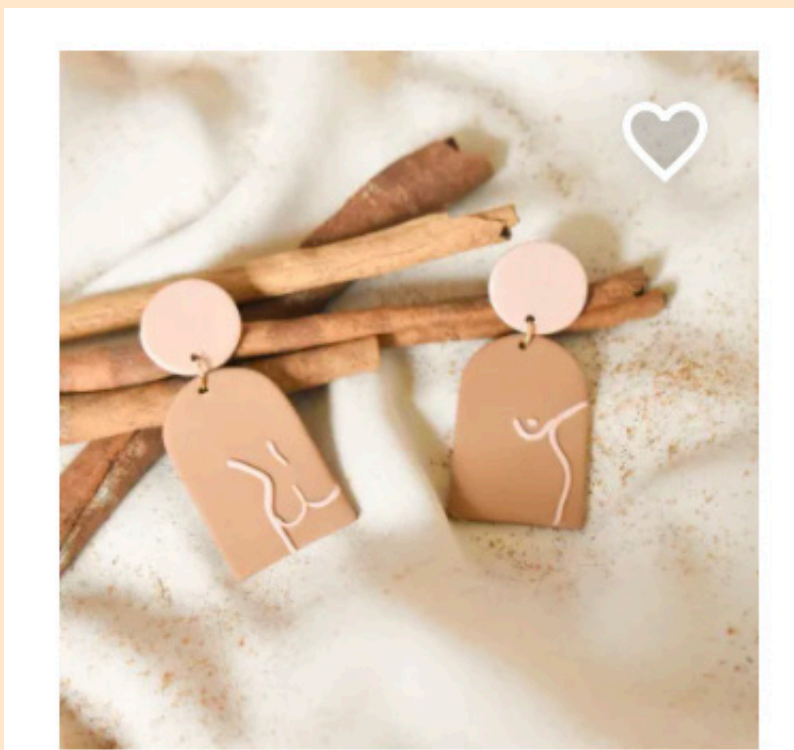


The WoMi™ App

Bridging impact to community



15% OFF
PACHA DESIGNS S...
Statement jewelry for
the empowered

Everett WA
EVERETT WA

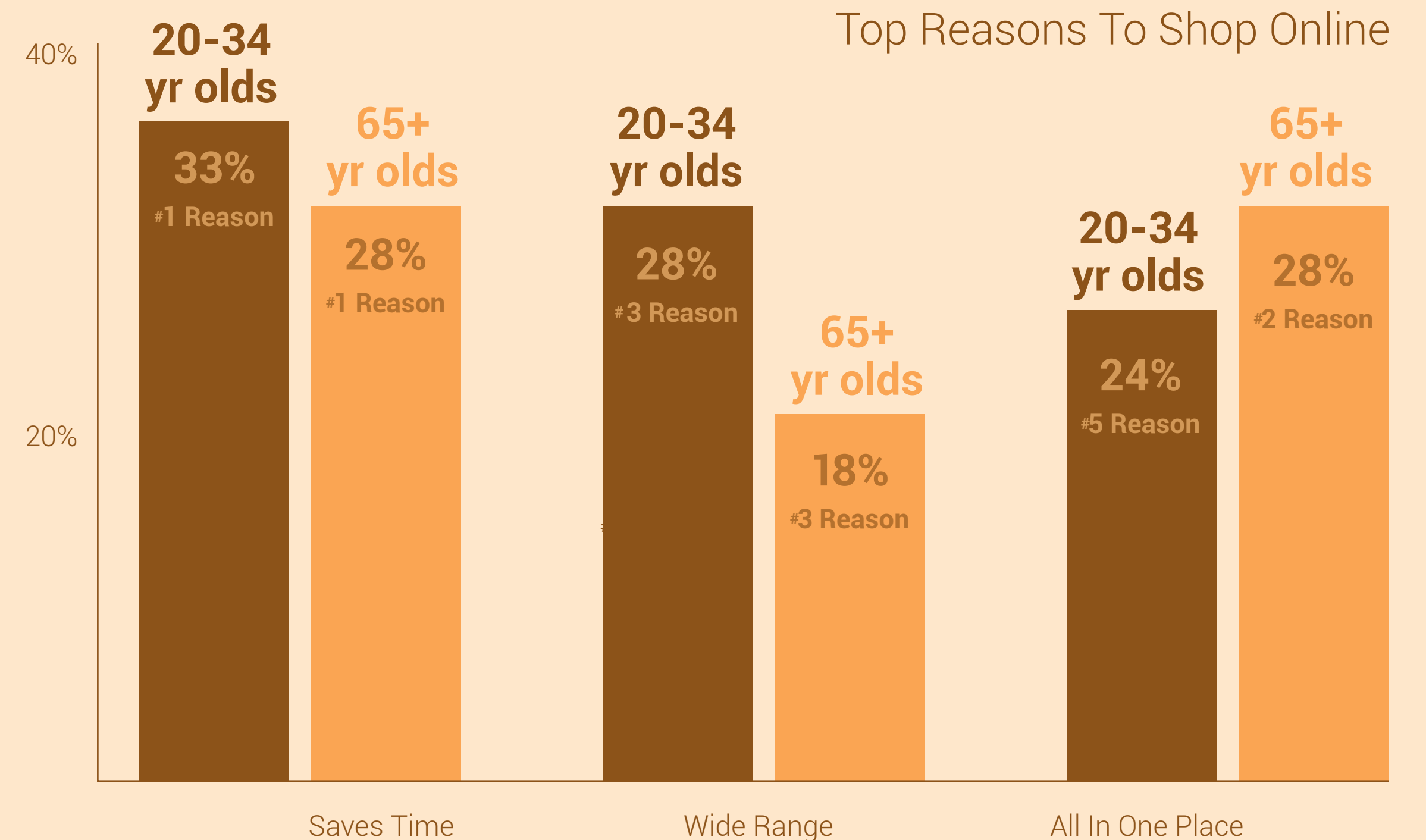
the empowered
Statement jewelry for



OPPORTUNITY

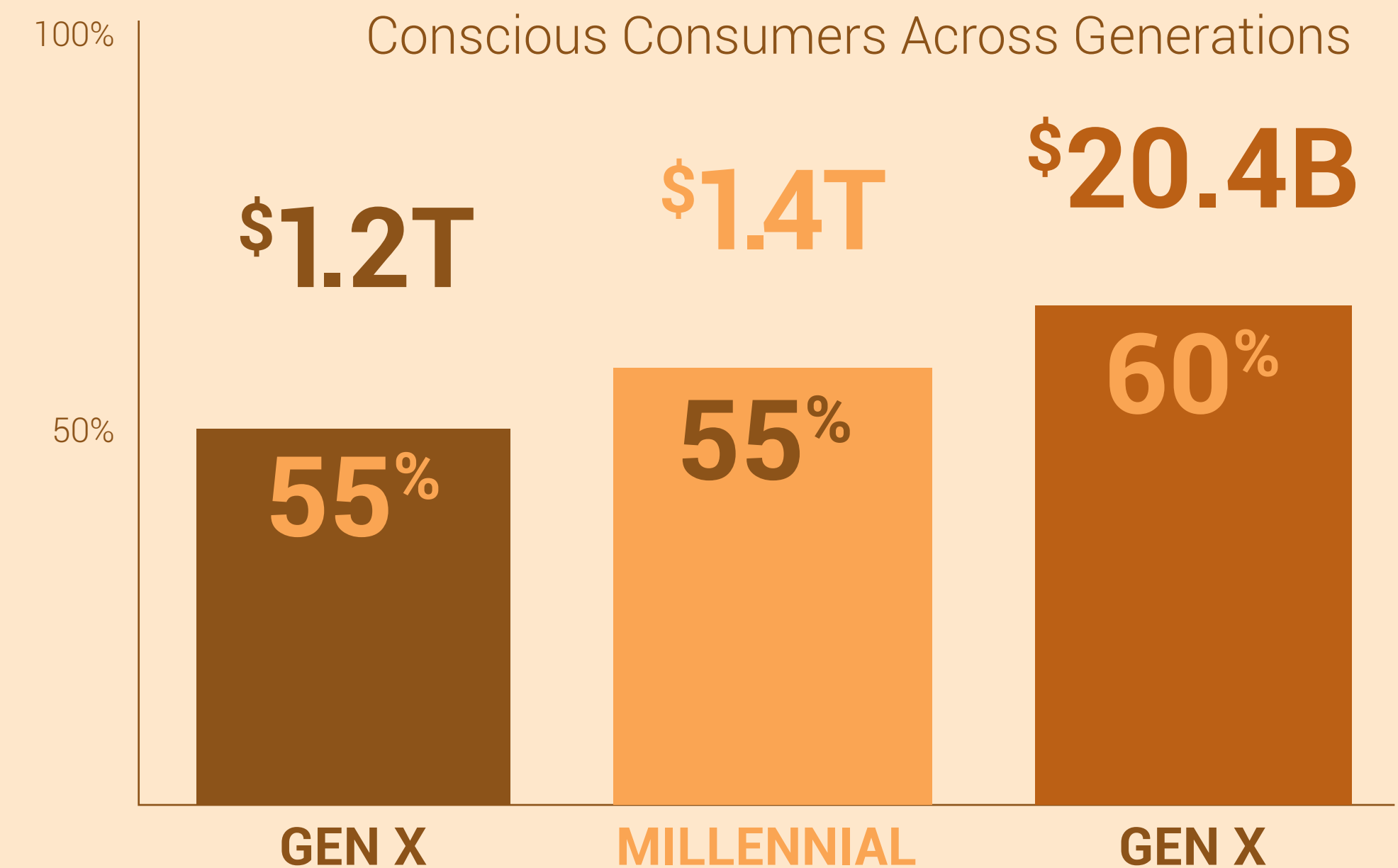
Although consumers are prioritizing intentional spending, they're not willing to give up everyday convenience.

285MM Americans shop online.
3 out of their top 5 reasons involve levels of convenience not all small businesses can afford access to.



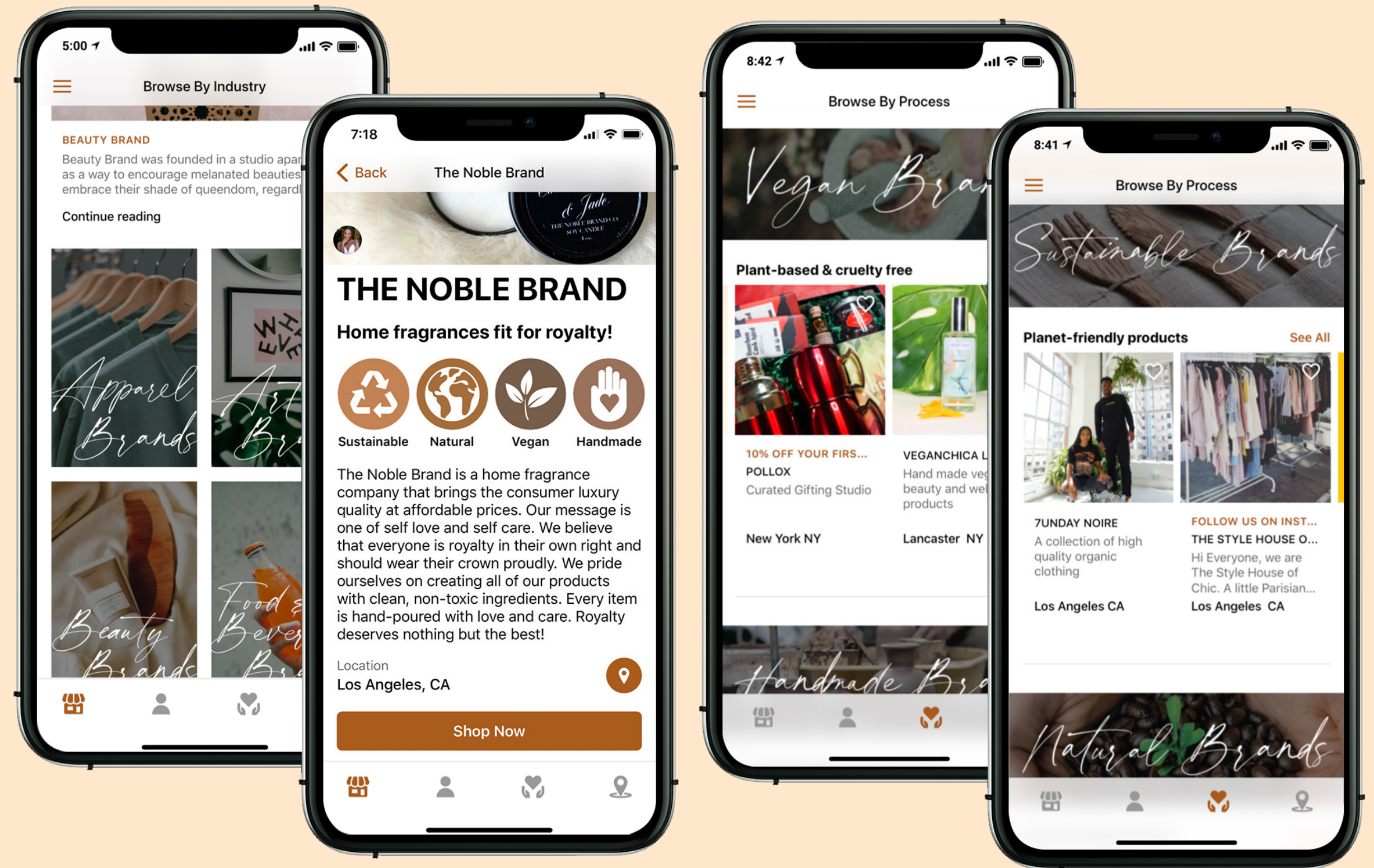
OPPORTUNITY

Too few resources are conveniently connecting **\$2.6 Trillion in conscious consumer buying power** with the communities of color & women that are powering the rise of the small business.



SOLUTION

That's where WoMi™ comes in: bridging impact to community with intentional, convenient access to supporting small underfunded businesses.



FOUNDER



Melissa Mel Founder/CEO

UX Designer, Creative Director, Social Media Marketer

11+ Years of 360° Marketing for B2C & B2B Brands

WOMAN

LATINA

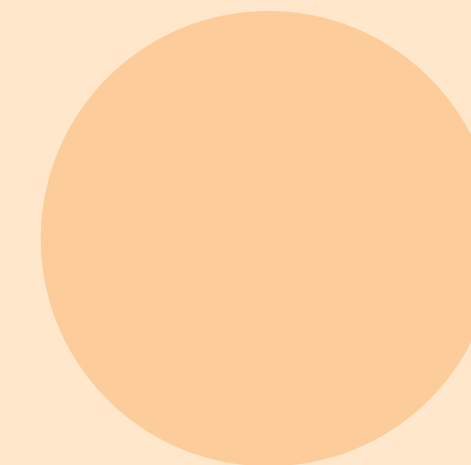
LGBTQ+



Chase Mohseni
Startup Growth Advisor
Growth & Acquisition
Strategist



Kristen Jacome
Virtual Assistant
Social & Digital Media,
Marketing & Planning



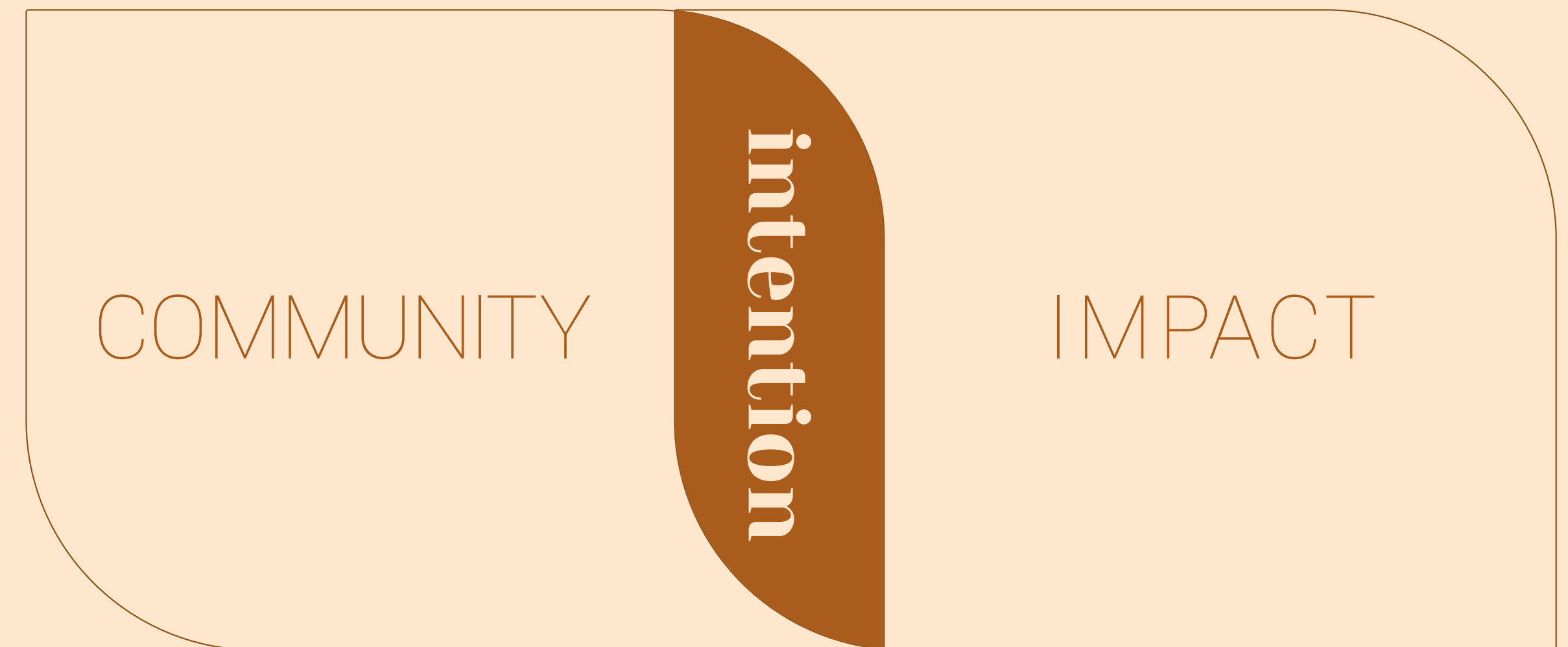
Key Hires
CTO/Dev Team
PR, UX & Psych Advisors

COMPETITORS
COMMUNITY

Competitor	Core Audience	Brands	Weekly Programming of WoMi Founders	Educational Entrepreneurial Memberships	Native Mobile Directory App	Free Directory Profiles	Shopper Discount Memberships	Virtual Events & Programming
Shop Latinx	Latinx	Latinx						X
The Nile List	Consumers	Black		X		X	X	X
Good Around The Globe	Global Consumers	Social Impact				X		
The WoMi App	Conscious Consumers	Woman BIPOC LGBTQIA+	X	X	X	X	X	X

MISSION

WoMi is the intentional bridge between impact & community. We want to shift shopping from being a mindless chore, to an **intentional & impactful investment into values, dreams, & community.**



VISION

B2B

COMMUNITY

Resources, networking & supportive platform for WoMi Entrepreneurs



B2C

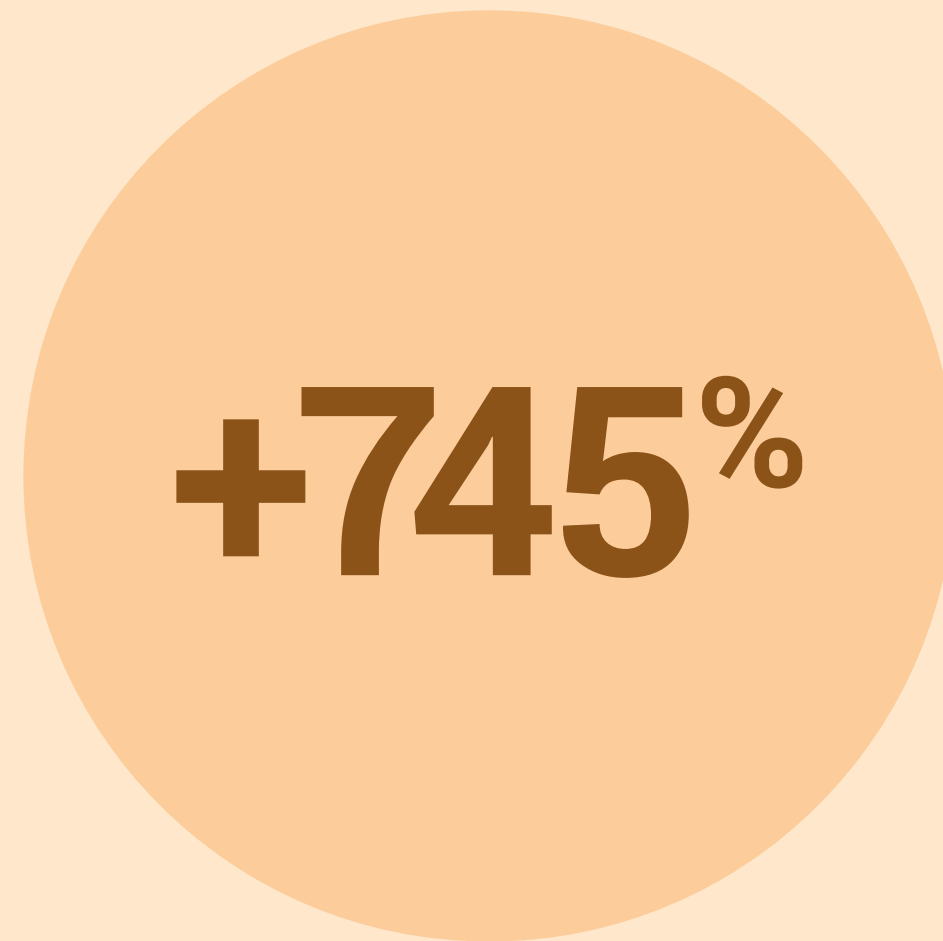
IMPACT

AI-powered, automated & customizable access to conscious spending

TRACTION

YoY Growth
Sep 2020 - Sep 2021

Impressions



Downloads



Averages as of
October 2021

Conversion Rate



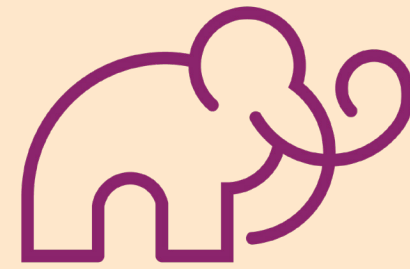
**Monthly Active
User Sessions**



PARTNERSHIPS

We've partnered with brands & entrepreneurs in our network to power two virtual conferences, a week of celebrations & content creation.

Partner Brands



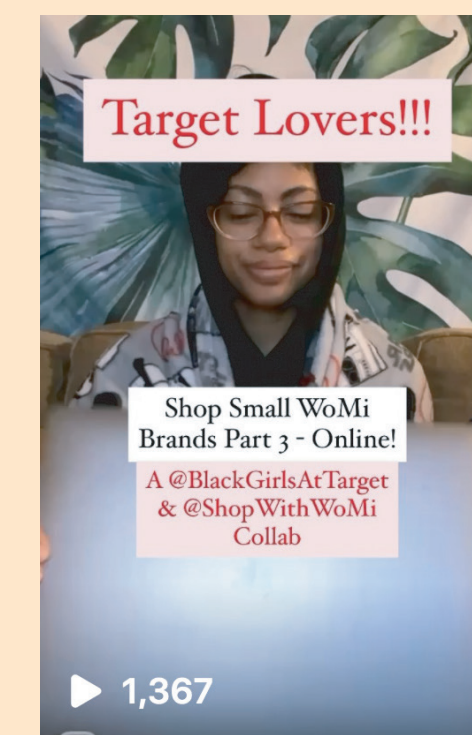
BLACK GIRLS AT TARGET



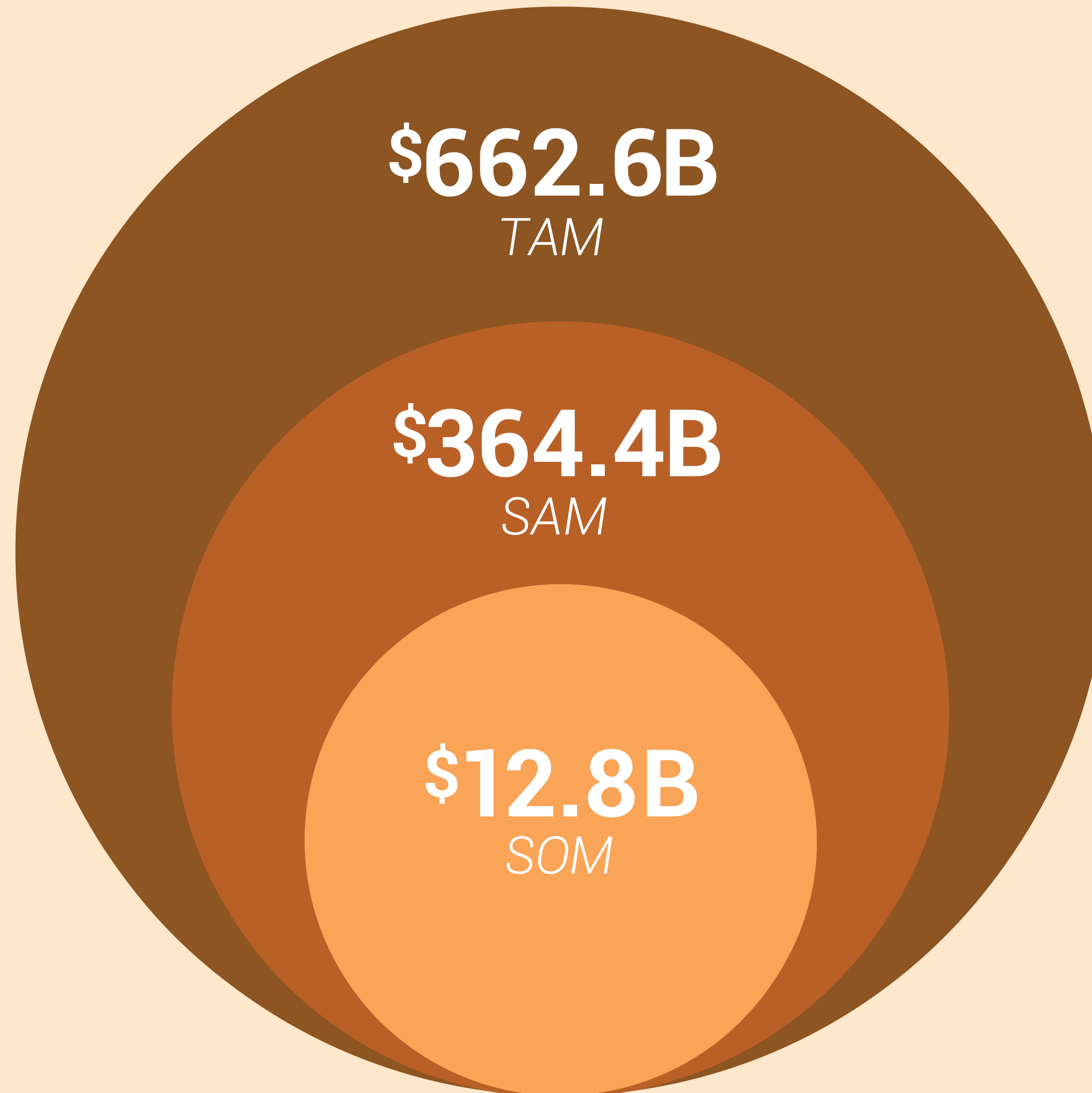
Virtual Events



Content Creation



MARKET



Gen Z – Gen X consumers make up
71% of US eCommerce spend

Across Gen Z – Gen X, on average
55% are conscious consumers

Across Gen Z - Gen X, about
27.6% are daily app users
x WoMi download rate

REVENUE MODELS

B2B



\$8/month

Monthly subscription unlocks access to all **brand discount codes** offered by 38% of WoMi Brands

B2C



\$8/month

Monthly subscription unlocks addition of **featured products** to Brand profiles, plus **monthly resources, downloads & events**

We are currently conducting **intimate research, customer discovery & feedback calls** to roadmap our current MVP's improvements & evolution.



CURRENTLY RAISING

Platform

Educational Events
Experts & Resources
Services Marketplace

\$150k

Key Hires

CTO/Dev Team
PR & Marketing
QA & Researchers

Marketing

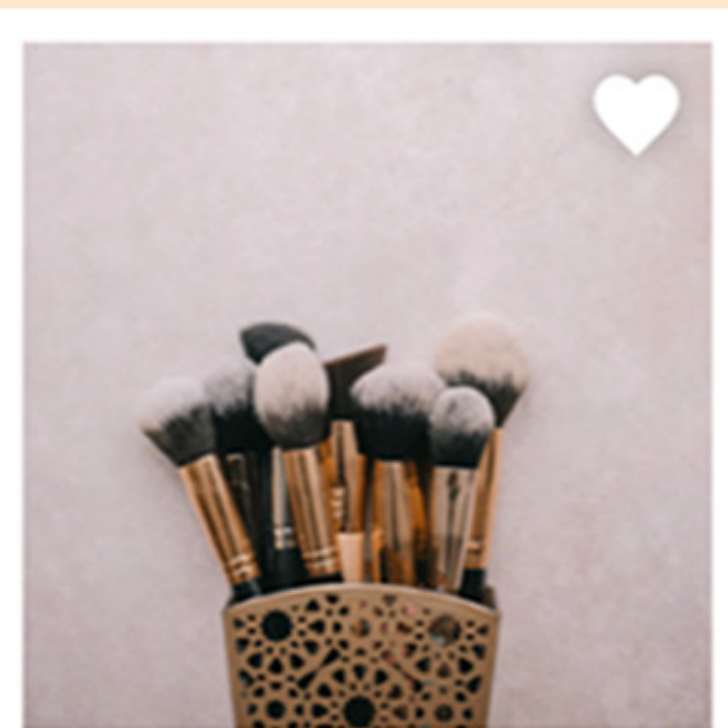
Influencer Partnerships
Events & Programming
Launches & Promotions

Product Improvements

Marketplace
AI & Machine Learning
Memberships & Boxes

Thank You!

[Download The App](#) | [Follow @ShopWithWoMi](#) | [Contact info@womi.app](mailto:info@womi.app)



10% OFF

BEAUTY BRAND

Vegan makeup, beauty
tools & accessories

Los Angeles, CA

Los Angeles, CA

Vegan makeup, beauty
tools & accessories

BEAUTY BRAND

