



Helping communities connect and create
commerce through online marketplace hubs.

Problem

Millions of small businesses are invisible online.

Organizations built to support them—like Chambers, Main Streets, and Economic Development Orgs—are stuck with outdated directories and disconnected tools that don't deliver engagement, visibility, or value.

- **Static directories = no leads**
- **No unified local shopping experience**
- **Fragmented platforms = lost time and opportunity**



Our Solution

A modern platform built for community business networks.

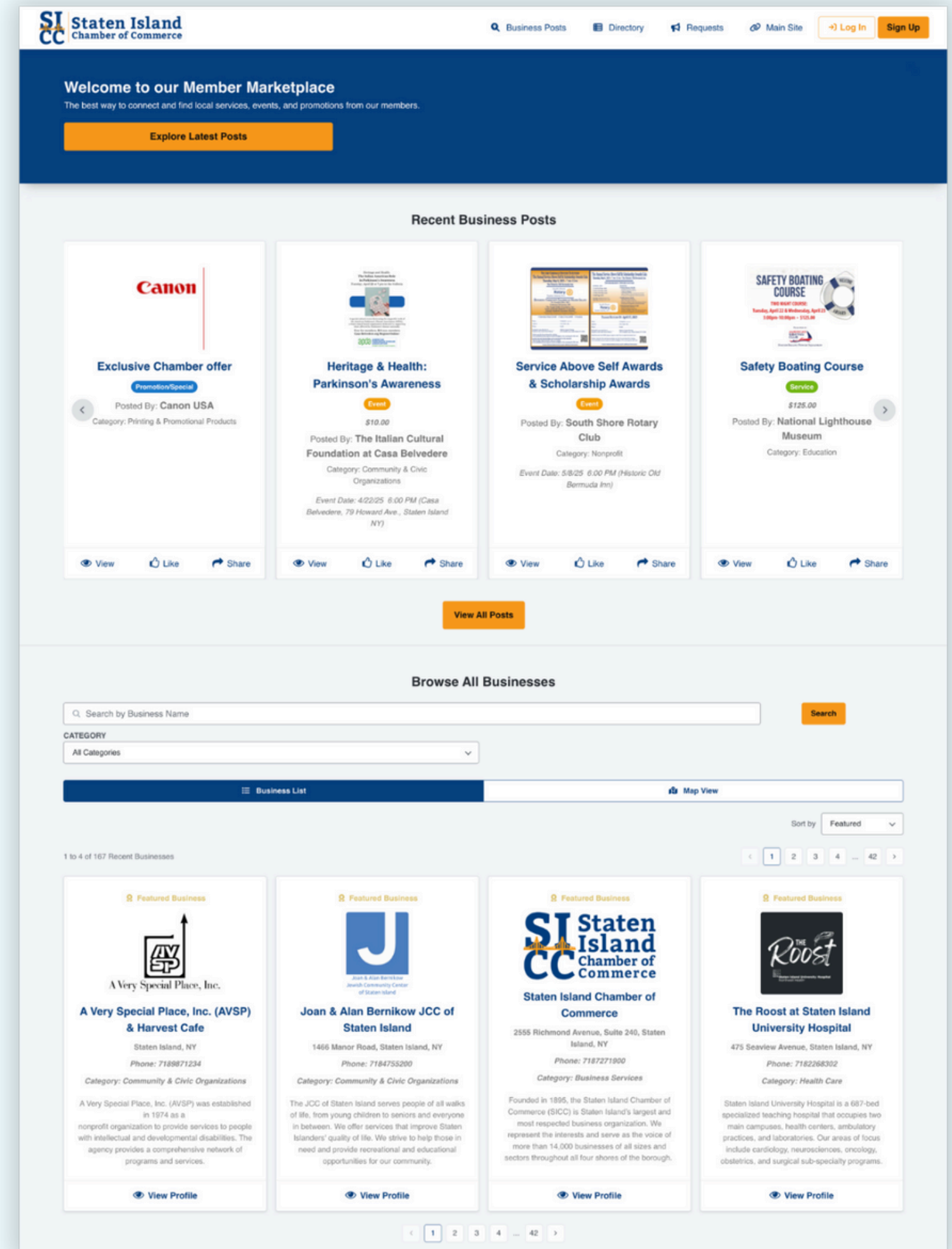
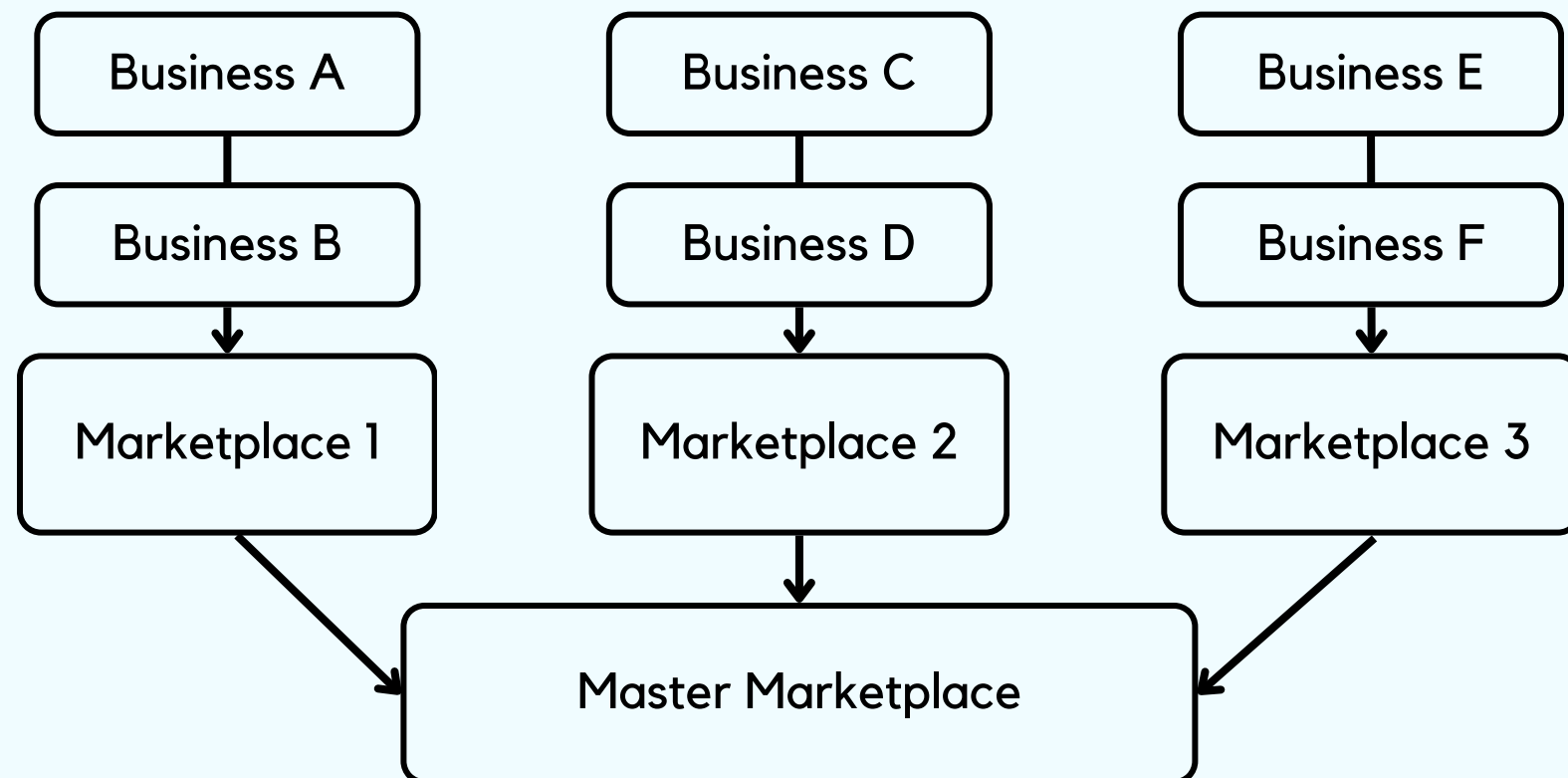
We transform outdated directories into interactive, shoppable marketplaces—designed to boost visibility, drive engagement, and connect local/member businesses to customers across a growing network.



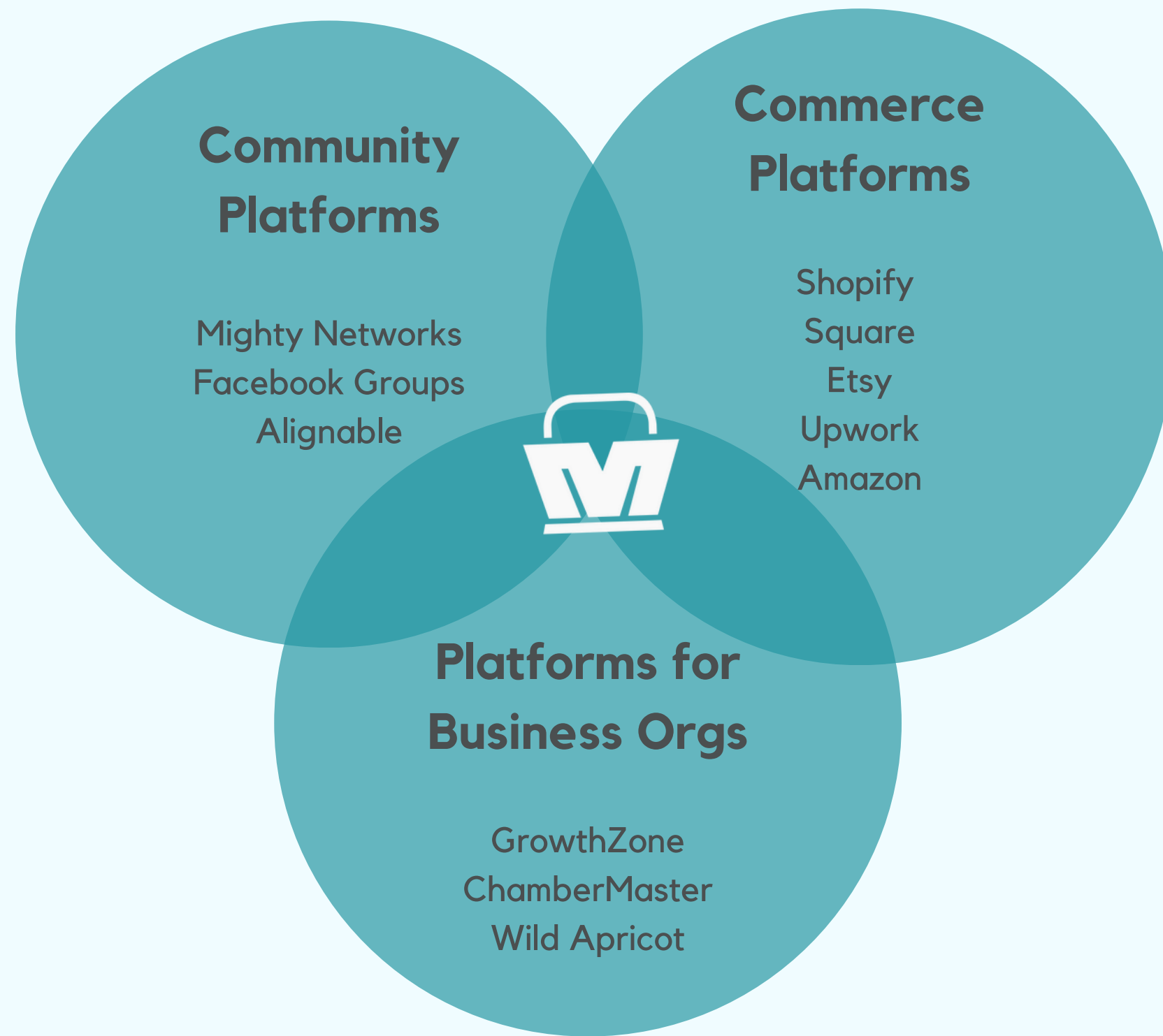
Our Product

What it looks like:

- White-labeled/Branded for each community
- Unified view of businesses, services, products, events, jobs, promotions, & announcements
- Businesses join locally—and can also push in national network of connected marketplaces



Competition



Our Moat: Network-First

- There's platforms for businesses.
- There's platforms for organizations.

Our platform powers organizations AND activates their business members —so we grow faster, stickier, and stronger with every new marketplace.

By starting at the network level—not with individual businesses—we unlock entire ecosystems through trusted partnerships and build toward a scalable master marketplace.



Traction

- \$2.18M revenue from 75 partners in 30 states since 2020
- Have launch 55+ community marketplaces
- 4,800+ businesses supported
- \$1.5M+ in e-commerce sales
- Ongoing legacy marketplaces and expansion of 2.0 marketplace with new regional partners



Business Model

Multiple Revenue Streams:

- Platform licensing to communities
- Upsells/enhancements to businesses
- Transaction fees from future e-commerce integrations
- Master marketplace access
- Corporate partnerships
- Data access



\$10B+ Market Opportunity

Addressable Market

- 33.3M small businesses in the U.S.
- An estimated 35–50% engage with a business support network
 - 12–16M reachable SMBs through Economic Development Orgs, Chambers, Main Streets, etc.

Network-First Sales Strategy

- 20,000+ organizations in our target audience
- Each connects to 250–2,500+ businesses
- We sell infrastructure first, then monetize the network they bring



Why Invest Now?

- **Local economies are being rebuilt** post-pandemic—but tools haven't evolved.
- **Small businesses need digital visibility** and local networks need to prove value.
- **The rise of AI and scalable tech** makes this transformation possible—and urgent.

\$1T+ market potential across SMBs, local business networks, economic development groups, and business associations.



Growth Phases & Roadmap

Phase 1: Proving the 2.0 Model (Now)

- Still running several legacy v1.0 marketplaces.
- Selling v2.0 – faster, scalable, engagement-focused

Phase 2: Unlocking E-Commerce & AI Automation in 2.0

- Shopify/Square integration
- AI-powered content & engagement

Phase 3: Master Marketplace & Network Scale

- Cross-community reach
- National partners and consumer marketing



The Ask

We're raising \$2M to:

- **Build e-commerce integrations into 2.0 platform**
- **Launch AI automation features**
- **Scale onboarding and sales to 200+ new communities**
- **Accelerate toward national network growth**



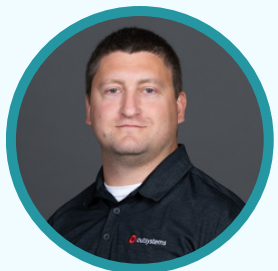
The Team Building the Future of Local E-Commerce



Cherie — 13+ years in **SMB & local commerce**. **Chamber** board, **SBDC** client & national advisory board, **Goldman Sachs 10KSB** alum. Deep expertise in business ecosystems, small business digital transformation, and **marketplace** sales.



Rob — 20+ years in **web design, e-commerce UI/UX**, marketing, and software **product management**.



Jon — 18+ years in **software development, tech sales**, and **enterprise** solutions. **OutSystems** technical lead (#30 on Forbes Cloud 100), bringing deep expertise in scalable infrastructure.


Marketplace Support Team:



Thank You

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About me:

Coachable, curious, passionate, driven, friendly, determined.

