

Personalized, social shopping for sustainable home goods



thesistain.com Denver, CO [in](#) [f](#) [@](#)

Featured Investors



Virginia Suliman

Syndicate Lead

Follow

Jaclyn and the team are creating a solution that sustainability committed and the sustainability curious. The opportunity in the marketplace for a no judgment zone way to simply get incrementally better about caring for earth is huge. SISTAIN's current and future offerings create real solutions to humans who want to do good where they can.

Bolstered by years of creative, retail, technology, and strategy experience, the SISTAIN team is following disciplined approaches for building products and technology to serve this need. This inspires further confidence that what the team will build will stand the test of time.

Invested \$40,000 this round & \$40,000 previously

Highlights

- 1 Bringing sustainability to the massive \$715B home decor market
- 2 2K+ customers across 43 states in the USA
- 3 40% repeat customer rate, exceeding ecommerce benchmarks by 10-20%
- 4 Team with 2 startup exits & experience scaling revenue from \$0 to \$100M+
- 5 Featured in Forbes, Vanity Fair, House Beautiful, The Zoe Report, & Business Insider
- 6 Leadership from Outside, Nike+ Accelerator & Leo Burnett (Publicis Agency)
- 7 On track to \$72M revenue by 2028 (not guaranteed)

Our Team



Jaclyn Tracy Founder & CEO

Sustainability maven. 10+ years building campaigns for Fortune 500 brands (Samsung, Discover). Founded Brand Effect agency. Ran multi-million dollar digital budget for Illinois governor's race & 50+ political races. DePaul U, BA Advertising & Sociology.



John Schnipkowitz CTO

Visionary engineer. Scaled companies from \$0 to \$100M+ in revenue, and led engineering teams at Inc 500 fastest-growing companies and VC-backed rollups. Scaled & exited 2 companies including one selected by Techstars. BS Engineering & Information Systems.



Alyssa Warth Head of Growth

eCommerce ace. Focus on science x consumer goods. Former VP of Growth at beam & Head of Acquisition at More Labs & TruBrain. Scaled a subscription program from \$0 to \$10M+ ARR & grew eCommerce customer volume 150%+ YoY for 3 years. UCLA, BS Neuroscience.



Luis Villarreal CFO

Finance whiz. Worked multiple successful deals in PE, including acquisitions of early-stage companies with deal values up to \$10M. MA Accounting & MBA, University of Colorado.

Why SISTAIN?



SISTAIN makes sustainable living simple and aspirational.

Our trust-centric shopping platform is revolutionizing how consumers discover and purchase eco-friendly, ethical, and non-toxic home goods - a massive \$715B market.

SISTAIN is THE destination for aspiring conscious consumers seeking to take care of themselves and our planet.

175 Million American adults want to live sustainably, but **don't know how**



2 out of 3 are willing to pay more for sustainable products

Shopping for sustainable home goods is overwhelming. The average consumer lacks insight into the health, environmental, and ethical implications of the products they use every day. Likewise, brands are often accused of greenwashing and making unsubstantiated claims.

And yet thousands of brands do operate with sustainable or circular methods of design, production, and manufacturing processes. New solutions and innovative ideas around living sustainably, and reducing plastic waste and our carbon footprint are emerging every single day.

There is an undeniable connection between **consumerism & climate change**

Americans throw away 12 million tons of furniture and home decor each year. 75% of this ends up in a landfill. And the richest 10% of the world's population contribute almost 50% of global carbon dioxide emissions. It's unrealistic to call for a halt of consumerism altogether, but we can foster more conscious consumption.

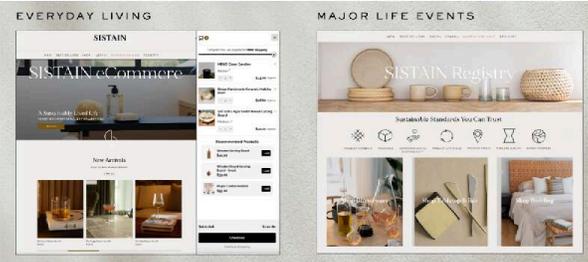
At SISTAIN, we are not about promoting a 'zero-waste' lifestyle. We advocate for [small sustainable changes](#), such as avoiding plastic straws, composting, or bringing your own water bottle.

Our philosophy is that sustainable living should be simple and progressive so that

collectively we can turn the tide of consumerism. Because progress is better than perfection when it comes to a planet that is on fire.



Personalized shopping for sustainably sourced home goods



SISTAIN makes shopping for beautiful sustainable home goods transparent, social, and highly-personalized.

Our platform showcases 50+ brands and 700 sustainable products meeting rigorous sustainability and design requirements across a range of lines from kitchenware to bedding to baskets. Top-selling brands include Bambu, Stojo and WellKept, which can be purchased via our ecommerce store or registry.



Our highly engaged community comes for design & stays for the mission

50+ TRUSTED BRANDS
700+ SUSTAINABLE PRODUCTS
+2K CUSTOMERS ACROSS 43 STATES
89% ORGANIC TRAFFIC
40% REPEAT CUSTOMER RATE



Celebrities love us



Our platform has resonated with celebrities and leading influencers in wellbeing, clean living, and design. Several of them personally post about items from SISTAIN, introducing millions of their followers to our mission and products.

A trusted source of sustainability insights

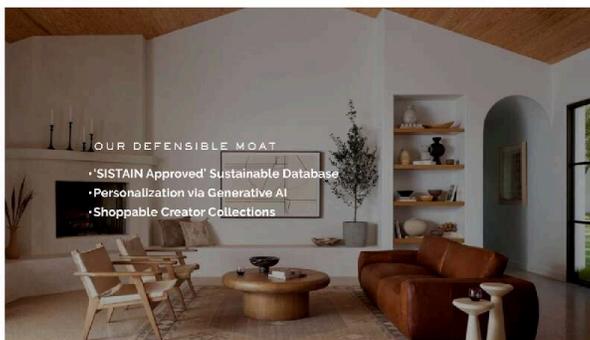


At the core of our approach is a commitment to promote brands that champion proven sustainable practices across seven key pillars. SISTAIN's proprietary assessment methodology leverages data science, third-party tools, feedback and ratings from our SISTAIN community, in addition to self-reporting from brands.

Categories tracked include:

- **Product materials:** environmentally responsible, non-toxic ingredients
- **Packaging:** recyclable, compostable, minimal materials
- **Corporate social responsibility:** how brands give back & certifications attained
- **Product life cycle:** resource intensity & end of life disposal
- **Product origin:** traceability within the supply chain
- **Timeless quality:** design, durability and longevity of products
- **Brand progress:** ongoing commitment to sustainable practices

SISTAIN is on a clear path to be THE sustainability brand for the home



SISTAIN's personalized, social approach to shopping is underscored by a sustainable database, shoppable creator collections, and an AI-driven recommendation engine.

A first-of-its-kind sustainable database provides trusted ratings of brands & products



Our product database filters products against the sustainability, ethical or overall impact criteria that matters to them most. The database can be licensed to companies to support product development or to attain Environmental Social Governance (ESG) standards, yielding an additional revenue stream.



SISTAIN's AI-driven recommendation engine personalizes the shopping experience, serving up sustainable product options based on the shopper's style preferences, browsing behavior, and previous purchases.



A 'How to Style' section leverages generative AI images to help shoppers visualize products in their homes, as well as style preferences and sustainability data to suggest complementary products and ways to enhance the sustainability of their homes.

SISTAIN gives shoppers the power to align their values with their choices so they can have a positive impact on the world and on their own wellbeing - all without sacrificing style.



SISTAIN is the only platform in our vertical with an engaged community and a structure that rewards creators for promoting products and the sustainability mission. Creators within our community curate collections of 'SISTAIN-approved' home goods. Together we develop editorial content to demystify sustainable living. Creators earn commission from product sales resulting from their collections and content.



We pride ourselves in offering a closed loop attribution model. For example, if a customer clicks on an image pinned to a creator's collection and then checks out with that product, the creator receives 10-15% of the sale. No added work on

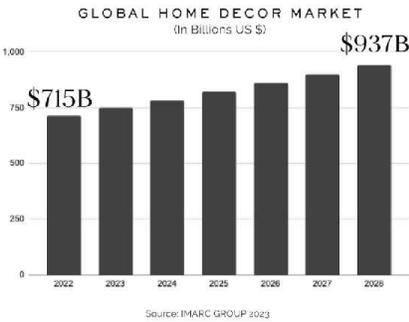
their end to include affiliate links, tagged products, or discount codes.

This model fuels organic growth, keeps customer acquisition costs low, and drives collective impact via network effects.

With **SISTAIN**, design-forward conscious consumerism is a tangible reality



The **\$715B** home decor market is massive



The \$715B home decor market is crowded with major polluters and brands that are green-washing in an attempt to capitalize on the sustainability movement. No brand has emerged as the sustainability leader, and yet the market for sustainable goods is growing at a cumulative growth rate of 9.48%, nearly double that of conventional goods.

Our leadership team has scaled & exited 2 startups

 <p>Jaclyn Tracy <small>FOUNDER</small> 12-years experience in marketing, branding and design</p>	 <p>John Schnipkoweit <small>CTO</small> 25-years experience in software engineering, systems theory & product</p>
 <p>Luis Villarreal <small>CFO</small> Finance professional: PE Due Diligence / FP&A / Controller</p>	 <p>Alyssa Warth <small>GROWTH</small> eCommerce growth & acquisition: strategy, data analysis & buying</p>

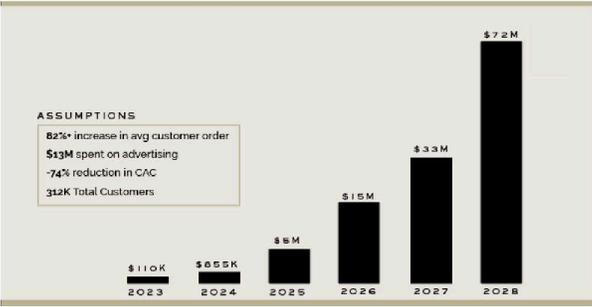


At the heart of SISTAIN's vision is Founder and CEO Jaclyn Tracy. A 2x founder, Jaclyn brings over a decade of experience in advertising for top-tier Fortune 500 brands including Samsung, Discover, and Pro Plan, and she has successfully managed multi-million dollar digital budgets for a governor's race in Illinois and 50+ other political races.

Advertising taught Jaclyn that consumer behavior can be changed, and it's with this that she is building a platform that makes sustainable consumerism not only more accessible, but also aspirational.

SISTAIN's CTO John Schnipkowitz boasts 25 years as a successful tech executive. Notably, he built and successfully exited two startups, one of which earned the backing of the Nike+ Accelerator powered by Techstars. In addition, he has experience scaling companies from \$0 to \$100M in revenue.

On track to **\$72M+ Revenue** by 2028



Note: the above contains forward projections which cannot be guaranteed.

SISTAIN has the potential to generate \$72M/annum revenue by 2028 with a blended direct-to-consumer and marketplace revenue model. Our core revenue drivers are SISTAIN products that we hold in inventory, and drop shipped products sold via our marketplace. Goods held in inventory yield a higher margin of 50-55%, and our take rate on dropship goods is 20-30%. We're offering product diversity with minimized inventory risk. Please note that future revenues aren't guaranteed.



We are excited to enter our community owned era and you are invited to join us and share in our collective success and collective impact to save the planet. To thank our community of investors, we're offering perks in the form of branded merchandise and exclusive access to our founder:

INVESTMENT AMOUNT		PERK
\$500		SISTAIN Hat
\$2,500		SISTAIN Sweatshirt
\$5,000		SISTAIN Starter Kit - Kitchen edition
\$10,000		Exclusive, Custom Ceramic Piece
\$25,000		Founders' Circle (Quarterly Meetup on the SISTAIN Mission)
\$50,000		A Personal Sustainable Lifestyle Consultation with SISTAIN CEO, Jaclyn Tracy

Join SISTAIN on our mission to reduce the harmful environmental effects of consumerism by paving the way for consumers to make more conscious choices. By investing in SISTAIN, you are investing in a greener planet and building a

more circular future, together with a community of people who care.

We're here for the impact. The heart. The connection. The community. The growth. Vote with your dollar and invest in SISTAIN!



[Click here to view SISTAIN's investor deck](#)