Generous Commerce Connectors

Evergreen Systems

NAU

Team Members
Asher Romanenghi (Lead)
Mark Johnson
Tyler Sturm
Melvin Agram

Faculty Coordinator & Clients
Faculty Coordinator: Dr. Ana Paula Chaves
Sponsor: Kyle Montgomery
Client: Generous, Inc.

Background

Over $2 billion in revenue is lost annually due to friction customers face when searching for the right gift. Generous is an AI-powered eCommerce platform built specifically for gifting, leveraging intelligent recommendations to eliminate guess-work and hesitation in gift purchasing.

Founded by Kyle Montgomery after over 20 years in the eCommerce industry, Generous recognizes a massive opportunity to transform the gifting market. However, the platform currently lacks an efficient system for cataloguing retailer product data, creating a critical bottleneck that prevents rapid marketplace expansion.

Problem

The current manual email-based process creates significant operational bottlenecks. Retailers must manually compile and send product data, which Generous staff then manually enters into the database. This approach is inefficient, error-prone, and does not scale as Generous expands to include more retailers and platforms.

- No automated synchronization of product catalogs, pricing, or inventory
- Human error in data transcription leads to incomplete or incorrect catalog data
- Lack of real-time updates when retailers modify their product offerings
- Cannot scale efficiently to support hundreds or thousands of retailers

Proposed Solution

We are developing platform-specific plugins for major eCommerce providers, starting with Salesforce Commerce Cloud and Shopify. These plugins integrate directly into each platform's retailer-facing dashboard, creating a frictionless, automated data pipeline that eliminates manual data entry.

- Checkbox interface to select which product catalogs to sync with Generous
- Configuration option to set update frequency (hourly, daily, weekly)
- Native integration within existing retailer workflows
- Future expansion to Zapier, Adobe Commerce, and BigCommerce
- Scalable architecture supporting multiple platforms simultaneously

Platform-specific plugins eliminate manual data entry, creating an automated, scalable pipeline that enables Generous to rapidly grow its product database and capture billions in revenue currently lost to inefficiency in the gifting market.

How It Works
The most personalized shopping experience, ever

- Automated, accurate product + price + inventory sync for merchants
- Native Salesforce plugin enabling fast, reliable catalog exports
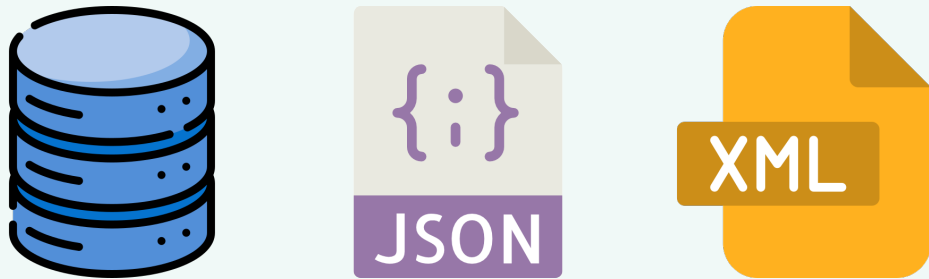
System Architecture
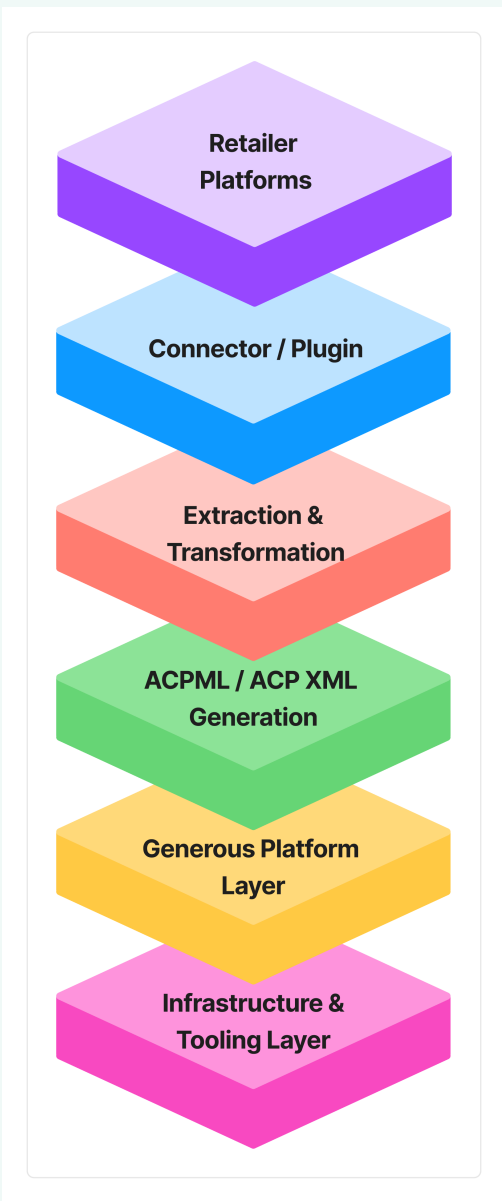
A six-layer architecture spanning retailer platforms, connector plugins, ETL pipelines, ACPML/XML generation, Generous platform integration, and infrastructure tooling.

Technologies

- **Platform APIs & SDKs** - Native integration with eCommerce platform ecosystems
- **Sandbox Environments** - Testing and validation across development lifecycle

Project Plan + Progress
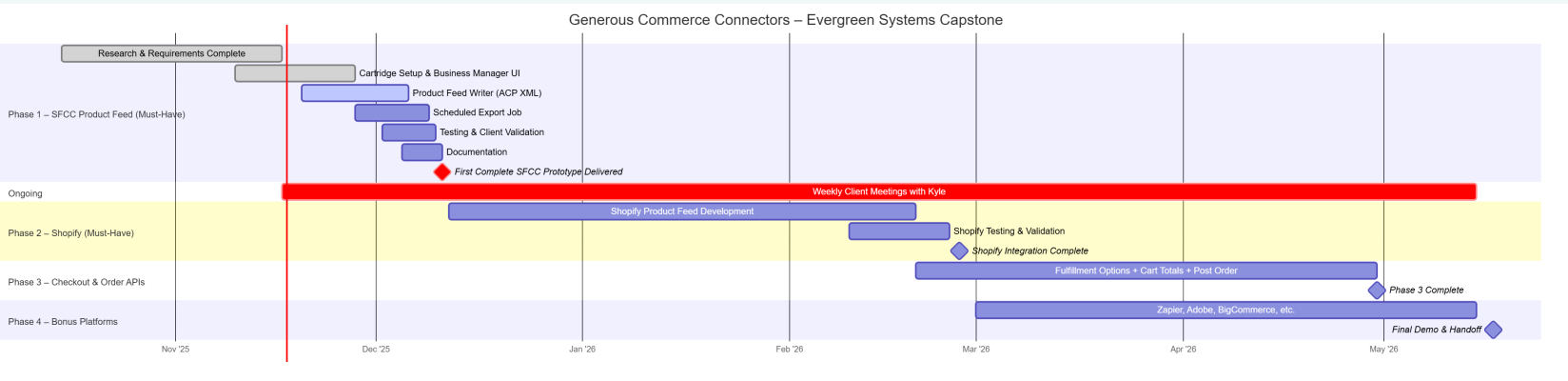
- **Phase 1 (Dec-Feb):** Complete SFCC prototype with product feed, scheduled exports, and client validation
- **Phase 2 (Dec-Mar):** Shopify integration development, testing, and deployment
- **Phase 3-4 (Mar-May):** Checkout/Order APIs and expansion to Zapier, Adobe Commerce, and BigCommerce