

INVEST IN THE WMARKETPLACE, INC.

## The only ecommerce platform selling women-owned products and services

thewmarketplace.com Seattle WA Technology Retail Ecommerce Social Impact Female Founder

### LEAD INVESTOR



**Erika McKitterick**

I am investing in The W Marketplace because women make great entrepreneurs. In my past 7.5 years at Amazon I've had the privilege to work with some of the most inspiring women owned businesses. In my next chapter, I look forward to empowering even more women through The W Marketplace. More than just a platform, The W Marketplace is an economic engine supporting women so they can find the resources they need to launch, grow, and succeed in business.

Invested \$475,000 this round

## Highlights

- 1 💰 \$500K pre-seed investment within 5 months of launching site
- 2 📈 Revenue from day 1 of site launch; 4 revenue streams on growth path
- 3 🤝 10 partnerships with government, non-profit + for profit entities
- 4 🇺🇸 Sales channel for 14M women-owned businesses in US, # growing rapidly
- 5 👥 Already have a diverse community of 480 sellers from 34 states
- 6 🌟 Unique chance to support 1000's of women-owned businesses with a single investment
- 7 ⭐ CEO spent 20 yrs as Microsoft global exec. 3 startups. Memoir released by HarperCollins this year

## Our Team

### Our Team



**Kate ISLER** CEO/Co-Founder

20 years as a Microsoft global executive. Three startups. Memoir, "Breaking Borders", released by HarperCollins Leadership (March 2021).

We are passionate about gender equity and saw the disproportionate effect that the pandemic was having on women. With shopping and services requiring a digital-first presence and women making 83% of purchasing decisions AND starting businesses at record rates, TheWMarketplace is the most direct way to support women entrepreneurs.



**Susan Gates** CMO/Co-Founder

20 years leading teams and growing business in public, private and nonprofit sectors. Consumer goods, advertising, and partnerships.

# TheWMarketplace: The Economic Engine for Women



**\$1.8 Trillion**

Annual revenue of women-owned businesses in the U.S.



Women are starting over 1800 businesses EVERY DAY in the US and those businesses are growing faster than any other demographic. Women also make 83% of purchasing decisions.

Until now there was NO PLATFORM



For female entrepreneurs  
Products & Professional  
Service Providers



Targeting women  
shoppers



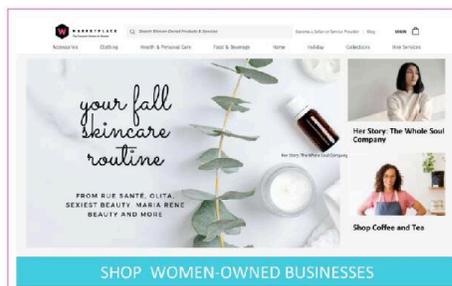
Where 100% of the revenue  
stays with women-owned  
businesses



Women need a platform where they can grow their businesses and shop from each other.



**THE SOLUTION: THEWMARKETPLACE**  
The Economic Engine for Women



[www.thewmarketplace.com](http://www.thewmarketplace.com)

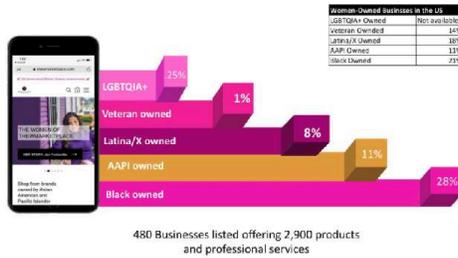
**TheWMarketplace** is the solution: combining the need for a digital sales channel with the rapid growth of women-owned businesses; delivering a new choice for consumers to shop their values and find products AND services in one e-commerce location.

**THEWMARKETPLACE**  
The value of HER-Commerce™

	STAND ALONE SITE	HER COMMERCE™
Development Cost	\$ \$ \$ \$	\$
Development Time	📅📅📅📅	📅
Marketing Cost	\$ \$ \$ \$	\$
Traffic	👤	👤👤👤👤👤👤👤👤
Valuable Partnerships	👤	👤👤👤👤👤👤👤👤

TheWMarketplace is a platform where women-owned businesses can create a digital store front and product listings and sell to a national audience immediately for a fraction of the cost of developing a stand-alone web site. HER-Commerce™ is a proprietary program that delivers content to support women business owners as they start, pivot or scale to e-commerce. The content delivered within the HER-Commerce™ program is sourced and delivered by experts and women-owned businesses currently selling products or services on TheWMarketplace and has created an ecosystem of women doing business with women.

**THEWMARKETPLACE COMMUNITY**  
A diverse and vibrant group of female entrepreneurs



Our community is reflective of women-owned businesses in the US today.

**THEWMARKETPLACE ENTREPRENEURS**  
BUILDING A COMMUNITY

*"I want to be a part of creating a more inclusive economy."*

TheWMarketplace Seller  
Sofya Deva, This Same Sky, Carlton, TX

*"I want to be part of this sustainable ecosystem built by women, for women."*

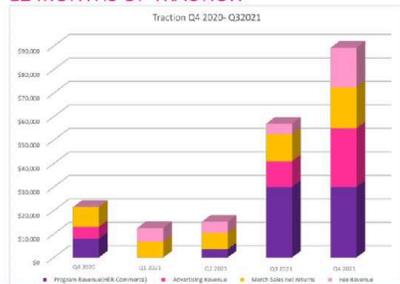
TheWMarketplace Service Provider  
Leang Chung, Pelori Stady, Brooklyn, NY

*"We believe all of our vendors will work as part of a community that focus on supporting diversity and inclusion in building community."*

TheWMarketplace Seller  
Margaret Barrow, It's Nola, Brooklyn, NY

**12 MONTHS OF TRACTION**

- 480 Women Entrepreneurs
- 200K+ Impressions
- \$175K Revenue First Year
- 10 Strategic Partnerships



12 months of growth since opening the site to shoppers and sellers shows that we have the right product at the right time with the right mission.

### DELIVERING A UNIQUE SPACE

	Women-owned sellers	100% revenue stays with women owned businesses	Professional services sold	Entrepreneur training
	✓	✓	✓	✓
	✓			
	✓			
	✓			
	✓			

TheWMarketplace is a truly unique space with a combination of products, services and support for women entrepreneurs.

### TARGET AUDIENCE

#### Women-Owned Businesses/HER-Commerce™

- 14 million women-owned businesses in the US
- Growing 21%. Overall market growth is 9%
- 64% of new women-owned businesses are WOC



#### Values-Based Shoppers



- 59% of women are values-based shoppers
- 91% of women report large platforms don't target them
- 63M women aged 25 - 55 in the USA with 45% of them making over \$75k

Trends show that shoppers are looking for more options for shopping online and are willing to try new platforms. Consumers and sellers are looking for a place to shop their values.

### EVERYTHING IS MOVING IN OUR DIRECTION

Consumers are looking for choice

Digital-first strategy is critical

Values-based shopping becoming the norm

Data links

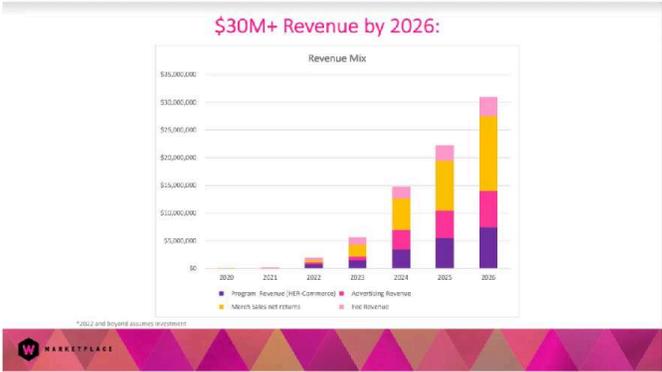
The world has changed and women's professional service providers and merchants must have a digital first strategy to keep pace and sustain their businesses.

### PARTNERSHIPS ACCELERATE GROWTH

**OUR MODEL:** Build and run the premier, women-owned ecosystem of partnerships, programs for entrepreneurs (HER-Commerce™), and world-class ecommerce.



We are accelerating our growth through partners. We have attracted partners that enable us to deliver unique support and content to ensure that the sellers and service providers on our platform grow and thrive.



Forward-looking projections cannot be guaranteed.

Conservative revenue projections point to \$30M in revenue in less than 5 years.

**WITH \$1.5M INVESTMENT WE WILL SHRINK THE ECONOMIC GENDER GAP**



1. Expanding entrepreneur training and support services (program development)
  - 158 SBA Women Owned Centers
  - 13 WBENC Regions



2. Invest in founding team and marketing
  - Pay current team market rate salaries
  - 5 new hires (business development and support)
  - In-house technical resource
  - Brand awareness and conversion



3. Continue to invest in platform
  - Build "Business Web"
  - Enhance analytics

The success we have seen to date confirms that there is demand for an online marketplace built for women by women. We will build on that success and increase our focus on creating a vibrant ecosystem where women doing business with women that will change the world.

**THE TEAM**



**Kate Isler**  
Co-Founder/CEO



**Susan Gates**  
Co-Founder/CMO



Together, we will close the economic gender gap and change the world!

## Downloads

[Jen Fontanilla The WMarketplace Review.mp4](#)