$381.

GiftStarter also offers a Gift Concierge service that works like a personal shopping assistant to carefully help curate a list of gift ideas to help users find the perfect gift for any occasion.

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