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## MadeInUSA.com<sup>ⓘ</sup>

A platform for American-made goods only, keeping dollars and jobs in the USA.

Marketplace



Leesburg, FL

[Website](#)

### Progress

0%

Amount raised

**\$0**

From

**0 investors**

Closing In

**86 days**

1-Click Invest™

### Offering Terms

Funding Goal

**\$25,000 - \$1,000,000**

Security Type

**Equity**

Min Investment

**\$25**

Max Investment

**\$50,000**

Closing Date

**Aug 19, 2022 10:59 PM CDT**

Offering Type

**Regulation Crowdfunding<sup>ⓘ</sup>**  
(Investor Education Materials)



[Company Filings](#)

Documents

[Form C](#)

[Formation Documents](#)

[Pitch Deck](#)

[Term Sheet](#)

[Financial Attestation](#)

[MadeInUSA Fund One](#)

[Subscription Agreement](#)

[MadeInUSA LLC Note](#)

[Subscription Agreement](#)

[MadeInUSA Fund One Cert of Incorporation](#)

## Summary

## MadeInUSA.com



**An E-Commerce Marketplace For American-Made Products**



### First-to-Market, U.S. Products-Only, E-Commerce Marketplace:

- Nearly **5,000 vendors lined-up prior to launch**, offering a variety of products
- Ready to serve **Consumer, Industrial, and Government** buyers
- B2C platform will be fully integrated with social media
- **Multiple revenue streams** include: retail sales, transaction fees, and membership fees

### Key Reasons to Invest:

- 60% of U.S. consumers have a **strong preference to buy American-made** products
- Company has identified key categories for sales in **B2C, B2B, and B2G** segments
- B2B online market (\$559 billion) is double the size of the B2C online market (\$255 billion)
- E-commerce marketplaces provide an efficient vehicle for both large and small sellers to gain exposure to the online, mobile consumer
- Continued strong growth in e-commerce affords the entry of new players



## Problem

With the rise of e-commerce marketplaces across the world, it is becoming increasingly difficult to find American-made goods online. For many, it can be difficult to sift through products that are created internationally.

**American consumers want to support American businesses** without having to conduct hours of research to purchase just one product.

### THE PROBLEM

## FINDING A Trusted Source For **Made In USA** Products

Mitigating one deceptive marketing of products Made In USA is on the rise due to the demand for American Made products. Researching products is a timely and painstaking task that often yield little results.



## Consumers Want to Locate & Purchase Products **Made In USA**



# Solution

## Creating THE BEST OPPORTUNITY TO BUY AMERICAN MADE ONLINE.



Building the Largest Online Marketplace of USA Made Products and keeping our country's dollars in America.

### Our Mission


Create the first and only dedicated U.S. e-commerce platform. Making it quick, simple, and easy to buy Made in USA products

### Core Values

Reconnecting the U.S. manufacturer to the U.S. consumer. Creating American jobs thru the demand for U.S.A.-branded products.

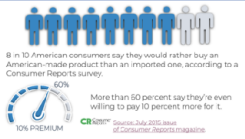
**Competitive Advantage**

## MADE IN USA BRAND VALUE



- 01 No brand building required. MADE IN USA Brand is one of the most recognized in the World.
- 02 Brand that has been valued by the American consumer and the World for over 100 years.
- 03 Brand that is synonymous with quality worldwide, making it the brand of choice.
- 04 Unmatched brand name recognition and prestige around the world.

**INSIDE THE NUMBERS**



More than 50 percent say they're even willing to pay 10 percent more for it.

Source: July 2015 issue of Consumer Reports magazine

Since Covid 19 40% of Americans are no longer interested in buying products that are stamped with "Made in China". Nearly 80% are now willing to pay higher prices to companies that close their Chinese factories.

<https://www.usatoday.com/story/news/economy/2020/07/20/made-in-usa-products/5600000/>

# Product

Easily Locate & Purchase PRODUCTS Made In USA

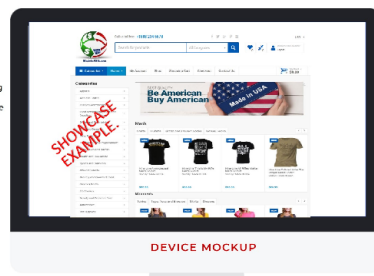
E-COMMERCE MARKETPLACE PLATFORM FOR AMERICAN MADE PRODUCT



E-commerce marketplace featuring America's largest collection of U.S. made products.



Enables businesses and consumers to easily locate and purchase U.S. made products.



DEVICE MOCKUP



Will serve consumers, businesses and government buyers.



Diversified B2C and B2B sales exposure. Reconnecting the U.S. manufacturer to the U.S. consumer.

# Business Model

## Revenue Streams

As the first and only e-commerce marketplace for U.S. made consumer and industrial goods, MadeInUSA.COM website will generate revenue from several streams



## Traction

**MadeInUSA.com will be a full enterprise-level, e-commerce marketing platform built from scratch.** We have chosen not to use plug-and-play options such as Shopify or Woo-commerce because they did not fit our needs and are not fully aligned with the mission.

**Manufacturers:** MadeInUSA.com has a significant **competitive advantage with manufacturers**. Our sister company, MadeInAmerica.com, holds an annual trade show for US manufacturers. There is an agreement in place to allow MadeInUSA to engage that database of 4000+ US manufacturers and leverage their existing relationships.

**Tech Development:** We have engaged several offsite contract Full Stack Developers. As of mid-May 2022, we are at 2.5 million lines of code, which we feel is a little over half way. We are **integrating military-level encryption for security**. The strongest available.

**Testing:** Testing is being done each and every day to verify that the day's code is working as it was designed. The goal is to enter **Beta testing in early August 2022**.

**Partners:** We have completed due-diligence on several potential Accounting partners and many micro service partners. Our team performed onsite visits with the chosen partners and vetted some of our most important requirements: 1) truly US-based and hires US employees, 2) has the right team in place with the skills needed, 3) able to scale at the pace we anticipate, 4) not a threat to deplatform, and 5) shares a similar love for the United States as we do.

The following Vendor Partners have been identified and engaged:  
**Oracle/NetSuite** (Accounting) Able to scale all aspects of e-commerce at almost limitless speed. <https://www.netsuite.com/portal/products.shtml>

**Shipping** - Pre negotiated rates with all major couriers (This partner is proprietary)

**Avalara** (Sales tax) They will manage the 11,000 taxing authorities.  
<https://www.avalara.com/>

**ADP** (Payroll)  
<https://www.adp.com/>

MadeInUSA is hosted on the Cloud and we are not disclosing our vendors for security reasons.



## Competition

There are numerous homemade sites that we have observed to carry limited products and lack customer service. We have also identified referral sites that do nothing apart from directing buyers to Amazon for a very small percentage or a referral fee. While it's important to recognize the list below as indirect competitors, **MadeInUSA.com will be the first to focus across all three segments: B2C, B2B and B2G.**

<https://madeinamericastore.com> - This is a regional supplier in Buffalo, NY with a few brick-and-mortar stores and a limited list online for sale.

<https://madeinusaforever.com> - Homemade website on Shopify, limited list of products.

<https://www.harvestarray.com> - Handcrafted items

<https://www.thegrommet.com/featured/made-in-the-usa> - Small list of products

<https://www.stillmadeinusa.com/> - Small Homemade referral site

<http://www.usab2c.com/> - Small, insecure site

<https://usamade1.com/> - Referral site

<https://www.themadeinamericamovement.com/> - Formidable referral site. While they have lots of products, they are not selling items. Rather, they only get the referral fee.



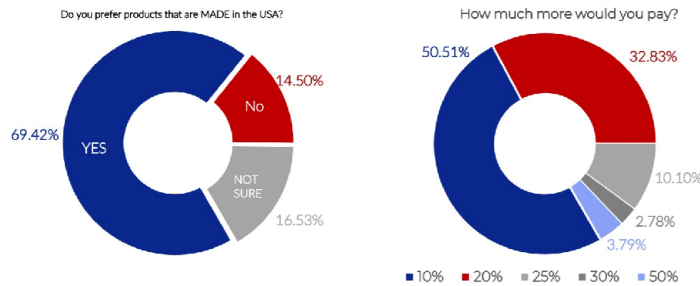
## Market



### Since Covid-19

The American people aren't buying what China is selling — or at least, they don't want to. That's the finding of a telling new poll. According to FTI Consulting, 40% of Americans are no longer interested in buying products that are stamped with "Made in China." Nearly 80% are now willing to pay higher prices to companies that close their Chinese factories.

<https://www.usatoday.com/story/opinion/2020/06/07/americans-willing-pay-goods-made-in-america-so-tell-them-columns/3144467001/>

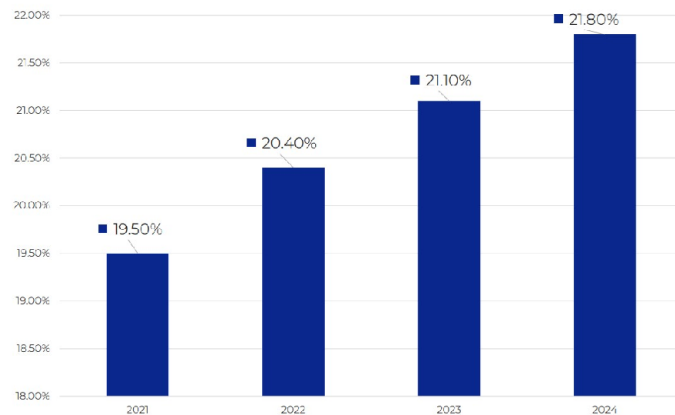


The Reshoring Institute recently surveyed nearly 500 Americans across the country and asked if they prefer to buy products that are labeled "Made in USA." Would they be willing to pay more for these items? Nearly 70% of the respondents indicated that they prefer American-made products. Slightly more than 83% responded that they would pay up to 20% more for products made domestically. Respondents to the survey were both consumers and industrial buyers.

<https://www.pnwswire.com/news-releases/survey-says-americans-prefer-made-in-usa-301163756.html>

### Projected Digital Buyers Penetration in the U.S.

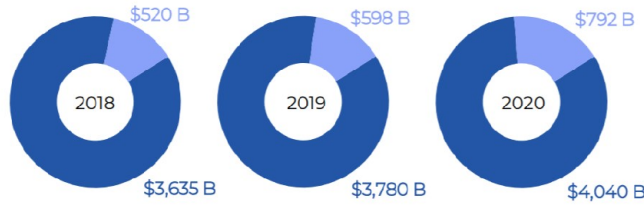
The percentage of internet users that are digital buyers in the U.S. is projected to increase through 2024. This timeline displays the projected share of digital buyers in the United States from 2021 to 2024. In 2020, COVID-19 boosted penetration to 27.6%, but penetration will flatten out as restrictions loosen. This share is **expected** to grow to 21.8 percent in 2024.



<https://www.emarketer.com/chart/242908/retail-e-commerce-sales-worldwide-2019-2024-trillions-change-of-total-retail-sales>

## U.S. ECOMMERCE VS. TOTAL RETAIL\* SALES

In \$billions, 2018-2020



\*Total retail figures exclude sales of items not normally purchased online such as spending at restaurants, bars, automobile dealers, gas stations and fuel dealers Source: Digital Commerce 360 analysis of U.S. Department of Commerce data Updated January 2021

Consumers spent \$791.7 billion online with U.S. merchants in 2020, up an incredible 32.4% year over year. The highest annual U.S. ecommerce growth in at least two decades. Nearly tripling the 15.1% jump in 2019.



## Company Vision

**MadeInUSA is one single place to find and purchase American-made items.**

From the beginning, the vision has been (and always will be) to create a simple way for consumers around the world to find and purchase US-made items. By supporting the practice of "Buy American" we help to bring more dollars and jobs into to the United States. By investing in MadeInUSA.com, you are investing in the future of America.

## AMERICANS Prefer "Made In USA"

### SUMMARY

Since China's entry to the World Trade Organization in 2001, millions of manufacturing jobs have left U.S. soil for cheaper labor prospects in Asia. But with rising labor costs and a long list of





prospects in Asia. But with rising labor costs and a long list of challenges facing companies overseas, 2 to 3 million manufacturing jobs are expected to return to the U.S. the near future. While this trend is still in its early stages, 10% to 30% of production in China could move back to the U.S. by the end of the decade. This move would represent an increase of \$20-\$50 billion in GDP output. Additionally, the higher value that consumers at home and aboard put on American goods could be a pushing point to bring both old and new manufacturing to the U.S. (BCG 2012).



8 in 10 American consumers say they would rather buy an American-made product than an imported one, according to a Consumer Reports survey.



Source: July 2015 issue of *Consumer Reports* magazine.



## Press

As of May 1st, there have been no press releases sent out.



## Founders

**Don Buckner, Founder/CEO**

**Don Buckner**  
Inc. 500 CEO and  
Florida  
Entrepreneur of the  
Year award winner

### CEO Statement

*Having the good fortune of being born an American, I feel an inherent obligation to keep our country strong. We have an exceptional opportunity with the MadelnUSA.com domain to keep more dollars where, which translates into more jobs. Our country can no longer afford to exchange its wealth and power for cheap, imported products. I feel blessed to play a part of such a significant proposition at this critical juncture in our country. I am here to serve. Be blessed.*

Entrepreneur Don Buckner's patriotic plan began in 1998 when he attempted to find several American-made products online but was unable to do so. Frustrated, he took matters into his own hands, purchasing the Domain MadelnUSA.com. The website served as a directory resource connecting patriotic consumers to more than 300,000 American-made manufacturers for several years. He also acquired the Domains: MadelnAmerica.com, MadelntheUSA.com, Americanmade.com, and more recently MadelnAmerica.org.

Don is no stranger to success in business. He has been in the manufacturing industry for over 30 years. He started out as a mechanic and welder with no formal education. In 1997, he launched Vac-Tron Equipment (VacTron.com), a company that was born in his garage. In 2000, Vac-Tron was listed on the INC-500 as the 13th fastest growing privately held company, growing 6500% in just three years. In the same year, he was awarded the 2000 Ernst & Young Entrepreneur of the Year Award for the State of Florida. Buckner is also in the Business Hall of Fame, and Vac-Tron was named Industry of the Year and Business of the Year.

After the acquisition of Vac-Tron Equipment in 2018 by Vermeer Corporation, Don decided it was time to go all-in on the #American Made plan and rented the Indianapolis Convention Center to hold the first ever Made in America Trade show which was its jumping off point.

"Don is a great example of how great patriots do not have to put a military uniform on but serve in other ways. So many people want to participate in this country and serve this country, and what Don is doing is creating the perfect opportunity for Americans to come together and make a choice to support American-made products. That is the beauty of this seed that he's planting in Indianapolis." - Major Dan Rooney, Folds of Honor.

Don donates heavily to local and global missions, lives on a cattle ranch with his six children and three grandchildren, and always gives God credit for all his many blessings.

**Brad Winnings, COO/ CTO**

With over two decades of experience managing successful business entities, Brad Winnings, has been named Chief Operations Officer and Interim Chief Technology Officer for MadelnUSA.com, MadelnAmerica.com (Trade Show), and MadelnAmerica.org (Non-Profit). Brad's unique blend of skills includes: leadership, integrity, vision, and knowledge which will prove valuable when building and operating the MadelnUSA.com platform.

Since October 2017, Brad has managed the day-to-day operations of

