



The Neighborhood Marketplace

MEET BEYOND MAIN



Mission

Our mission at Beyond Main is to make selling and shopping locally more convenient, accessible, affordable, and delightful while creating lasting partnerships on both sides of the checkout counter.

We believe there's a better way to buy and sell. So we've created a platform that doesn't ask consumers to sacrifice their values for convenience and makes local goods discoverable instantly.

Beyond Main is a shopping experience that allows the shopper, and shop owner, to have an impact beyond the sale while supporting, uplifting, and giving back to the community they share.

A platform that combines
community and convenience, on
any device.



OUR VISION



Give every community and brick-and-mortar business an online presence. We're removing barriers from listing creation to getting more foot traffic through your door. Transforming e-commerce by creating virtual shopping experiences that allow shop owners to tell their stories to all their potential customers.



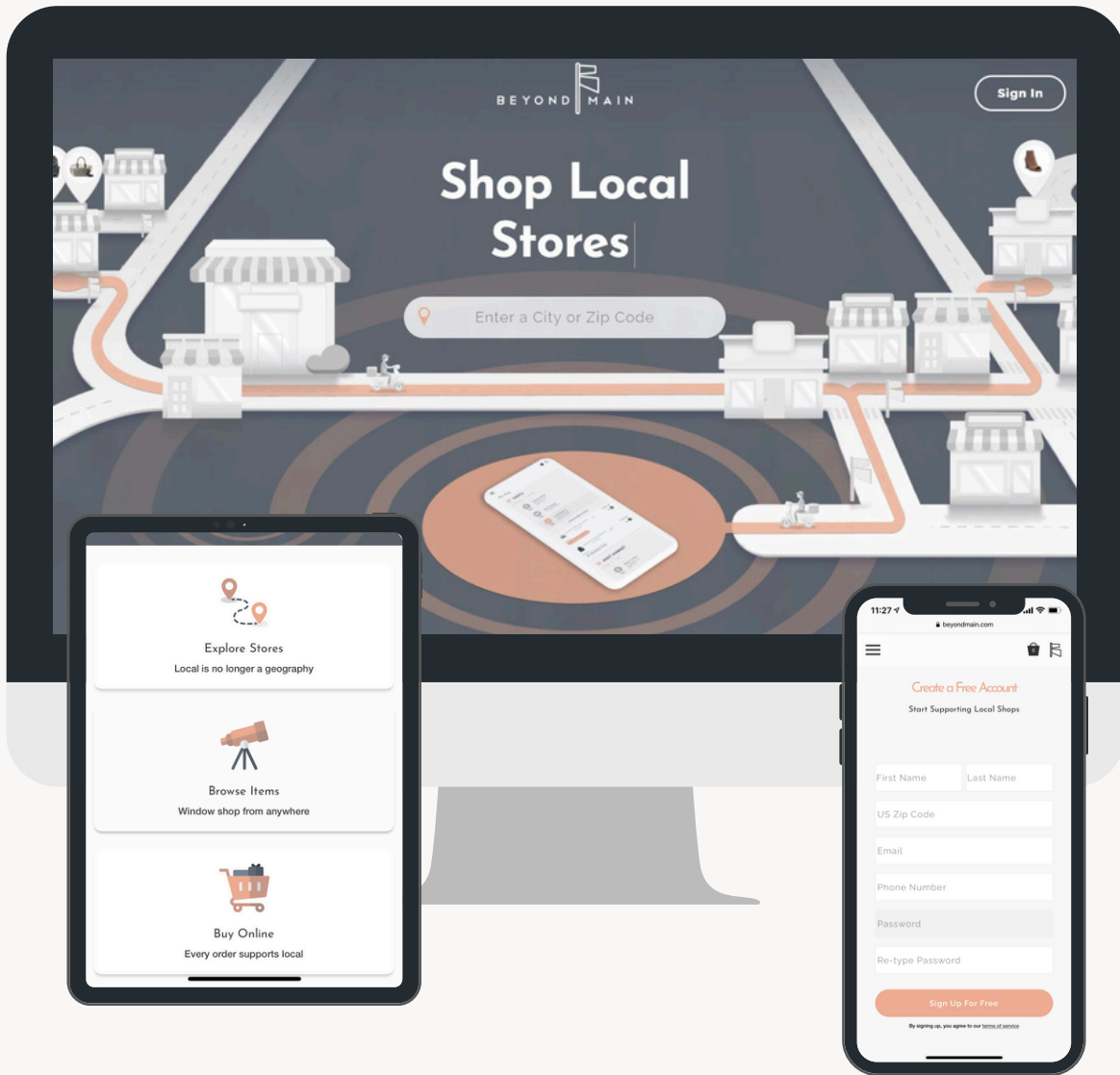
WE BELIEVE

in a world where the “little guy” comes out on top, and mega, online stores aren't the only option to get something quickly and easily.



WE WANT TO CREATE

opportunities for businesses to expand, scale, and enter the digital marketplace without hurdles or headaches. And for consumers to shop small and sustainably, discover new products in their very own neighborhood, and support the people who walk down the same streets as they do.



Neighborhood
businesses all in one
place, and one cart.

WE'RE IN THIS TOGETHER

Beyond Main empowers shop owners to expand while staying true to who they are and how they do business. Unlike traditional online marketplaces, **Beyond Main is commission-free, community-centric, and offers tools, guidance, and support** to help local businesses get the hang of a new way of selling beyond their physical walls and Main Street.

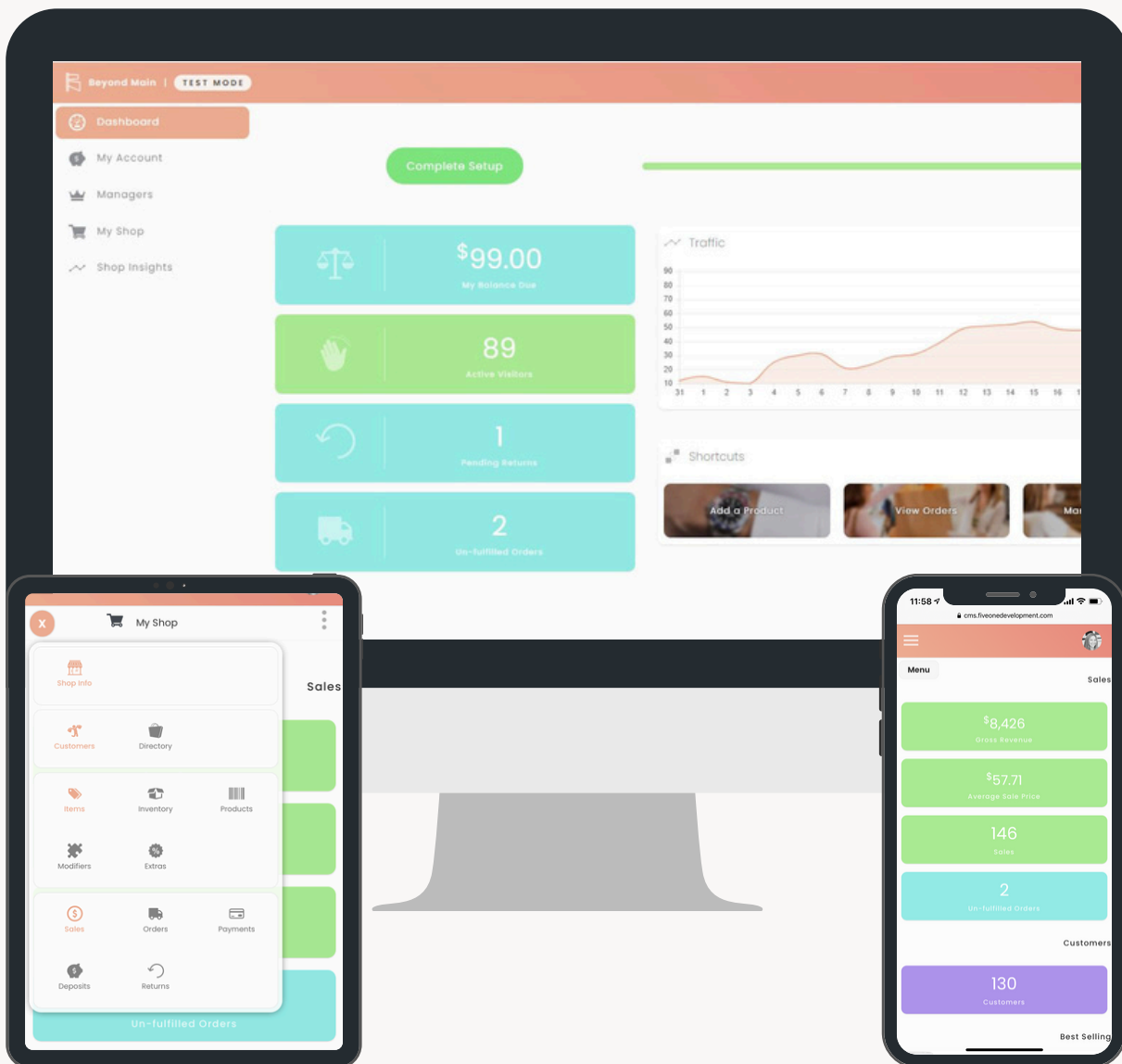
WHY SHOPS JOIN OUR COMMUNITY?

When shops join Beyond Main, they don't just join a cooperative e-commerce platform. They join a circle of values-driven entrepreneurs who want to grow without changing everything that made them start their businesses in the first place. And they get in front of a community of conscious shoppers who are as passionate about shopping small as they are.



Natalie Hadid. Owner of Monty in Montclair, NJ

Tools that support small business and community needs.



Small Business Benefits



E-Commerce

Our **commission-free platform** allows local businesses the opportunity to establish their own online store, showcasing a wide range of products, services, events, and other offerings.



Support & Resources

Support, training, education, and resources are provided by industry experts. Our **resource center** serves as a hub for sharing information on marketing strategies, e-commerce solutions, and business development.



Get Discovered

A platform for entrepreneurs to connect with new and existing customers. Visitors can discover, shop, message, and support local businesses in their community and beyond.

Community Benefits



Digital Downtown Market

A digital home for your community that reflects and represents the entire downtown business population. Promote and drive commerce all in one space.



Community-Wide Gift Card

Customers can make purchases at any local business in your community using a single gift card.



Drive Traffic

Utilize a community marketplace to enhance community engagement, increase tourism, and drive traffic.



Our Technology

Commission-free sales channel

No-code subscription software solutions

Community-based digital gift card capabilities

Insights & analytics to steward success

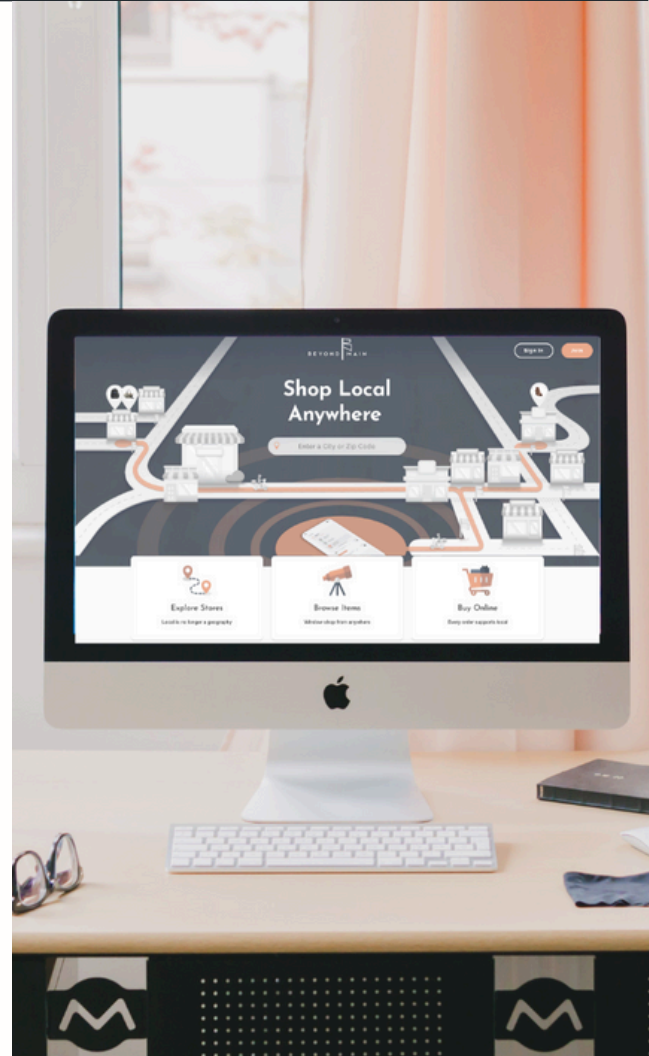
Our Support

Onboarding & technical support

Training tools & selling resources

Customer service & support assistance

Big business know-how brought to Main Street





Insights and analytics that empower.

Connection first, transaction second

The joy of shopping at a small business is as much about the products and services they offer as the person selling them. Beyond Main helps shop owners easily connect with customers through digital downtowns—as if they were close enough to shake hands.

We're in the business of creating interactions, not just transactions.





When you spend \$100 at a local business, \$50+ dollars stay in your local community compared to \$15 from a national chain, and \$1 from a third-party online site.

Community is good for business

When you put your money back into your local community, instead of a large corporation, you're not just supporting a shop owner, you're creating more jobs, bolstering the local economy, and bringing revenue to the place that you call home.

More than an owner, more like a friend

Beyond Main is more than a place to shop—it's a community. We encourage customers to not only "add to cart" but to pick up their goods in person. To meet their local shop owners, and have a real conversation. We don't want our customers to think of our vendors as shops, but as their new favorite spot—that they want to visit time and time again.

Unified Commerce

Develop a connected platform ecosystem for local businesses and organizations to leverage e-commerce and customer connection.



DOING GOOD NEVER FELT SO EASY

**NO COMPROMISES, NO CONCESSIONS,
NO CUTTING CORNERS**

Shoppers don't need to compromise their values, and ideals, for accessibility and convenience. Whether you care about sustainability, supporting local shops, or want to discover a new hidden gem, you can be an advocate for conscious shopping without changing your lifestyle. Find whatever you need from a shop around the corner.



FREEDOM TO BROWSE

Beyond Main isn't an e-commerce platform. It's an e-window platform. We enable customers to browse, explore and discover new shops and products as if they were walking down the street, whenever they want.

Discover

LOCAL CHARM ANYWHERE



LOCAL ISN'T DEFINED BY GEOGRAPHY

We offer the online access of a big retailer with the individuality and flavor of a local community. Explore incredible offerings from various local shops, add them to your cart, checkout, or swing by the store and pick up the goods yourself curbside or at the counter.



TRUST WHERE YOU SHOP

Deciding where you shop matters. Our main priority is to create a level of trust at every step of the shopping process. So all a customer needs to worry about is what store they're going to buy from--we take care of the rest.

Meet the Team



KATE GIOVAMBATTISTA

Founder + CEO



KELLY JOHANNESSEN

Co-Founder + COO



DANIEL VAN SCHAIK

CTO



JEREMY RENNA

CRO






DANNAH DAWOOD

Head of Marketing

Small Business Subscription Pricing

Businesses of all stages and capabilities can participate. Create a FREE business profile, and personalize your page with pictures, videos, events, and testimonials. Connect with customers through the message center and much more! Upgrade to unlock additional commerce opportunities through the Beyond Main network

	 Profile Only Plan Free	 Gift Card Plan \$360 / year	 Full Store Plan \$600 / year
Store Discoverable on the Beyond Main Marketplace	✓	✓	✓
Store Profile <small>Display Hours, Photos, Videos, Coming Events, Testimonials, Social Accounts</small>	✓	✓	✓
Store Insights [?] <small>Business Performance Analytics</small>	✓	✓	✓
Link to Your Website	✓	✓	✓
Sell Online Gift Cards to Your Store [?] <small>Coming Soon - For Purchases In-store via QR Code</small>		✓	✓
Multiple Store Locations		✓	✓
eCommerce Insights [?]		✓	✓
Sell Products Directly Online			✓
Sell Online Gift Cards for Beyond Main Purchases <small>Coming Soon - Redeemable in the Beyond Main Marketplace</small>			✓
Offer Item Discounts, Promo Codes, & Sales			✓
Dynamic Shipping Prices [?]			✓
Faster Item Loading with Shopify Syncing			✓
Add Products Via a UPC lookup [?]			✓
Book Appointments Directly on Beyond Main <small>Coming Soon - Option to link existing booking system</small>			✓



JOIN THE PLATFORM THAT WAS BUILT FOR YOU!

We look forward to getting to know you, and your business, and helping you increase your exposure, sales, and customer base. Click the link below to join the community by creating your shop.

JOIN NOW



Partnerships that propel.

Beyond Main proudly partners with the below organizations such as Local Economic Development Organizations, Downtown New Jersey, and more...



MONMOUTH
UNIVERSITY

CENTER for
ENTREPRENEURSHIP

HEAR FROM OUR Partners



“Partnering with the Beyond Main team to customize South Carolina’s statewide online marketplace, WeShopSC, has surpassed our project development expectations. Their expertise and knowledge has helped us curate a cooperative and competitive e-commerce platform with big tech features and tools – all commission free. The Beyond Main team’s responsiveness, guidance and problem-solving as we built out this critical digital infrastructure has been essential to small business engagement, making the state’s distinctive small businesses accessible to everyone everywhere.”

Jenny Boulware

Manager & State Coordinator Main Street South Carolina



Beyond Main is a unique marketplace that I am happy to be a part of. It's a great platform that actually understands how to work with small businesses and what their needs are. Kate and her team are amazing to work with. They help make the platform easy to use and understand. As a seller, you feel like you are part of a virtual neighborhood.

Kristen Zachares

*Owner of
The Eclectic Chic Boutique*

HEAR FROM OUR Shoppers



"The local services/experiences were new to me! Exciting to see these offerings instead of buying items. Also, seeing more clothes and personal care items was great. I did not know about Rowe House or many other retailers until coming here. I knew all the retailers from my town (Summit) but didn't know about retailers from other towns. Looks interesting and makes me want to go visit other towns."

Jen

Summit NJ

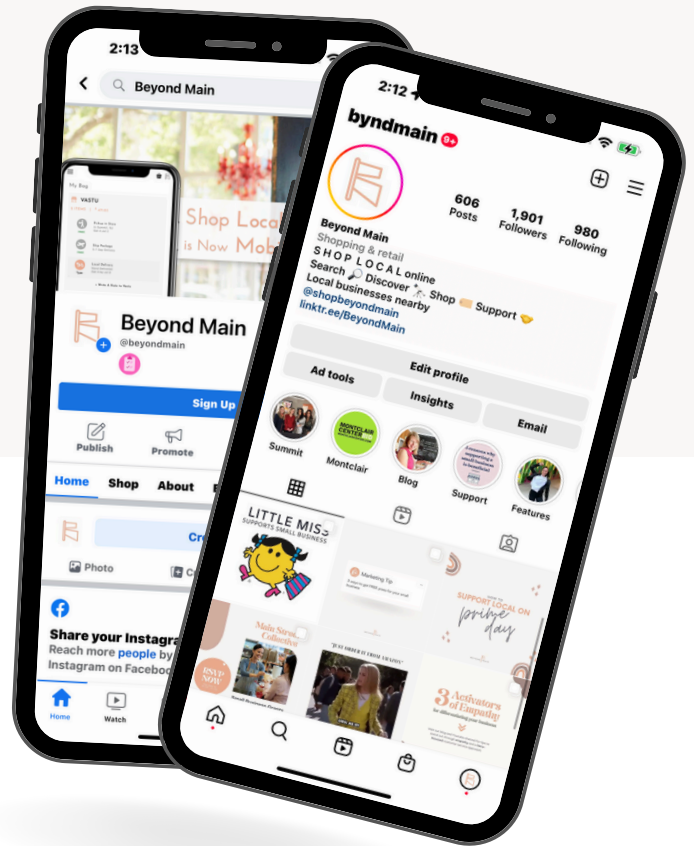


"Beyond Main is a great way to buy items you want from your local store. Great if you want to resupply or just pick something up/don't have time."

Doug

Summit NJ

CONNECT WITH US



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