

Easily find diverse, small businesses near you



intentionalist.com Seattle WA Technology Main Street Community Female Founder B2C

LEAD INVESTOR

Britt Provost

I've long been a fan, follower, and funder of the amazing work that Intentionalist and Laura Clise have done in the Pacific Northwest community. They are connected and committed to local small businesses - and have been creative and scrappy in the way they have operationalized their mission. As someone who has spent many years of her career focused on growing and scaling businesses, I'm impressed with the velocity I've seen Laura and team gain over the last two years, and know this is only the beginning.

Invested \$25,000 this round & \$100,000 previously

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Highlights

- 1 💰 \$600K in 2021 revenue, Y/Y increase of 166%, 5X increase in site traffic
- 2 🏆 On-going partnerships with all major Seattle pro-sports teams, Apple, & the City of Seattle
- 3 🌈 LGBTQ Female-founded diverse team of entrepreneurs, technologists + social impact leaders
- 4 📢 80K avg monthly reach on IG & FB & 118K avg monthly impressions on Twitter
- 5 📍 Greater Seattle focus to date - market expansion offers clear growth path
- 6 🛍️ 110M consumers spend \$23.3B on Small Business Saturday, and 95% want to shop small all year long

Our Team



Laura Clise CEO

Experienced social impact leader. Previous roles in sustainability & CSR at Weyerhaeuser, Plum Creek, AREVA, Aspen Institute Fellow, Seattle Magazine Most Influential 2020, SVP Fast Pitch Winner 2020, GSBA Business & Humanitarian Award 2021

Everyday decisions about where we eat, drink, and shop, are an opportunity to connect with and support the diverse small businesses in our communities. Intentionalist answers the call for a resource and community that makes it easier to translate our good intentions into action, harnessing consumer spending toward a more inclusive economy.



Danna Redmond Strategy and Operations

Seasoned entrepreneur, founder and operator of multiple start-ups. Previous roles as a senior leader in online and customer success at Microsoft.



Joel Simpson Engineering

Co-Founder Alegion, a crowd sourcing automation company. Deep experience spanning the full scope and lifecycle of software products development.

[SEE MORE](#)

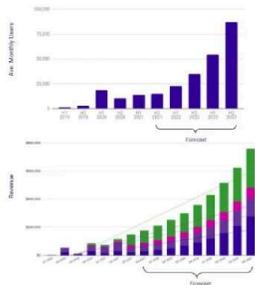
Where we spend our money matters



Intentionalist

Spend Like It Matters

Our traction & validation



- **13K** avg. monthly visitors
- Avg. monthly users grew **5X** from 2019-2021
- Total revenue on track to increase **3.5X** from 2020-2021
- 32% of customers are repeat purchasers
- Average Marketplace order value: **\$85**
- Digital Intentionalist Gift Card sales **doubled** from 2020 to 2021

Forward-looking projections are not guaranteed.

But existing search tools fall short...

- Consumers must find & consolidate disparate resources
- Mainstream guides focus on products, not the **people & stories** behind the businesses
- Existing resources focus on 1 topic only (ie. 'woman-owned,' 'vegan restaurants,' 'in my neighborhood')
- Blog posts & articles quickly become out of date & irrelevant



We connect consumers with small, diverse businesses.

Intentionalist helps people discover, learn about and spend with small businesses & the diverse people behind them.

Our Difference:

- Our directory includes ALL communities - users don't have to go to different sites to support different communities
- Our business listings emphasize people & storytelling
- We sell gift cards for multiple participating businesses



Intentionalist makes it easy to find and support local small businesses and the diverse people behind them through everyday decisions about where we eat, drink, and shop.

CELEBRATING LATIN HERITAGE MONTH



Latinx Heritage Month
Celebrate the diversity and commitment of



Explore Intentionalist Guides
We've partnered with Apple to create



Intentionalist Membership
Intentionalist's Membership Program

We are a directory, guide, + gift card.

Browse. Filter. Find.

We offer a comprehensive guide to diverse, local businesses which form the backbone of our economy.

1 gift card. Multiple *Intentional* possibilities.

Our Intentionalist electronic gift cards can be used at a growing network of small businesses.



Pawara Chivapat, who goes by the nickname "Pink" is half of the namesake of the restaurant Pink Bee Curry & Sandwiches, a family-owned restaurant bringing an authentic infusion of Thai flavor to the Ballard neighborhood. They're one of the businesses in our Intentionalist Gift Card network!

We drive revenue *multiple* ways.



- **Digital *Intentionalist* Gift Card**
 - A popular gift to celebrate, express appreciation. Recipients can spend at a variety of diverse small businesses. Current network: 17+
- **Online Marketplace**
 - E-commerce for gift certificates & merchandise from diverse-owned, small businesses. Current network: 70+
- **Directory-As-A-Service**
 - Curated guides and directories for corporations and community organizations
- **Memberships & Sponsorships**
 - Consumer memberships and corporate content sponsorships



Darnesha, Erwin, and Mikayla Weary are the family behind Black Coffee Northwest in Shoreline, WA. More than a coffee shop, Black Coffee Northwest is a community hub that puts its values front and center, bringing people together to advance social justice. We featured them on our blog in April & they're a part of our online marketplace so users can support them directly.

We also regularly get awesome shoutouts on our social media accounts & have amassed a considerable following – most notably with 17K on Instagram!

Intentionalist Retweeted
Mayor Jenny Durkan @MayorJenny · Sep 17
 Thank you @intentionalist_ for helping #WelcomeBackSeattle & highlighting BIPOC-owned businesses like Askatu Bakery Café & Jerk Shack. Everyone should stop by Belltown, South Lake Union & Downtown businesses for discounts & tasty treats! intentionalist.com/welcome-back-s...

Intentionalist Retweeted
Rachel Anderson @empoweredrachel · Aug 23
 Last week I met up with a group of girlfriends in Seattle and enjoyed a magical dinner at Kati Vegan Thai. I found this local #womanowned restaurant through @intentionalist_. Check it out and find your next favorite spot. #SpendLikeItMatters

Intentionalist Retweeted
Seattle @VisitSeattle · Aug 18
 In partnership with @intentionalist_, we are opening a \$250 tab today at @TougoCoffee on Yesler Way so you can enjoy a coffee or espresso beverage on us! Let them know to put it on our tab and show them this photo of owner Brian Wells. #BeIntentional #SpendLikeItMatters

Intentionalist Retweeted
Seattle Seahawks @Seahawks · Sep 21
 We're excited to partner with @intentionalist_ to reward you when you #SpendLikeItMatters at Latinx-owned businesses!

Upload your receipt from a Latinx-owned small business and be entered to win special prizes!

Enter Here:




Our corporate customers drive growth.

From 2020 to 2021, revenue from corporations, nonprofits, & local government increased by **493%**

- Intentionalist Gift Cards are meaningful rewards for employees & volunteers
- Directory-As-A-Service leverages Intentionalist to provide curated guides for events and initiatives




Tess Thomas is the owner of Emma's BBQ in Seattle, WA. As part of our Black History Month celebration, we ran a promotion with our partner, the Seattle Storm – opening a \$250 tab at the restaurant for fans to get a sandwich on us. Community members donated to triple the tab, and social media marketing helped to more than double Emma's BBQ overall sales for the week.



In July, we partnered with the City of Seattle to welcome the community back to Chinatown-International District with Welcome Back coupons, which were good for up to \$10 off purchases from participating businesses in Chinatown-International District. Pictured above is the team at Jade Garden dim sum in Seattle!

We are a one-stop solution.



RETAIL THERAPY ♥7

Capitol Hill

MINORITY-OWNED | WOMAN-OWNED

Retail Therapy, Wazhma Samizay's wonderfully quirky boutique, specializes in clothing, gifts, jewelry, cards, art, and accessories made by small independent artists and designers. Customers delight in finding something fun for themselves or a friend among the eclectic mix of offerings. Looking for a locally designed and ethically produced apparel? Check out the dresses, underwear, and more that are a part of Wazhma's Bobojan clothing line.

Fun fact: Retail Therapy opened in 2002, and was the first boutique on Capitol Hill's Pike Street corridor.

Business Owner

Wazhma Samizay

Accepts Intentionalist Gift Cards

[Use Gift Card Here](#)

[Buy a Gift Card](#)

Gift Certificates Available

[Buy a Gift Certificate](#)

Shipping

905 E Pike St, Seattle, WA 98122

(206) 324-4092

[Visit Website](#) [Check-in](#)

Storytelling creates the connections that build community. We want to provide patrons with a glimpse of the people and stories behind the businesses they support. Above is a business listing example for Retail Therapy of Seattle.

Our Early Milestones

2022: Ready to Scale
Raising \$1M to scale



Meet Our Team



Laura Clise
Founder & CEO
*Sustainability & Corporate Responsibility Leader,
Aspen Institute First Mover Fellow, formerly: Weyerhaeuser*



Joel Simpson, Engineering
Founder of Alegion



Danna Redmond, Operations
*2X Entrepreneur, formerly:
Microsoft*



Kristina Rivera, Content
*Social Impact PR specialist,
formerly: Weber Shandwick*

What's Next

	Q4 2021	Q1 2022	Q2 2022	Q3-Q4 2022
Product	Gift card enhancements + improved search	Small business portal	Personalization	Social sharing feature & 'lists'
Focus	Strategic Partnerships & Corporate Sales	Small Business Engagement		Market Expansion
Impact	- 10% growth in revenue - Increase user engagement	- 2X # of Intentionalist Gift Card businesses - 2X growth in Marketplace businesses - 10K Business listings		- Grow user base - 20,000 Business listings

This slide contains forward-looking projections that cannot be guaranteed.



Intentionalist is more than an online consumer guide,
it's a movement.



