

InHouse America

Connecting America to the 15% of small American businesses who care about offering high quality low priced everyday essentials!

\$935B–\$1.31T is currently left on the table annually because small businesses are not priced low enough to accommodate the Americans who want to shop small every day but cannot afford to.

80% of Americans
wished they could afford to
buy from small American
businesses everyday!

15% of Americans
can actually afford to buy
from those small American
businesses every single
day!

Inflation and cost pressures are higher than ever, which is going to drive those shoppers who love buying local to retail giants who offer lower prices!



44% of Americans report reducing spending at small businesses due to inflation or high prices.

(Source: Seaside Signal / Empower, 2024)



62% of consumers say “lowest price” is one of the top factors when deciding where to shop.

(Source: Seaside Signal / Empower, 2024)

Introducing InHouse America

Modern day online marketplace focused on showcasing small American businesses from over 30 states!



A ladies section with over 60 stores



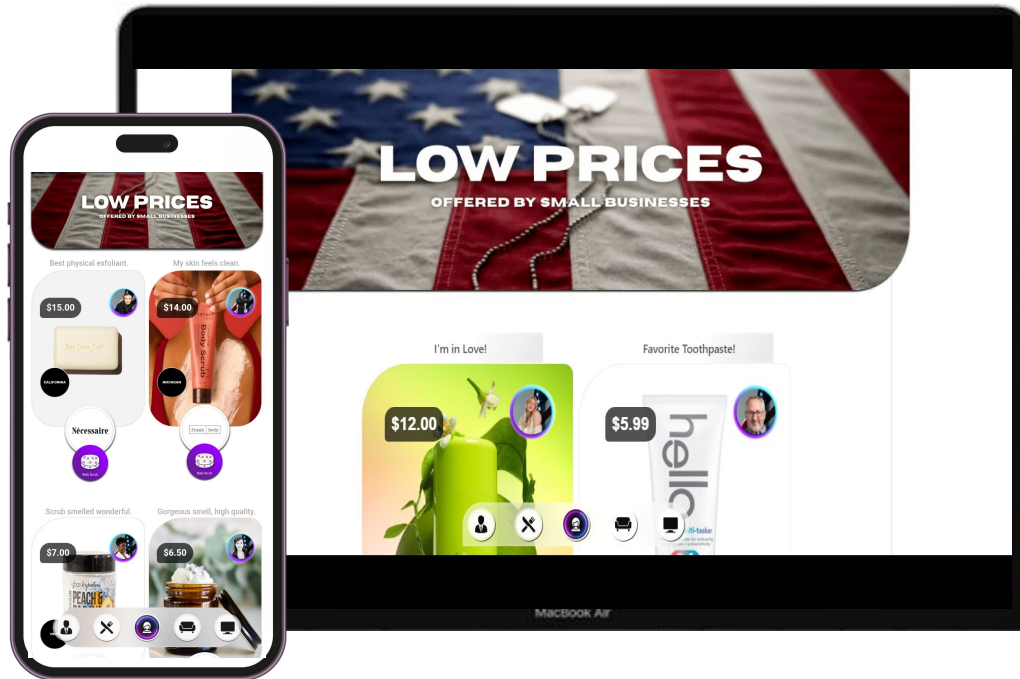
A mens section with over 50 stores



A furniture section with over 40 stores

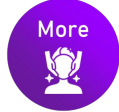


A tech section with over 30 stores



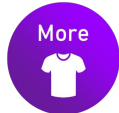
A Full Curation of Products

A full scope of products from beauty, clothing, footwear, gadgets and more



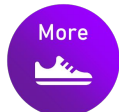
More

A beauty section with over 20 stores



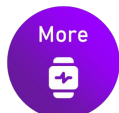
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A clothing section with over 20 stores



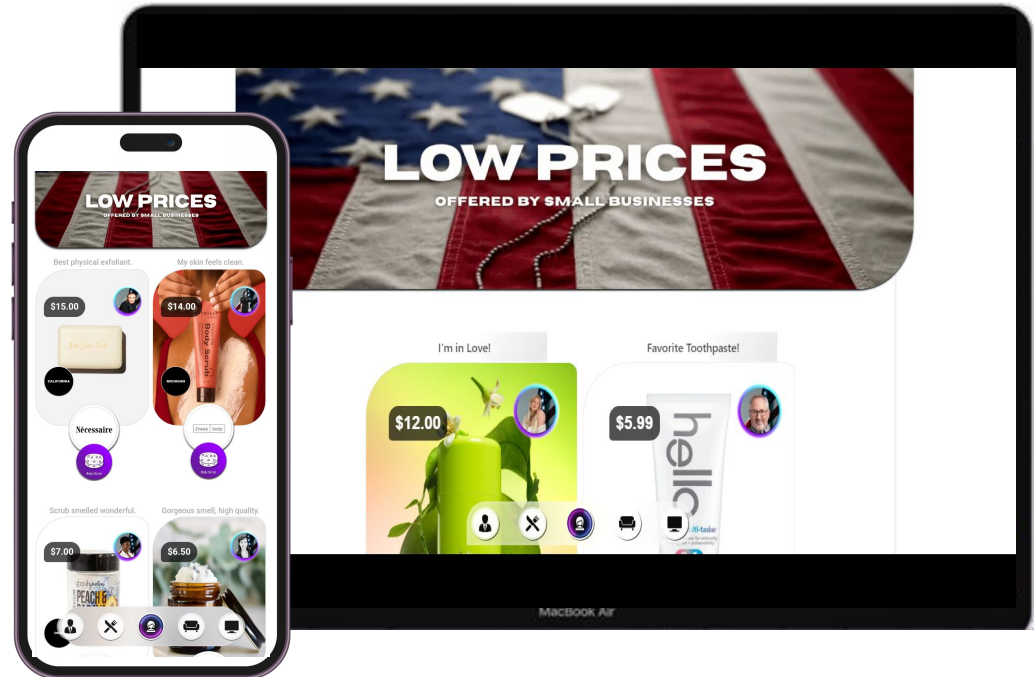
More

A footwear section with over 20 stores



More

A gadget section with over 10 stores



Smart Campaigns

The best way for us to connect with our subscribers

Marketing dashboard

[Attribution Settings](#)

Monitor performance

Oct 18, 2025 - Nov 17, 2025 • Compared to last 31 days • **Includes** Apple MPP

 Total sends
3,252

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 Open rate
37.0%

 Click rate
22.8%

 Unsubscribe rate
0.21%

Essentials

Performance over time

Oct 18, 2025 - Nov 17, 2025 • Compared to last 31 days

In 24 months we've been able to reach over **36k** shoppers and saw a total return rate of about **62.5%** in just 2 years!

2025

70% of our users returned to **InHouse America** over a couple of times!

(Source: InHouse America analytics 2025)

2024

55% of our users returned to **InHouse America** over a couple of times!

(Source: InHouse America analytics 2024)

2024 - 2025

Over40

States have now been in use of **InHouse America** on a daily basis!

(Source: InHouse America analytics 2025)

Affordable Essentials Could Unlock a \$140–200B Market, With Platforms Capturing \$14–30B if done right!

TAM

\$935B - \$1.31T

Total potential spending on low-priced essentials at small businesses (if price barrier removed)

SAM

\$140B - \$197B

Portion of TAM realistically addressable by small businesses selling essentials

SOM

\$14B - \$30B

Portion of SAM a single platform/company could capture

InHouse America will monetize in 2 ways!



50% Corporate
America

Example: Bank of America, which has show a huge interest in supporting small American businesses



50% Individual
advertisers

Example: Companies outside of our industry looking to reach our customer base to help increase their sales.

We're positioned to Win against our competitors!

Feature / Platform	Amazon	Etsy	Shopify	InHouse America
Zero seller fees	✗	✗	✗	★ ✓
Focus on U.S. small businesses only	✗	✗	✗	★ ✓
All product categories allowed	✓	✗	✓ (store builder only)	★ ✓
Verified businesses only	✗	✓	✓	★ ✓
Revenue from ads, not sellers	✓	✓	✗	★ ✓
Corporate & city partnerships	✗	✗	✗	★ ✓

We're a team of 2 and are both obsessed with helping Americans buy local every single day!



Sean Botomane
Founder & CEO

1 Innovator

Sean's focus is on coming up with new ideas to implement into the company and ensuring that every idea is focused on keeping the users staying longer on the platform.



Thando Siluma
CTO & CSO

2 Visionary

Thando's ability to identify the right stores to integrate whilst also understanding the best features that will work, place her in position that is truly hard to fill and is the core reason behind the InHouse America not losing its identity.

The Ask



Raising \$1M for at least 24 months of runway to achieve a Corporate partnerships or onboard 120 paid advertisers!



Product Development



Marketing



Sales



Operations

Operations

10.0%

Sales

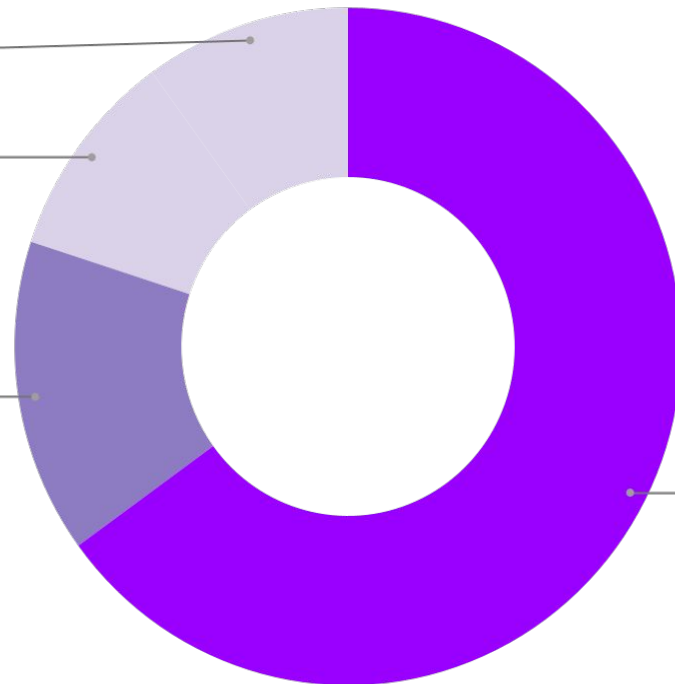
10.0%

Marketing

15.0%

Product

65.0%



The End

Thank You



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