



Shop American.
Support Heroes, Makers, and Dreamers.

American 1st Brands Marketplace

Empowering American-Made Products – Revolutionizing E-Commerce

Peter Mwedziwendira – Founder/CEO

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Problem Statement



- 1 Imported goods dominate U.S. e-commerce – Over 60% of products sold online are foreign-made
- 2 American businesses struggle with visibility & high platform fees on Amazon, Etsy, and Walmart.
- 3 Consumers want to buy American-made products but struggle to find a trusted, exclusive marketplace.

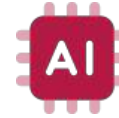
The market is ready for a dedicated e-commerce platform exclusively for American-made products.

The Solution

American 1st Brands Marketplace – The first AI-driven e-commerce platform exclusively for U.S.-made goods.



Verified USA-made certification for authentic products



AI-powered discovery for seamless shopping

“We connect American consumers with authentic American brands—supporting businesses, creating jobs, and strengthening the economy.”



Seller-friendly model with lower fees & higher visibility



Patriotic & sustainable shopping that fuels the U.S. economy

Niche Positioning & Competitive Edge

1

Blockchain-Based Transparency & Verification

Implement blockchain verification to certify products as 100% American-made, ensuring authenticity and ethical sourcing.

2

AI & Tech-Powered Personalization

Use AI-driven recommendations to match buyers with products they love, based on browsing habits and ethical preferences.

Introduce AR try-before-you-buy experiences for fashion, furniture, and home décor.

3

Live Shopping Events & Made-in-USA Pop-Up Markets

Host live shopping events with local artisans and small businesses.

Market Opportunity



E-commerce is booming:

- Global market size: \$6.3 Trillion by 2027
- U.S. consumers spend \$1.1 Trillion annually online



Demand for American-made products:

- 67% of consumers prefer “Made in USA” goods
- Over 50M Americans actively seek U.S.-made products
- Sustainability & economic patriotism drive \$150B+ potential market

American 1st Brands is positioned to dominate this underserved market!

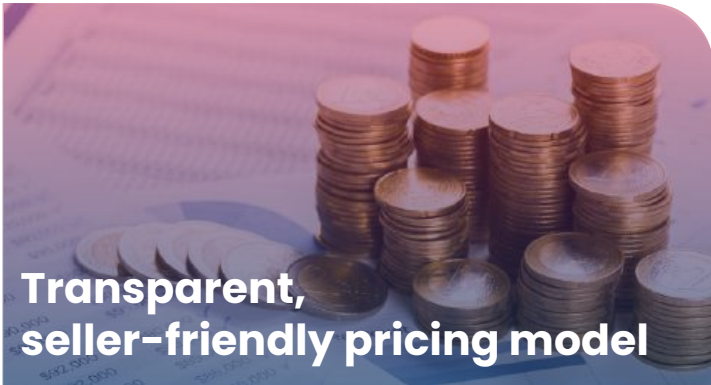
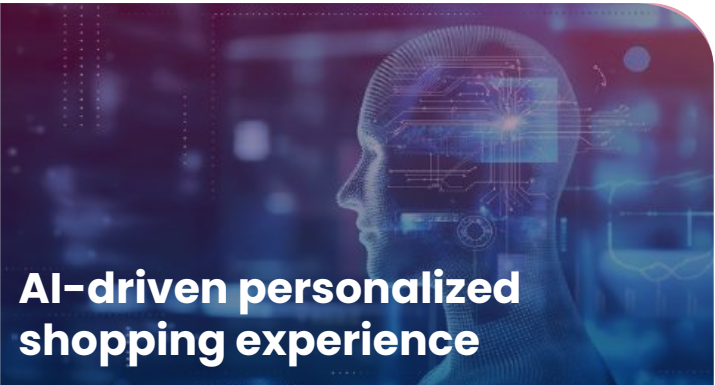




Competitive Landscape

Platform	Strengths	Weaknesses
Amazon	Large marketplace	No focus on American-made goods
Etsy	Handmade & niche products	No strict verification for “Made in USA”
Walmart	High traffic, affordability	Overwhelmed by foreign imports
A1BM (Us)	Verified U.S.-made products, AI-driven, seller-friendly, lower fees	First-mover advantage!

Key Differentiators





Business Model & Revenue Streams

How We Make Money

1

Transaction Fees

**10–15% commission
per sale**

2

Premium Memberships

**Monthly subscription
for sellers**

3

Sponsored Listings

**Featured product
placements**

4

Affiliate Marketing

Partnered promotions

5

Data Monetization

AI-powered consumer insights

Projected Revenue

Year 1 : \$ **2**M



Year 3 : \$ **20**M



Year 5 : \$ **50**M+



Traction & Roadmap



MVP Development

Platform prototype completed



Seller Onboarding

1,000+ American businesses interested



Strategic Partnerships

Veteran-owned & women-owned businesses

Next Milestones

Q3 2025

Soft launch with
10,000+
U.S. sellers

A photograph of a man and a woman looking at a laptop screen, overlaid with a semi-transparent red and blue gradient.

Q4 2025

Nationwide
marketing & influencer
U.S. sellers

A photograph of several people working at a desk with laptops and documents, overlaid with a semi-transparent red and blue gradient.

Q2 2026

Expansion into B2B
wholesale & government
procurement

A photograph of a warehouse interior with high shelves and a person walking, overlaid with a semi-transparent red and blue gradient.



Financial Projections

5-Year Growth Forecast

Year	Revenue	Expenses	Profit/Loss	Users	Sellers
1	\$2M	\$3M	-\$1M	500K	10K
3	\$20M	\$10M	\$10M	2M	100K
5	\$50M	\$20M	\$30M	5M	500K



**Break-even
projected in Year 2**



**Scalability ensures
high-margin returns**

Funding Ask & Use of Funds

Seeking

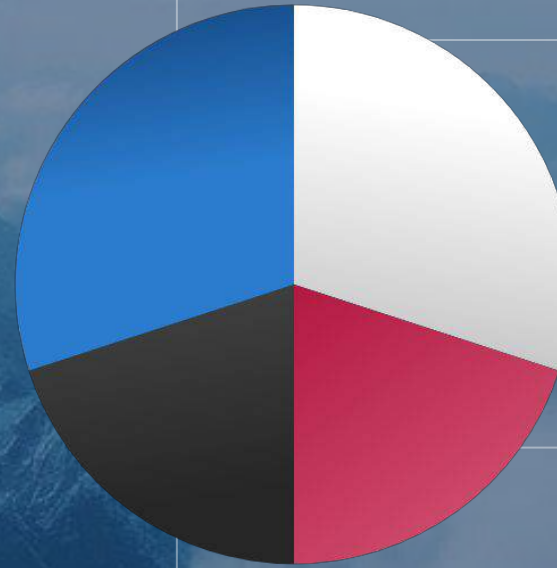
\$5M

Investment

\$1.5M

Tech Development

AI, AR, secure cloud hosting



\$1M

Operations

Logistics, legal, compliance

\$1M

Talent Acquisition

Engineers, sales, customer service

\$1M

Marketing & Growth

Digital ads, influencer campaigns



Exit Strategy

Clear ROI & Scalable Exit Paths



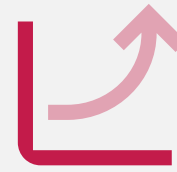
Acquisition Target

Amazon
Walmart
or niche retail platforms



Private Equity Buyout

Growth-stage investors
seeking high-value
platforms





IPO Potential

Scaling to \$200M+
GMV before a public
offering

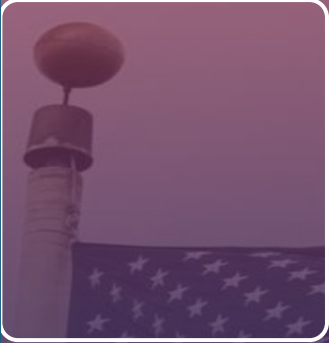
**With strong traction,
we aim for an exit valuation of \$500M+ in 5-7 years.**

Why Invest Now?

-  First-mover advantage in an untapped market
-  Scalable, high-growth model with strong profitability potential
-  Patriotic & economic impact – Supporting U.S. businesses & jobs
-  Innovative AI-powered marketplace with a unique value proposition

Join us in building the future of American-made e-commerce!

Meet the Team



Peter Mwedziwendira

Founder/CEO

Serial entrepreneur with expertise in branding & business development



Brenda Mwedziwendira

Co-Founder & VP, Customer & Platform Development

Serial entrepreneur with expertise in branding & business development

Advisory Board:

To be filled with industry & e-commerce experts

Founders' Story

Brenda and Peter Mwedziwendira founded America 1st Brands Marketplace to champion American entrepreneurs, small manufacturers, and ethical consumerism. Seeing a gap in the market, they created a platform exclusively showcasing verified American-made products.

With backgrounds in manufacturing, e-commerce, and brand development, they have long supported small businesses, fair trade, and local job creation. Their mission is simple: empower American businesses, strengthen local economies, and make "Made in USA" the first choice. More than a marketplace, it's a movement to revitalize American manufacturing and restore trust in homegrown brands.

Mission: To create a patriotic, tech-driven e-commerce platform that celebrates American-made products, supports local businesses, and empowers veteran-owned, minority-owned, and Native American businesses.

Vision: To become the #1 marketplace for American-made goods, fostering economic growth, job creation, and national pride.

Unique Value Proposition: A state-specific, inclusive platform leveraging blockchain, AI, AR, and live shopping to deliver a cutting-edge shopping experience while promoting the America First agenda.



Invest in the Future of American E-Commerce!



Contact Us: investor@america1stbrands.com



Visit: www.America1stbrands.com

We're looking for visionary investors to join us on this journey.
Let's make history together!