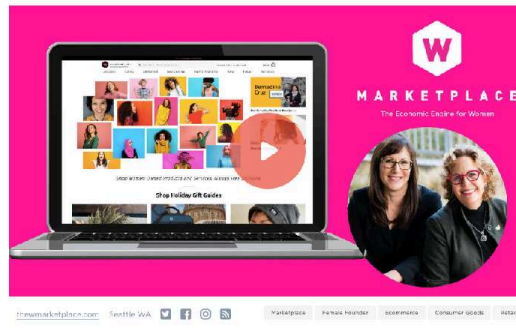


THE WMARKETPLACE, INC.

The only ecommerce platform selling women-owned products and services



Highlights

- 1 🏆 \$500K pre-seed investment within 5 months of launching site
- 2 💰 Revenue from day 1 of site launch; 500% growth in 2021 from 4 revenue streams.
- 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 500+ 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. Started and led three start-ups to date.
- 8 📖 CEO's memoir released by HarperCollins this year.

Our Team



Kate ISLER CEO/Co-Founder

20 years as a Microsoft global executive. CEO of three startups to date. Memoir, "Breaking Borders", released by HarperCollins Leadership (March 2021).



Susan Gates CMO/Co-Founder

20 years leading teams and growing business in public, private and nonprofit sectors. Experience in 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



Too female entrepreneurs
online & professional
Service Providers



Targeting women
shoppers



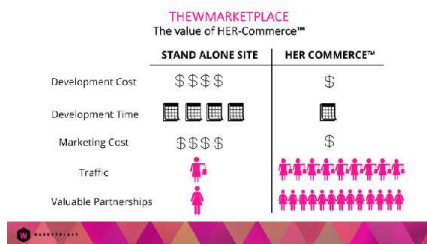
Where 100% of the revenue
goes into women-owned
businesses

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

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 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.



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

THEWMARKETPLACE ENTREPRENEURS BUILDING A COMMUNITY



TheWMarketplace user for
Selfies.com, White Plains, NY



TheWMarketplace service provider
Liang Chang, Piquette, MI



TheWMarketplace seller
Margaret Barry, Elmsford, NY



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	200% revenue share with women-owned businesses	Professional services (SaaS)	Entrepreneur training
	✓	✓	✓	✓
Etsy	✓			
HELM	✓			
amazon	✓			
Instagram	✓			

The WMarketplace 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
- Forecast 21% annual market growth in 2016
- 64% of new women-owned businesses are SBCs



Values-Based Shoppers

- 50% 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



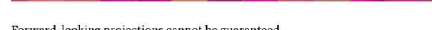
The world has changed and women's professional service providers and merchants must have a digital first strategy to keep pace and sustain their businesses.

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. Providing comprehensive training and support for marketplace development
 - 150+ WBC Business Development Centers
 - 35+ WBC Regions



2. Focus on building value and marketing
 - Focus on next generation sales and marketing
 - Focus on business development and sales and marketing
 - Focus on business development and sales and marketing
 - Focus on business development and sales and marketing



3. Continued focus on platform
 - Build "Tech for WBC"
 - Enhance digital marketing



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 Jaber
Co-Founder / CEO



Susan Gates
Co-Founder / CMO



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



MARKETPLACE

The Economic Engine for Women

TheWMarketplace.com

kate@themarketplace.com

Downloads

[Jen Fontana's The WMarketplace Review.mp4](#)