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Startup Alleghenies Announces Official Launch of the Alleghenies Marketplace

The e-commerce platform offers an affordable, streamlined opportunity for online sales to the region's entrepreneurs and small businesses.

July 19, 2023 – Today [Startup Alleghenies](#) hosted a launch event to debut the [Alleghenies Marketplace](#), a new e-commerce platform built exclusively for entrepreneurs and small businesses in the Alleghenies region, including Bedford, Blair, Cambria, Fulton, Huntingdon and Somerset Counties. Merchants can join the platform at no cost and take advantage of support from a Startup Alleghenies coach as well as affordable transaction fees. The site will be supported with a robust marketing program that targets both regional residents and visitors.

The launch was held at Johnstown's Bottle Works and featured a [video presentation](#) and [a tutorial video](#) followed by a pop-up market on the FNB Pop Plaza showcasing 20 of the participating Alleghenies Marketplace merchants. In total, there are more than 50 merchants on the Alleghenies Marketplace, with new merchants signing up daily.

The Alleghenies Marketplace is a collection of individual online storefronts for creators and small businesses who want to supplement online sales or don't currently have a platform for online sales, according to Startup Alleghenies' Cambria County coach Blake Fleegle.

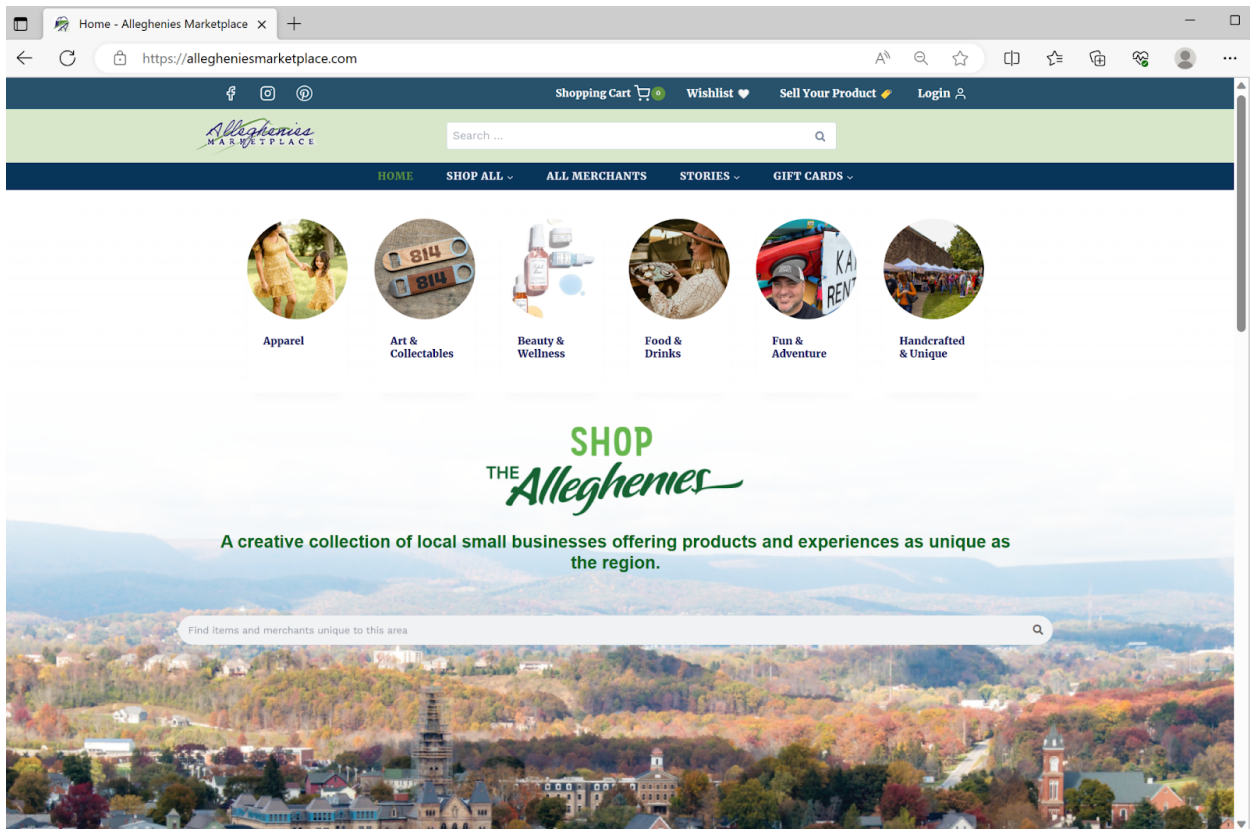
"Some merchants have joined to have another online venue to reach potential customers; others have not yet offered online sales due to a lack of experience with e-commerce or concerns about high transaction fees," Fleegle said. "Alleghenies Marketplace is like an Etsy specific to our region where customers can find unique products—most of them locally made— and gift cards for local businesses and service providers."

Jen Marsh, Startup Alleghenies coach in Bedford County, said participating businesses are excited to benefit from marketing campaigns for the Alleghenies Marketplace.

“There is a plan in place to promote the site through traditional advertising, social media, partnerships with other organizations, and various other channels both inside and outside the region,” she said. “Businesses are joining because they are eager to share their products with a wider audience.”

The Alleghenies Marketplace is supported by Startup Alleghenies, the PA Department of Economic & Community Development, and the Appalachian Regional Commission. Startup Alleghenies helps aspiring entrepreneurs and emerging small businesses succeed by providing free coaching and a network of powerful resources in Bedford, Blair, Cambria, Fulton, Huntingdon and Somerset counties. Coaching is free thanks to the support of the Appalachian Regional Commission (ARC), Small Business Administration (SBA), and other partners.

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The Alleghenies Marketplace is live at AllegheniesMarketplace.com.