26 Years of Diversity Technology Solutions

(Built on the Microsoft Stack)

...1700 1820 1975 2003 2013

.com BlackFacts

Learn Black History. Teach Black History

Ken Granderson
Co-Founder / CTO

Dale Dowdie
Co-Founder / CEO

Introductions / Objectives

Agenda

- 25 Years of Diversity Technology Solutions in 10 Minutes
- BlackFacts' Vision for Using Technology to Support Black Communities and Businesses
- Q & A

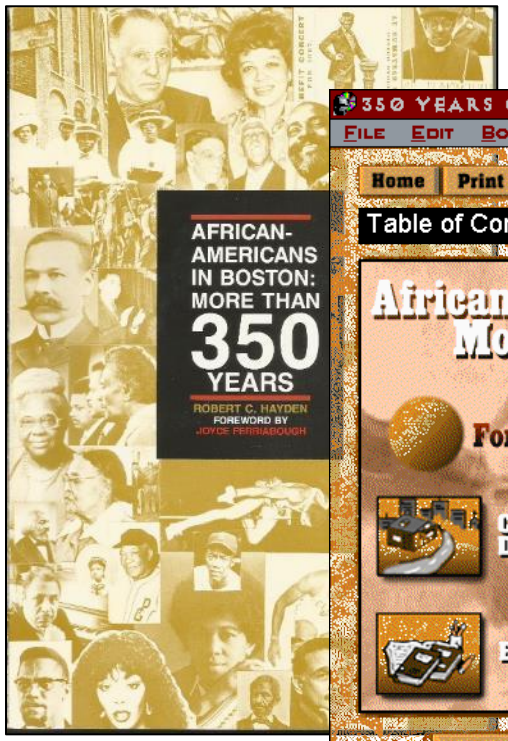
African-Americans in Boston: More Than 350 Years

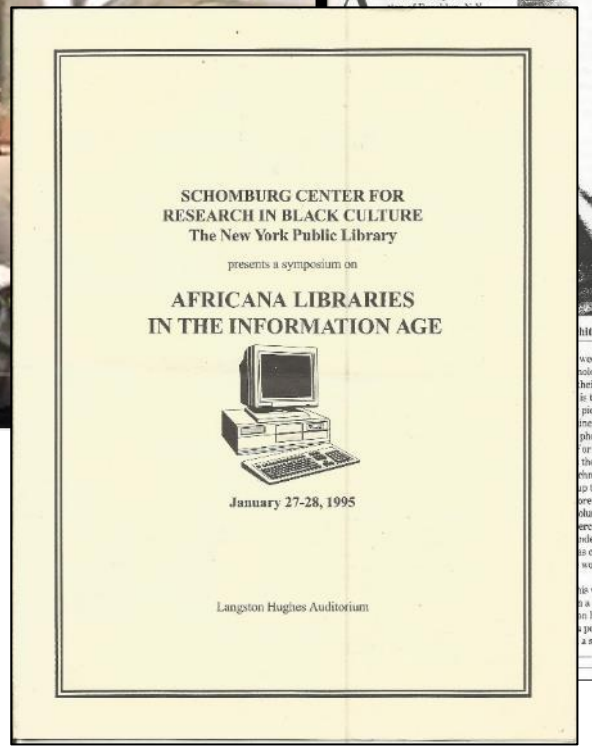
1995

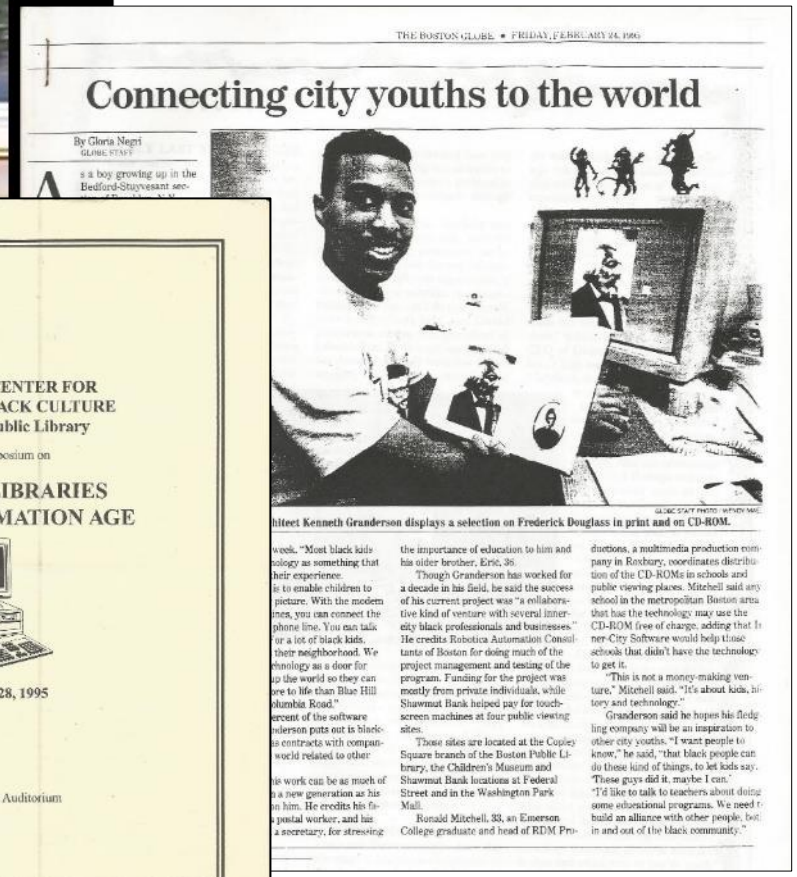
Historical Images / Presentations available at https://kengranderson.com - Videos on YouTube, available at https://links.blackfacts.com/inner-city-software

African-Americans in Boston: More Than 350 Years

1995







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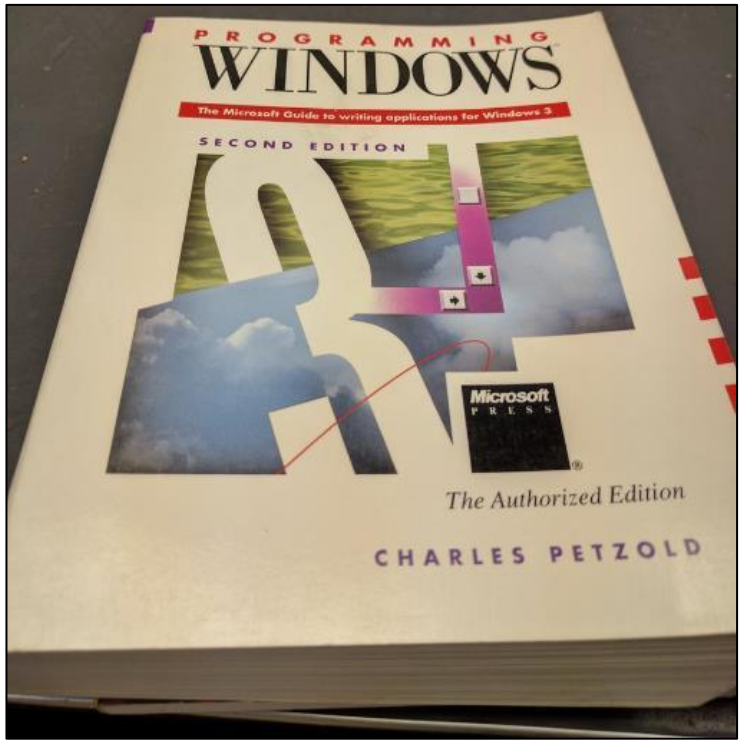
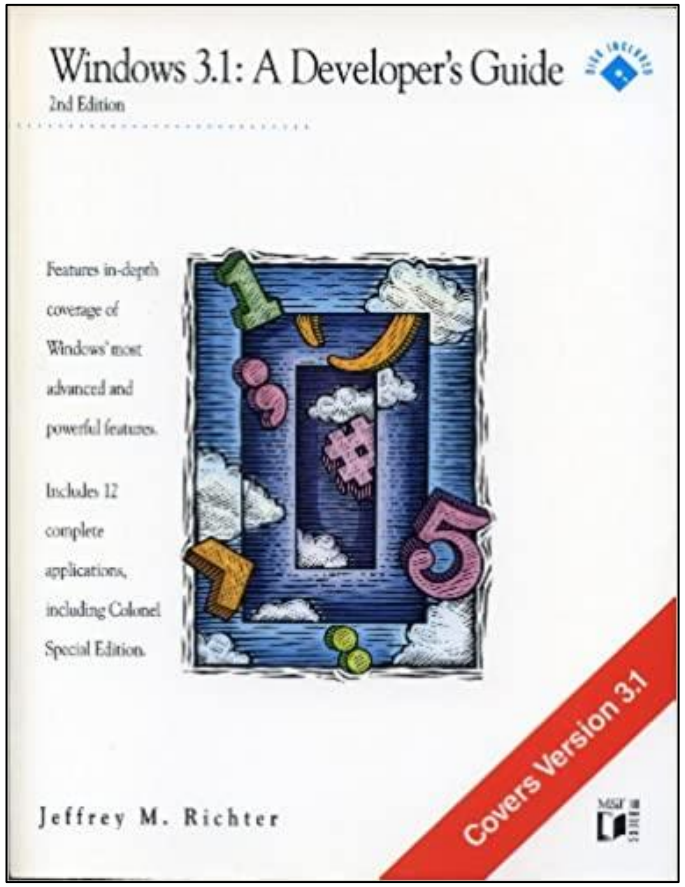
Starting Out

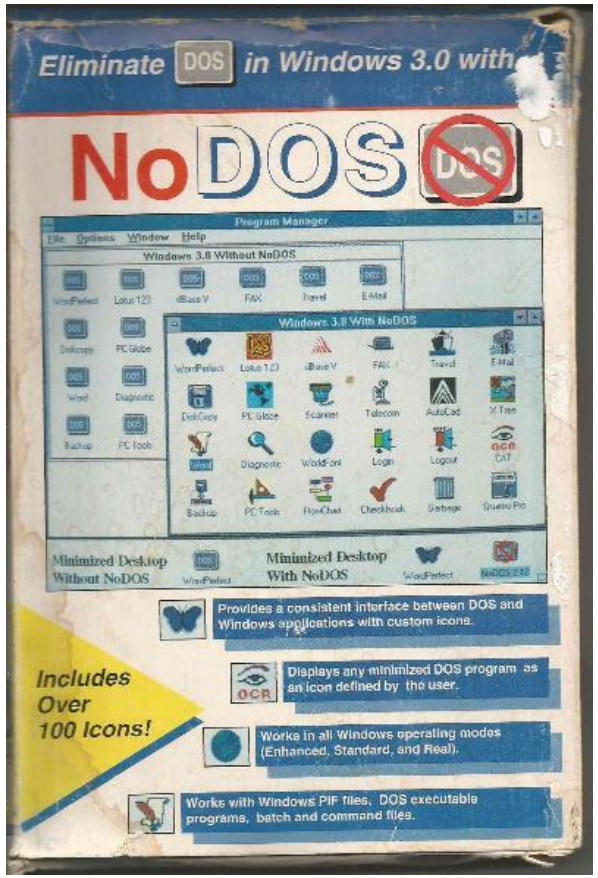
1989

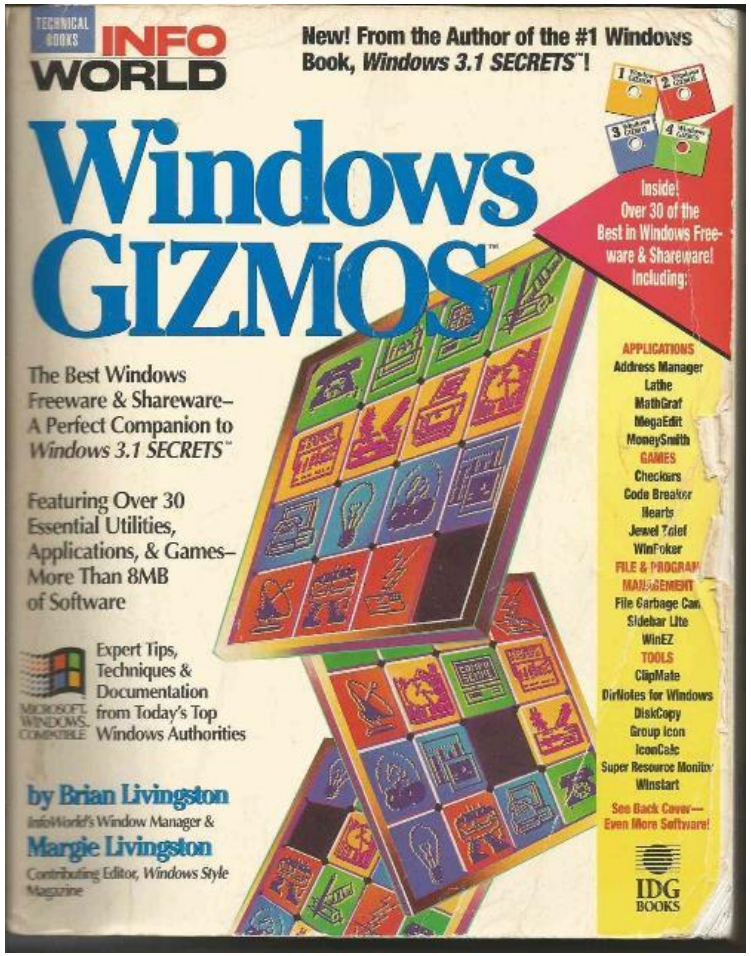


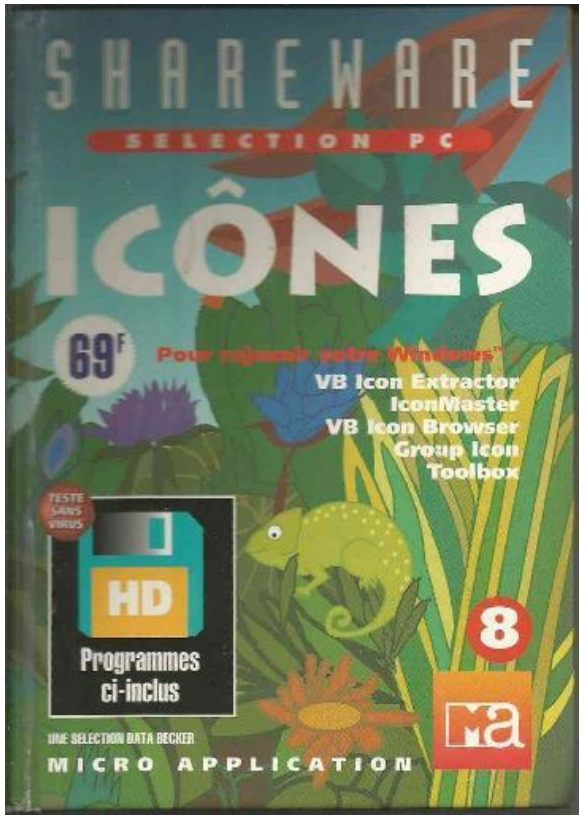


Teaching Myself to Code

1992







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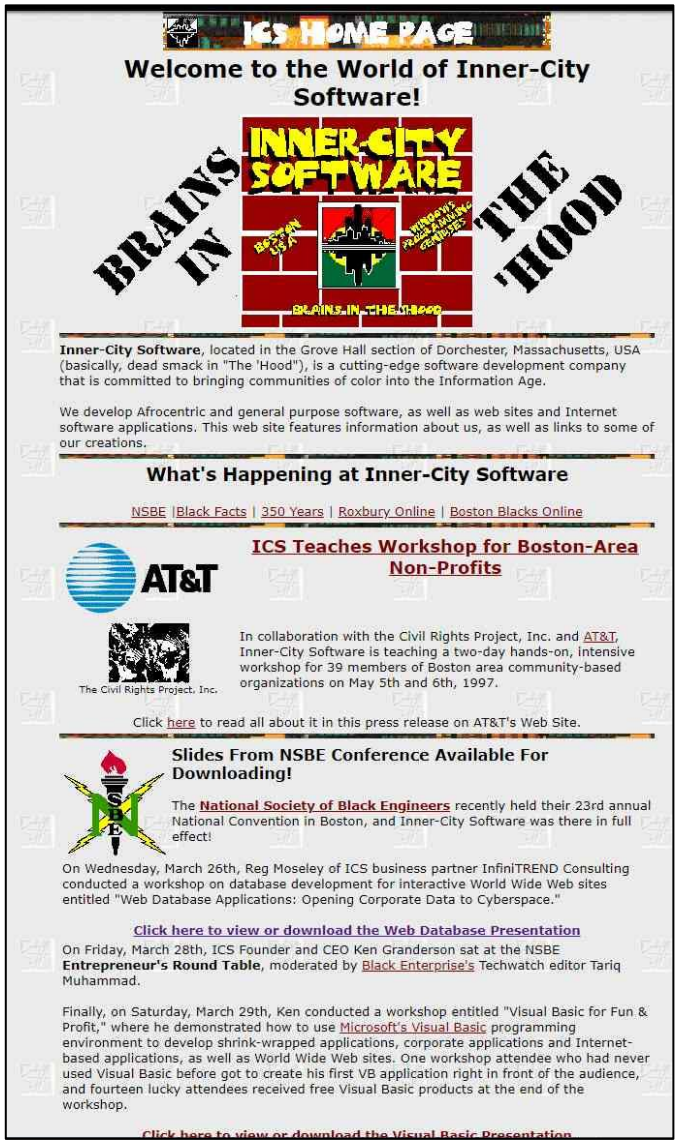
Inner-City Software

1992



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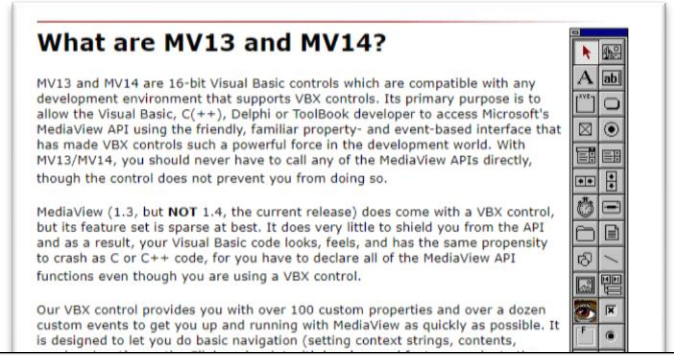
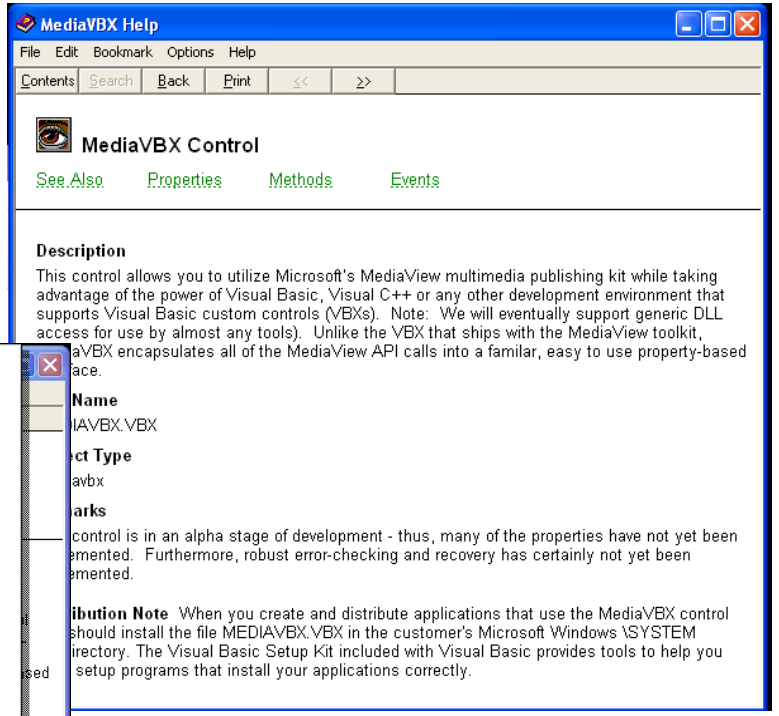
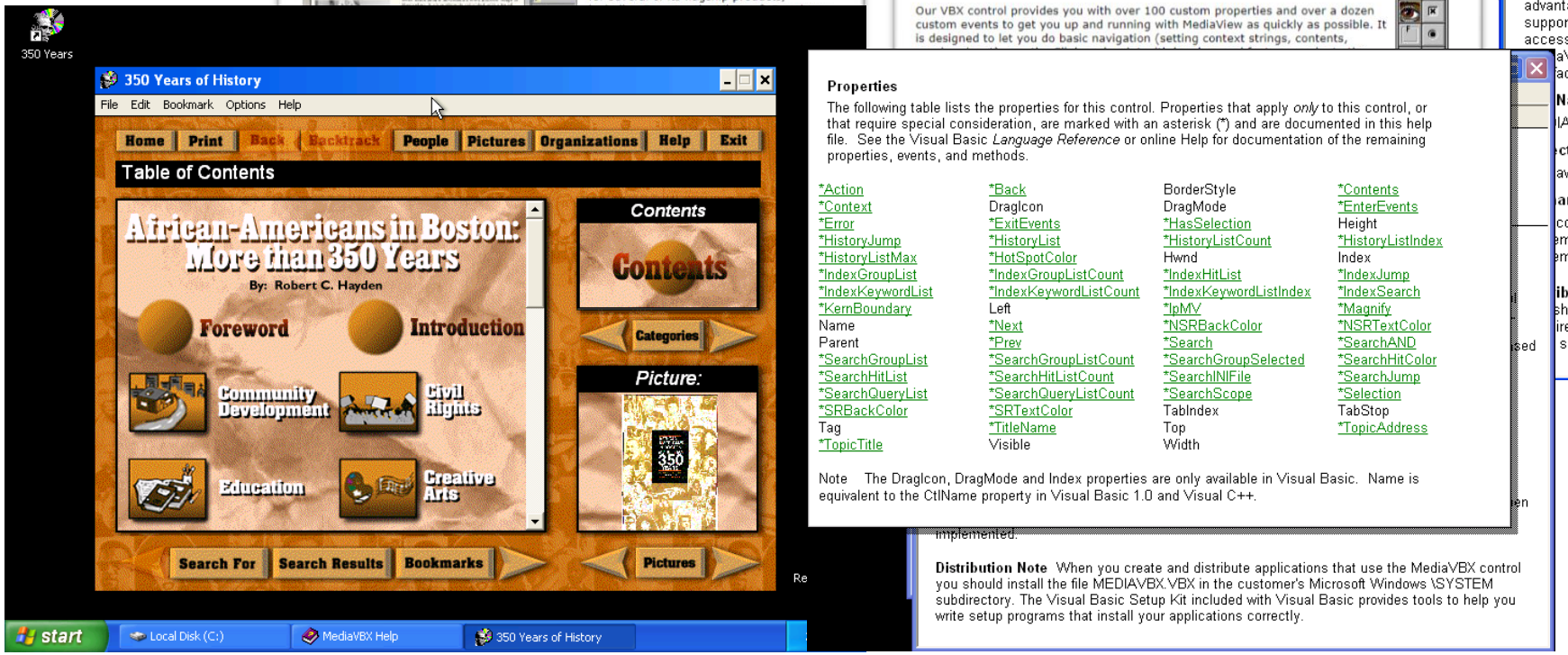
The Tech Behind 350 Years of History

1995







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Inner-City Software Clients

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Inner City Access

1996

THE BAY STATE banner

Thursday • February 29, 1996 40 cents a copy

ee seats
uesday

Black community in Hub goes online with inner-city website

Crystal Hubbard

Television and newspapers will no longer be the only source of information about Boston's inner-city communities with the introduction of the Inner City Access Web site. The new website was introduced on

two years under the tutelage of Kenneth Granderson, the creator of the neighborhood website concept and president of Inner City Software, Inc.

"Actually, when I started to learn computers it seemed easy, but it actually took a month or two to learn the procedures and processes in-

strated a portion of Inner City Access, including his own "home page" and a variety of the places he enjoys visiting on the Internet.

"I really like the Internet," added Harris. "I can surf the 'net and find out about a lot of things, like how stars are born."

Harris wasn't the only pint-sized computer aficionado on hand to celebrate the website. Marc Spellen, 12, a student at Pierce Middle School, and his younger brother, Brandon Spellen, 8, a student at Tucker Elementary School, sampled the games and sites at the event.

The Roxbury, Dorchester and Mattapan websites are the result of a collaboration of several black-owned computer technology and multimedia companies and profes-sionals who grew tired of watching the information superhighway by-pass their community. They chose to develop the Inner City Access

"There's an aura of the black arts surrounding the use of computers, but they're only appliances."

— Reginald Moseley

Saturday at the United South End Settlements' Harriet Tubman House by Dorchester's nine-year-old computer wunderkind, Ian Harris.

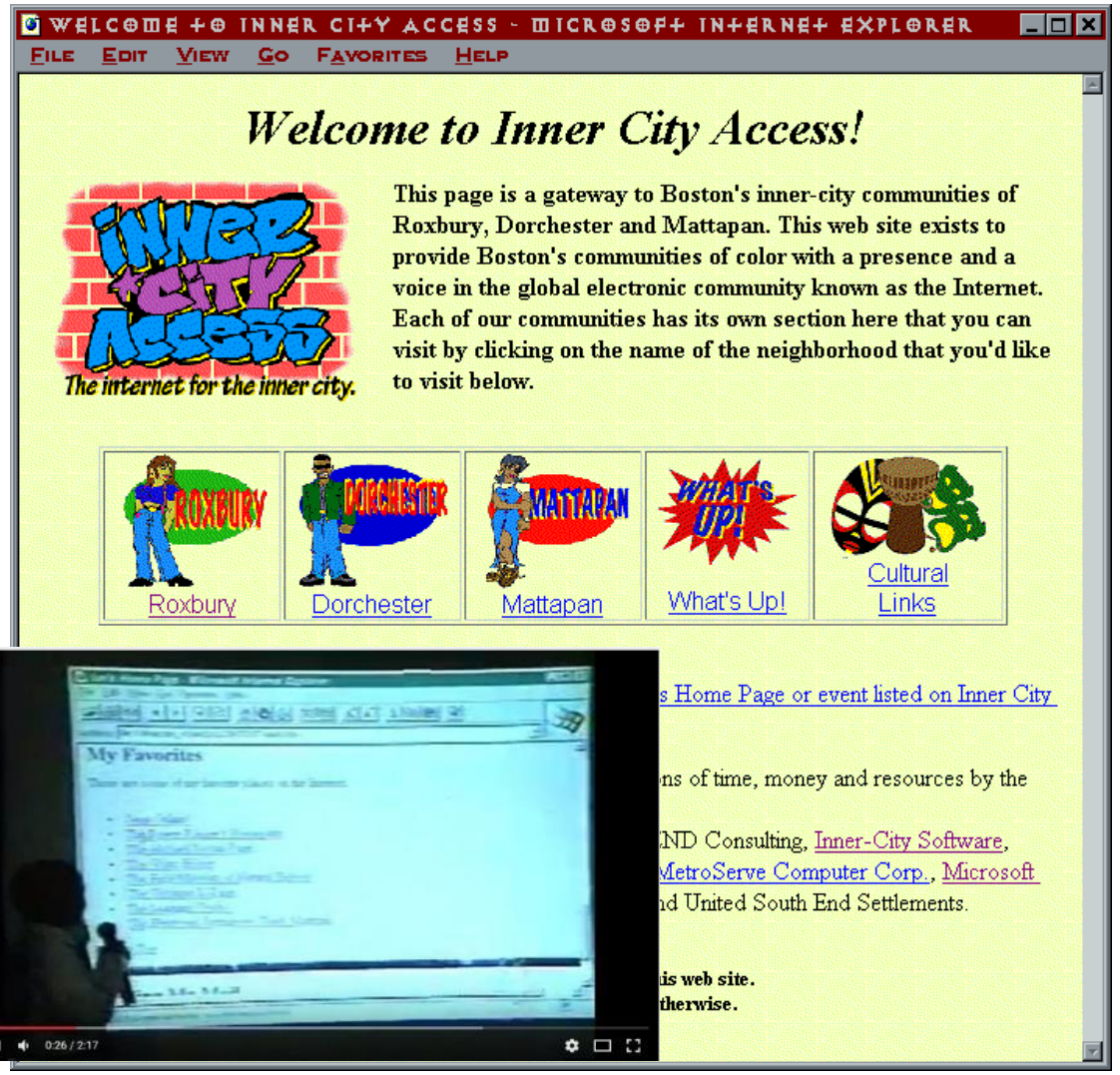
A third grader at the Wolfgang Amadeus Mozart School in Roxbu-

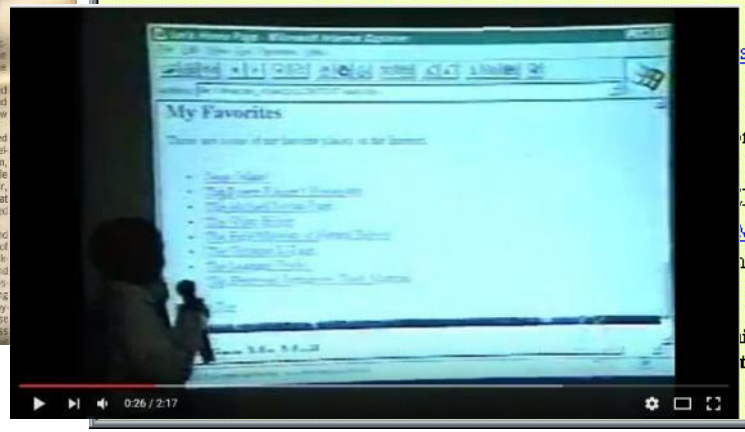
volved with working with them," said Harris. "The hardest thing about working with computers is when they freeze or ignore commands. Then I have to figure out what I did wrong. At school my teacher has a

Inside

Juan Lopez

Kenneth Granderson, Michael Somerville, Ian Harris and Carmen Powell watch the wonders of Inner City Access unfold before their eyes. The Web site, which features the communities of Roxbury, Mattapan and Dorchester, was unveiled by Harris on Saturday at the Harriet Tubman House. Granderson heads Inner City Software, Inc. Somerville is president of Divine Visions. (Yawo Miller photo)





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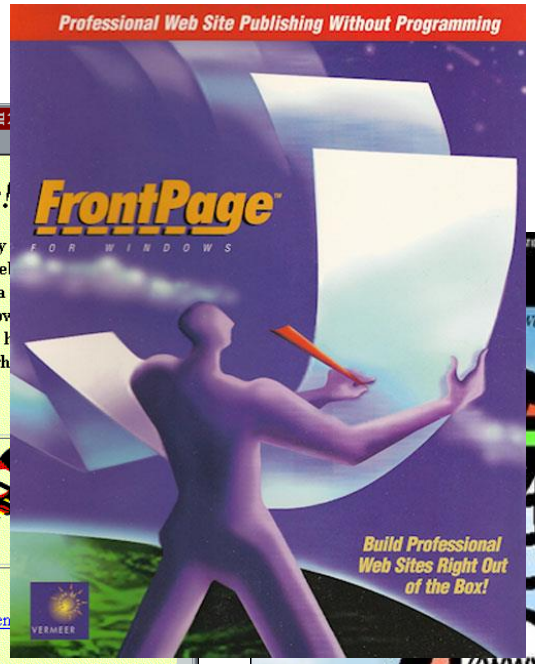
Inner City Access – Enabled by Microsoft

1996



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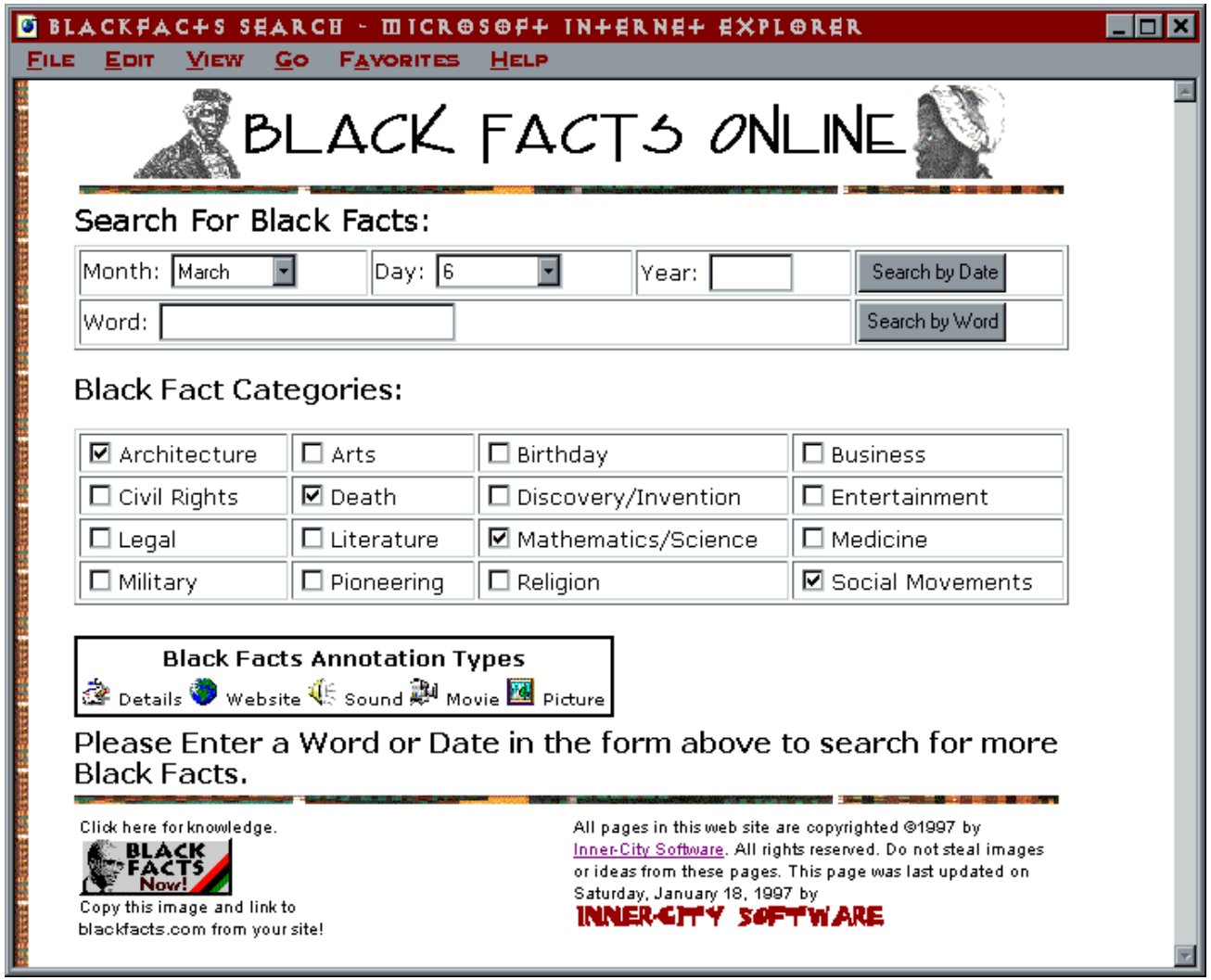
Blackfacts.com

1997



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NSBE Annual Conference VB Presentation

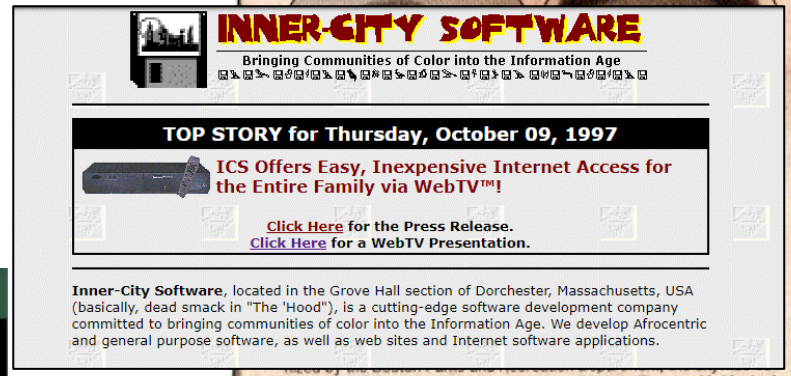
1997

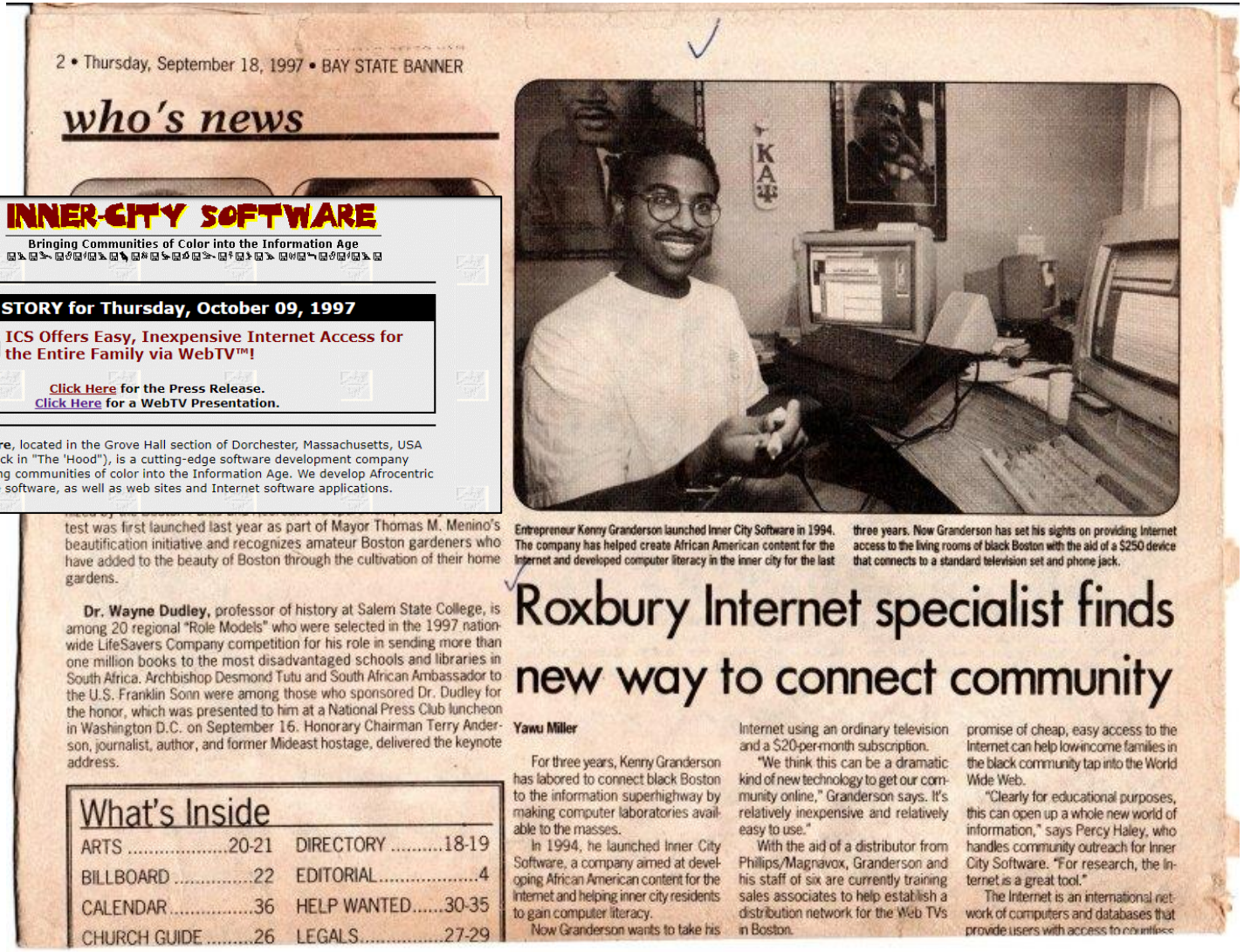
THE NATIONAL SOCIETY OF BLACK ENGINEERS

Presentation available as YouTube video at https://links.blackfacts.com/nsbe-1997 or as ppt from ken@blackfacts.com

WebTV - Putting Folks Online for $139

1998

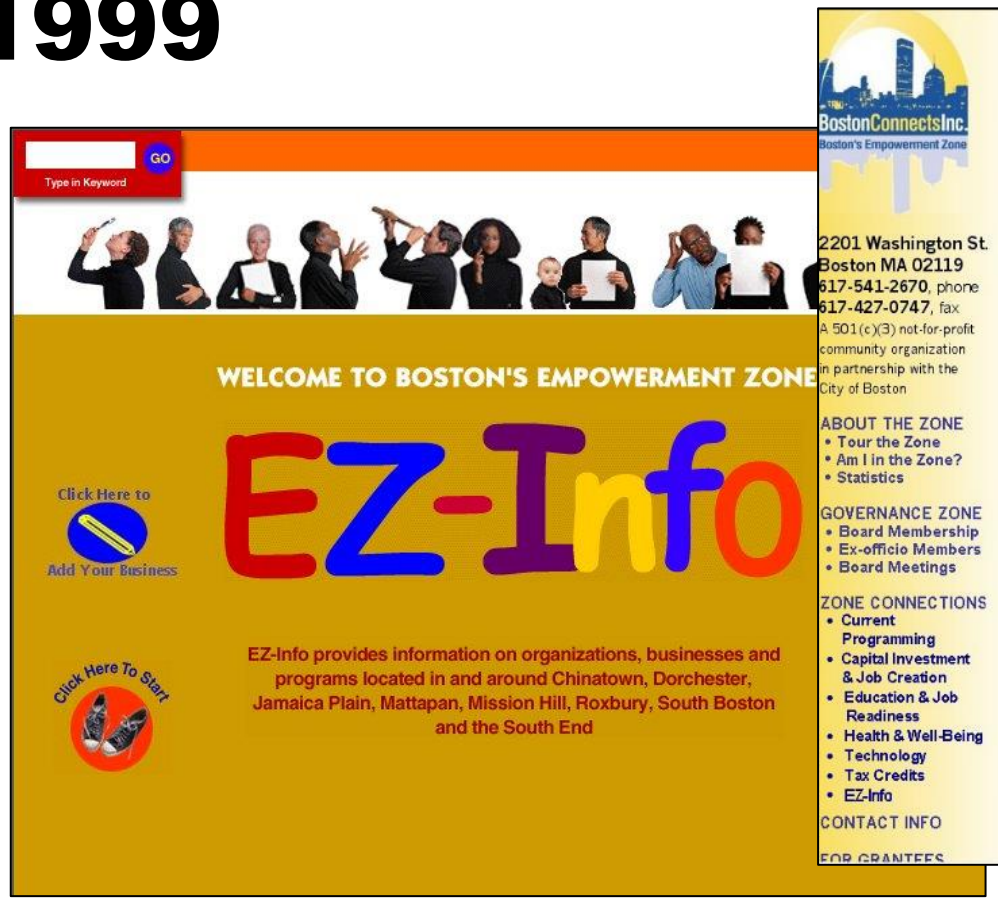


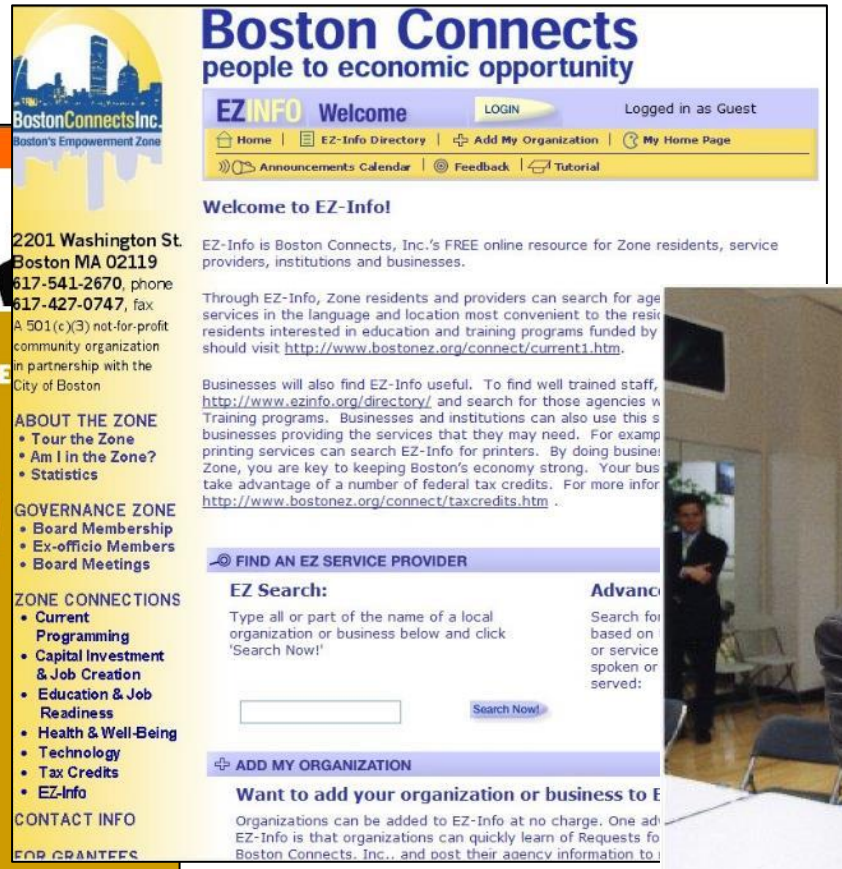


Our WebTV HTML Presentation is available on the Wayback Machine at https://links.blackfacts.com/webtv

Boston's Empowerment Zone

1999





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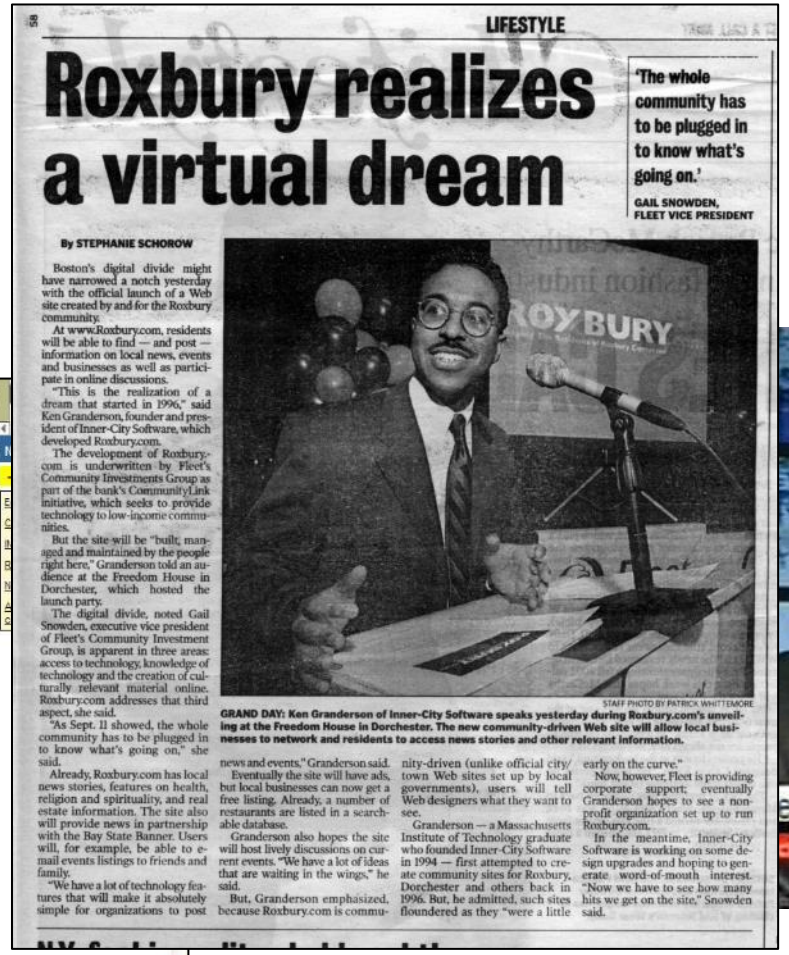
Roxbury.com

2002



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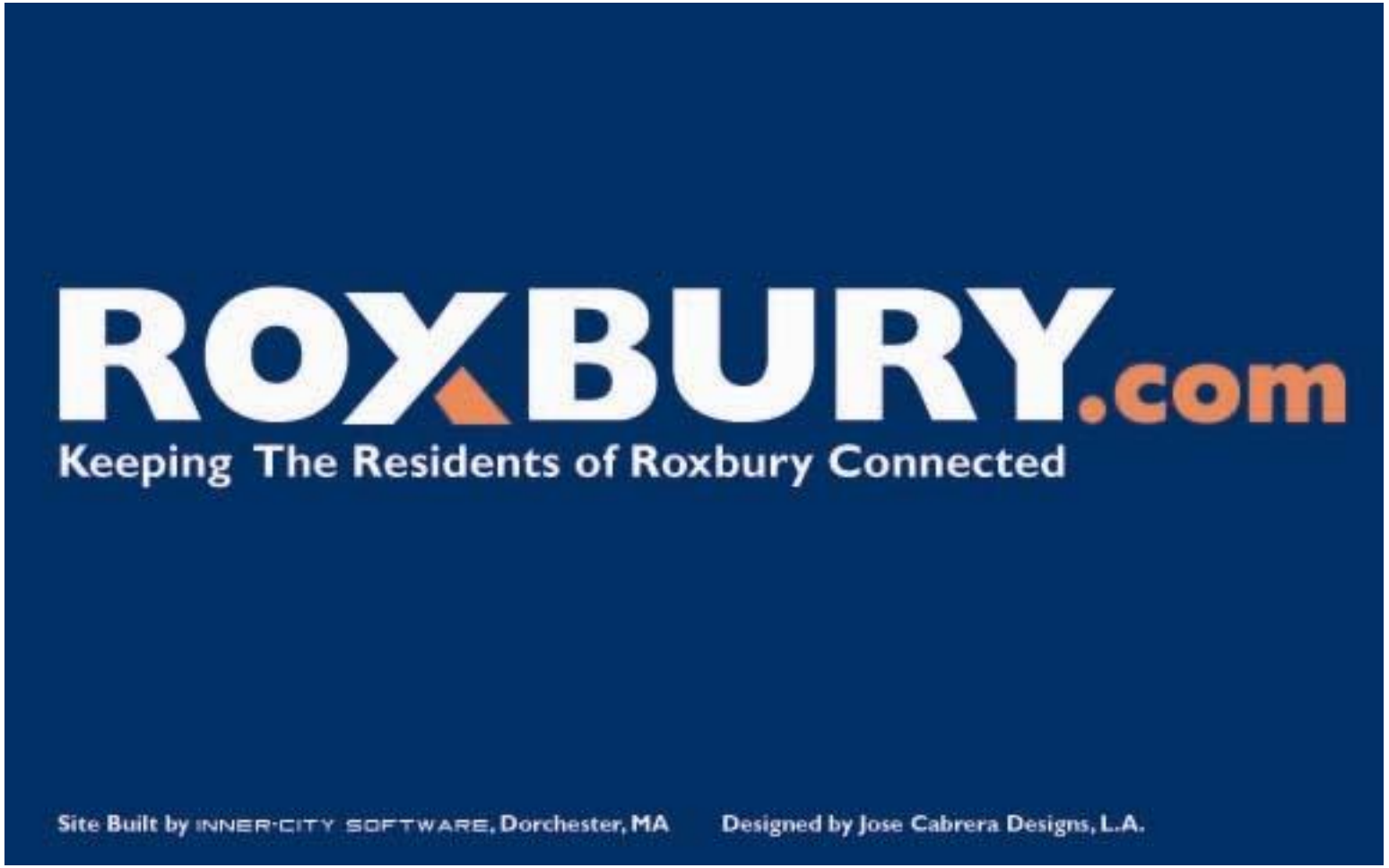
Roxbury.com

2002



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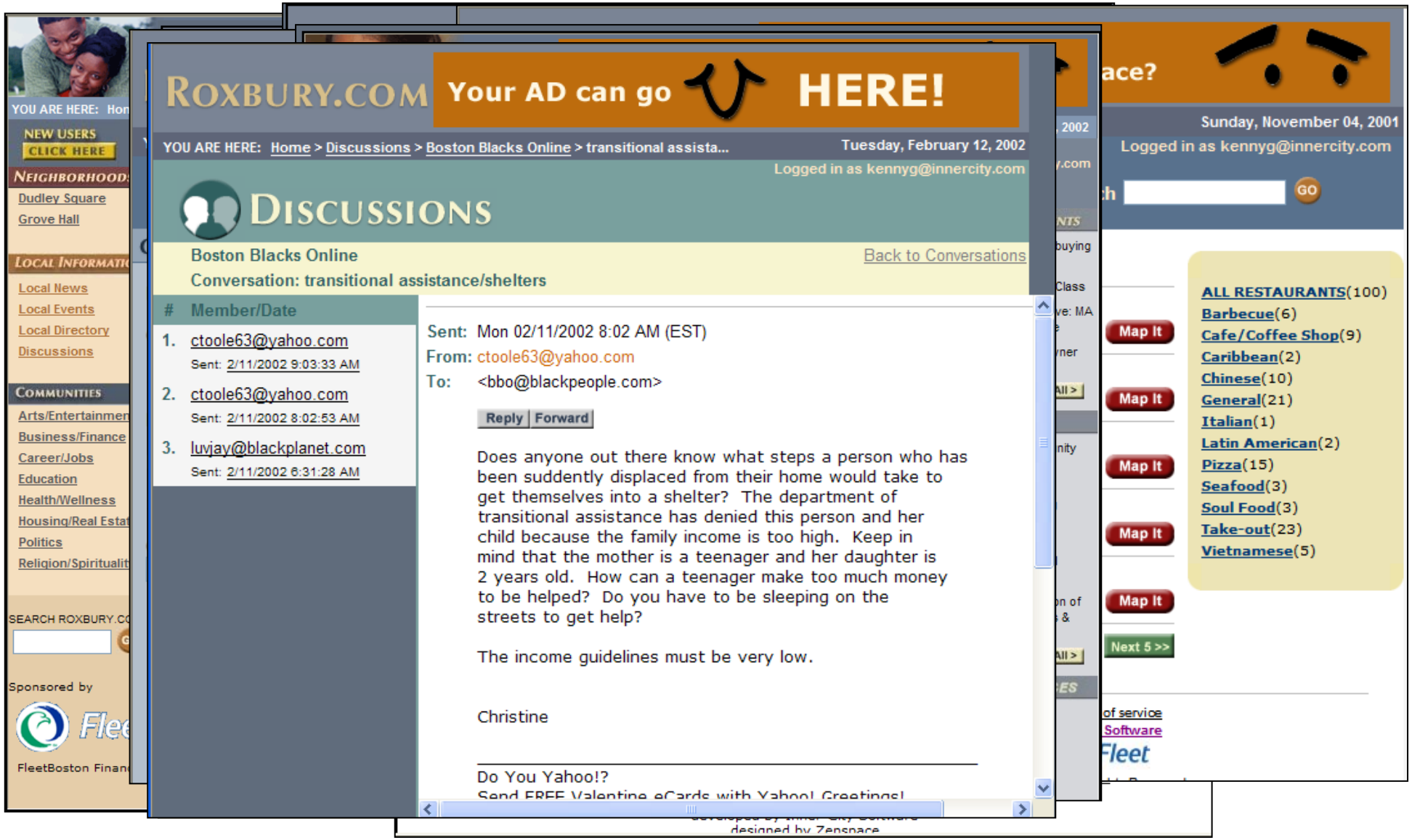
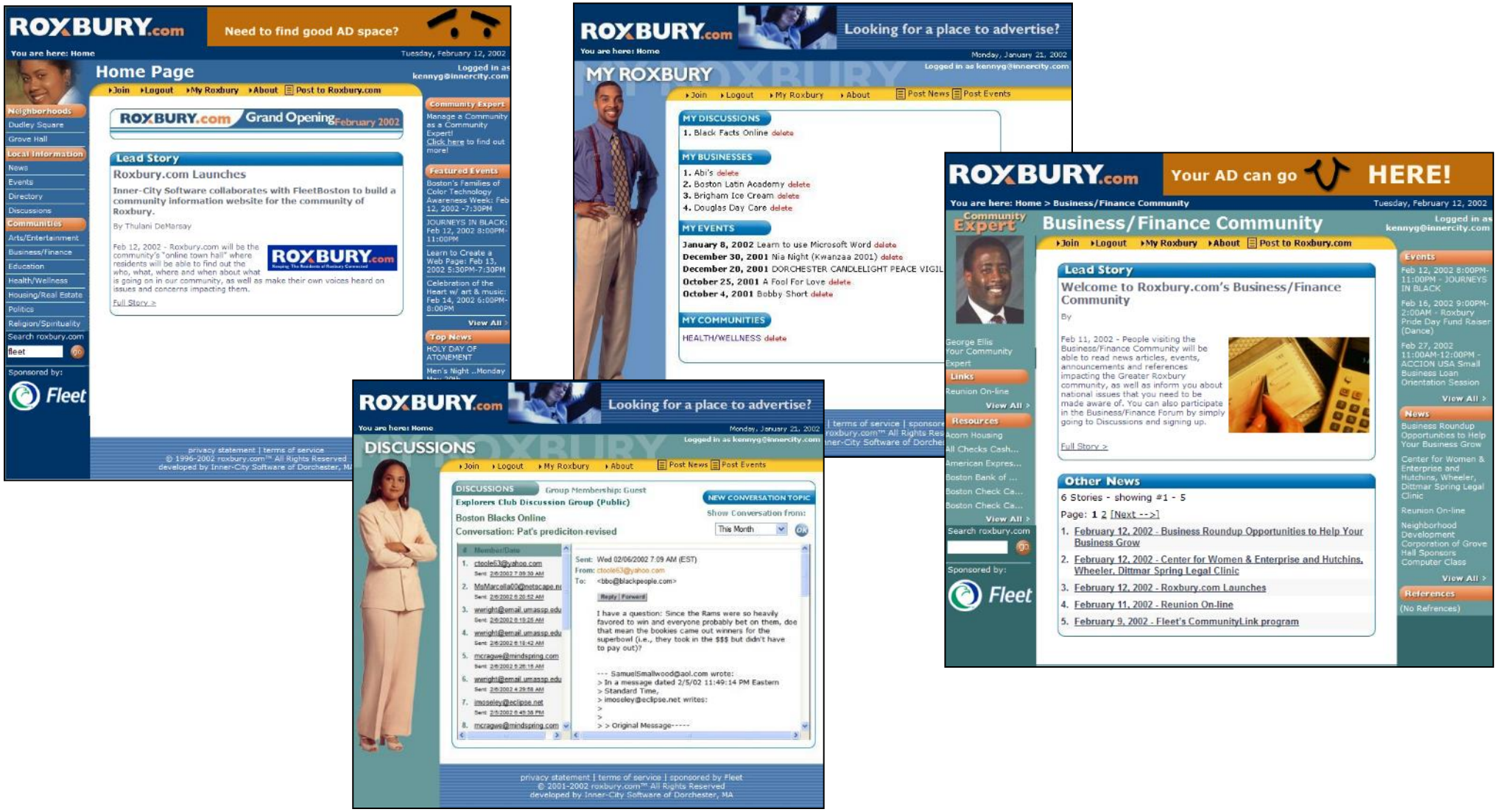
Roxbury.com

2002



Roxbury.com

2002



2004: The Crash

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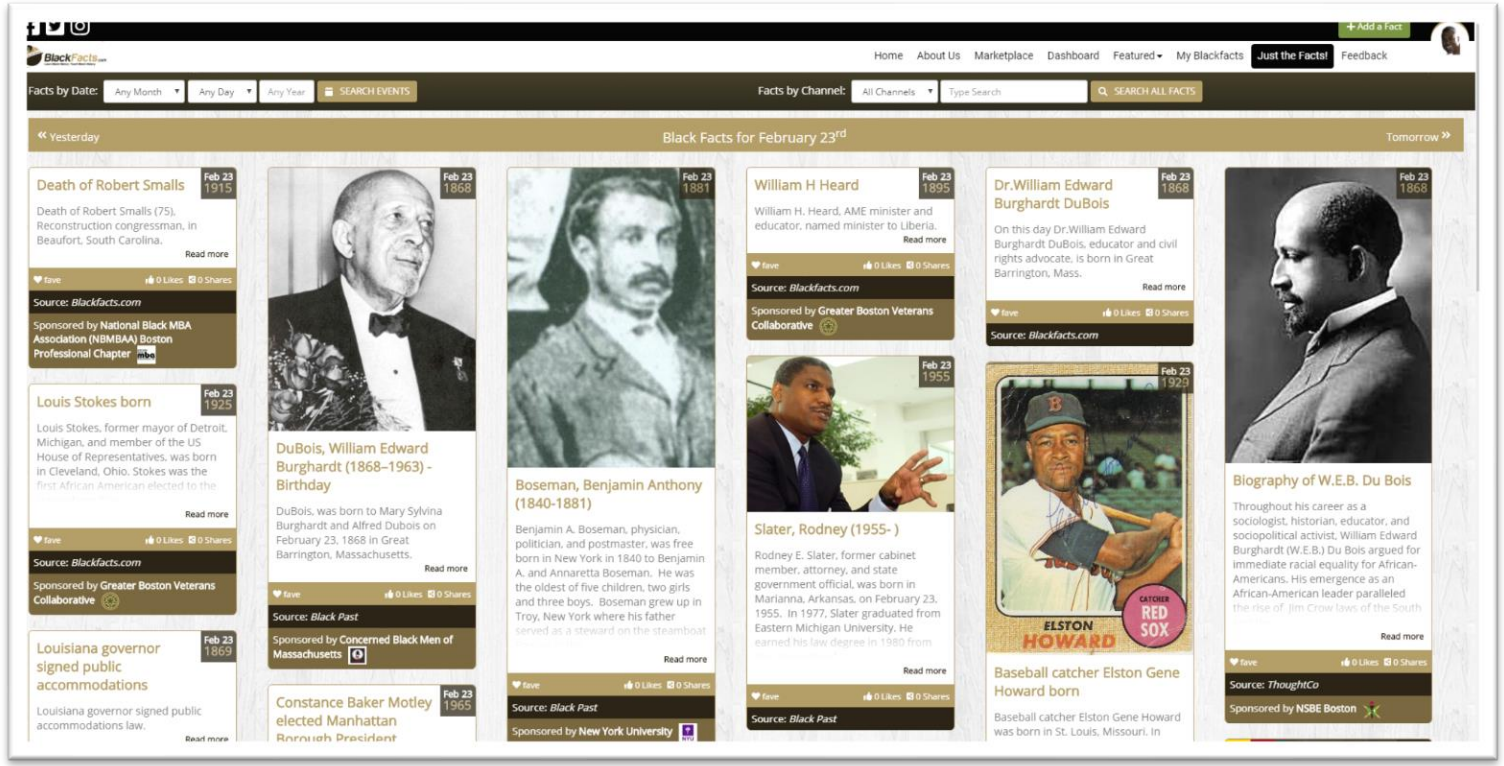
Government of Saint Lucia Web Site

2013

Blackfacts Reboot

2017

- New Look
- New Platform
- New Features
- New Goals



What is BlackFacts.com?

BlackFacts.com: Putting Black Communities In Control of Our Stories

1. BlackFacts.com Creates Digital Tools for
   - Journalists
   - Educators
   - Activists
   - Historians
   - Civic Leaders
   - Faith Leaders
   - Business Leaders

2. To Publish Online Content that We
   - Categorize
   - Cross-Index
   - Syndicate

3. To Any Electronic Devices / Feeds, including
   - Web Browsers
   - Mobile Devices
   - Tablets
   - Email
   - RSS Feeds
   - Other Digital Displays

4. On Intellectual Property and Technology Infrastructure that
   - We Created
   - We Own
   - We Manage
   - We Control
   - We Protect

So that Never Again Will Others be able to Ignore, Overlook or Destroy the Record of our Achievements, Successes and Triumphs

Collecting Stories Digitally

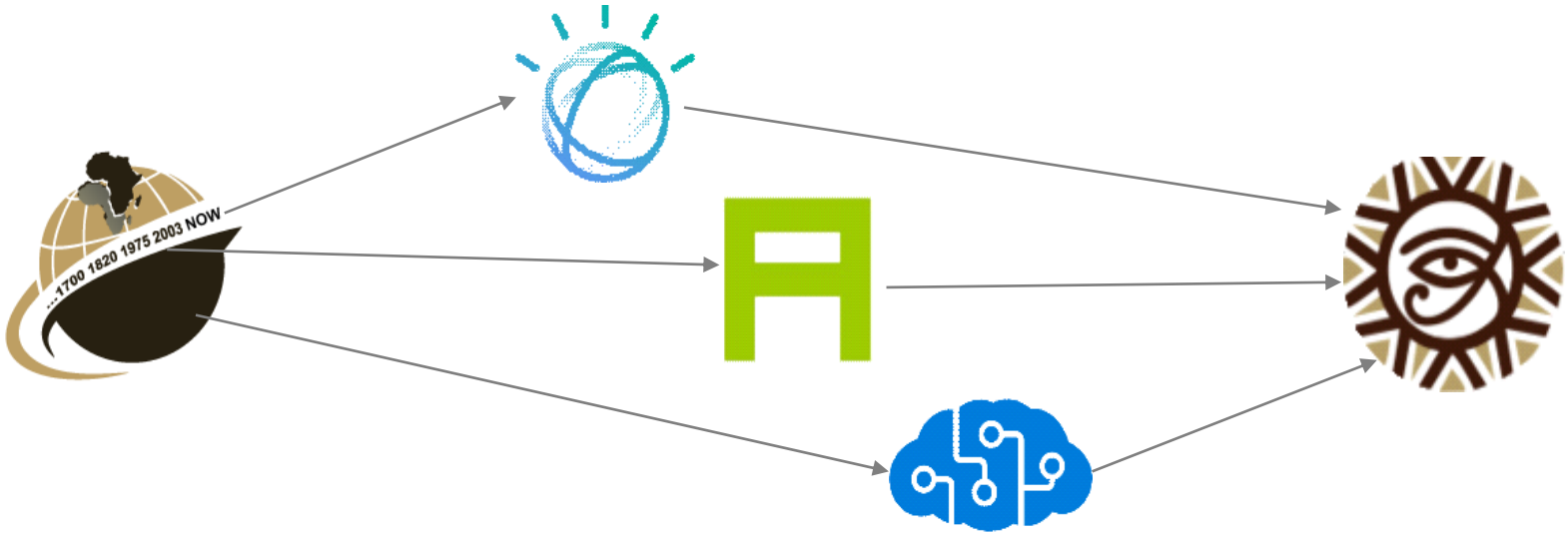
- Crawling the Web (BlackFacts Bots)
- Social Media
- Academics / Griots
- BlackFacts Members
- BlackFacts Legacy™
- BlackFacts Griot™

Just get the Story to an electronic device, we'll take it from there!

Organizing the Stories using AI

BlackFacts Uses our proprietary AI-aware Engine
(code-named **Timbuktu™**) to Link Stories Based On:

- People
- Events
- Places
- Concepts
- Keywords
- Hashtags



Driving Features Like:
‘You May Also Like’
‘Also About Malcolm X’
‘The Black Church Throughout History’
‘Other Female Inventors’
‘Other Black LGBT Pioneers’
…etc.

Timbuktu™

Delivering Diversity Technology Everywhere

Our Widget solutions enable us to be THE source for Diversity Content (on the Web, via Email, Social Media & Podcast):

Widgets deliver Diversity Content to your Website.

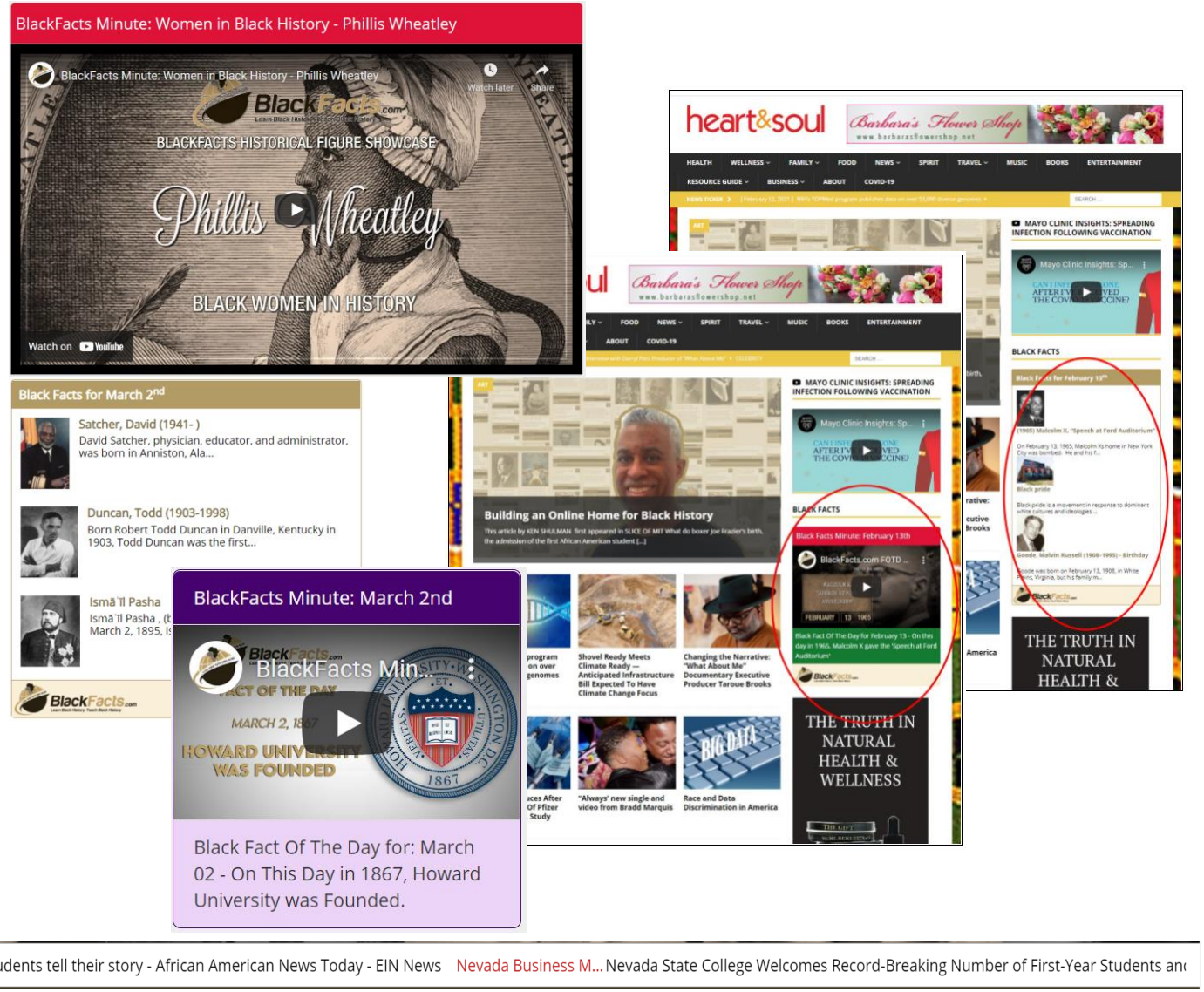
Black History:
- Daily Black History Facts updated automatically

BlackFacts Minute™:
- Unique Daily Black History Videos relevant to the specific date

Black News:
- New Feeds (general or custom) of News from our “Wakanda” News Frameworks – Ticker, Lists, Scrolling Marquee, etc

Diversity Widget:
- Delivering DEI focused Videos or News and Partner Content directly from our library. Topic Specific: Women, LGBT, Implicit Bias, Latino, Asian etc.

BlackFacts Podcast:
- Enables our Followers to LISTEN to our stories Anywhere



BlackFacts.com Core Business Model

BlackFacts.com

Content is organized via our proprietary Timbuktu™ Content Management System and external Artificial Intelligence APIs

Content Creators

- Digital Griots
- Consumers
- Associations
- Historians

BlackFacts Content Bots

Revenue Streams

1. Premium Membership
2. Premium Virtual Sites
3. Fact Widgets
4. School Sites
5. BlackFacts Legacy Sites
6. Corporate Sponsorship
7. Banner Advertising
8. Marketplace Affiliate Sales

Sponsors / Advertisers / Vendors

Content Consumers

- Mobile Web
- Any Site Visitor
- Polls & Quizzes
- Associations and Schools
- Push Notification

Content is submitted by BlackFacts Users, Griots and our proprietary web crawlers, from online pages, social media sharing, uploaded documents and (in Year 2) media.

While access is free to all, Premium Memberships, the Wakanda Marketplace and Banner Advertising generate BlackFacts' Revenue

Consumers get BlackFacts content on any platform by visiting BlackFacts or Affiliate websites or receiving notifications via Email/Text/Social Media.

BlackFacts content is syndicated via BlackFacts Widgets hosted on affiliate sites and entire custom BlackFacts-driven partner sites.

Wakanda Website Administrative Tools Framework

Wakanda Site Admin Tools

- Global Site Mgr
- Global User Mgr
- Page Builder Tool
- Post Management

Wakanda A.I. (Machine learning via **IBM Watson** and **Aylien**)

- Natural Language Process
- Article Extractor / Content Aggregation
- Content Indexing and Cross Referencing
- Smart Search and Intelligent Agents/Bots

- **Carousel** Plug-in
- **HTML** Plug-in
- **Video** Plug-in
- **List** Plug-in
- **Gallery** Plug-in
- **Survey** Plug-in
- **Gallery** Plug-in
- **Calendar** Plug-in
- **Feedback** Plug-in

Front-End Web Landing Page(s)

- Multi Page Site
- Single Page Site

Core Content Management Services (CMS)

- Structured Website Branded Page(s) (CSS)
- Users/ Groups
- Templates
- Features
- Forms
- Data Tables
- Admin Tools
- Built in Plug-Ins

Wakanda Shared Services

- Reports/ Activity Logs
- Ads Manager
- Mail/ Chat Services
- Jobs/ Internship Postings
- Data Model
- Security
- Shared Content Widgets
- News Feed
- Shared Reward Programs

Other Features

- Cloud Services Integration
- Social Media Integration
- eCommerce (Shopping Cart)
- Discounts on Products/Services
- Affiliate Programs
- Integrated sales of products/services
- Diversity Showcase

Wakanda Business Incubator

(Startup In a Box)

Front-End Website Landing Page Options / Features (BASIC SITE)

- Single Page Site
- Multi Page Site

Included Website Components

- Carousel Plug-In
- About Us / General Info
- Blog Posts
- Contact / Feedback Forms
- Ads Plug-In
- Photos/Video Galleries & Lists
- Event Calendar
- News Feeds

Included Back Office Components

- Blog Posts
- Time Tracker
- Wiki
- Polls
- Event Calendar
- Announce-ments
- File Manager
- Projects & Tasks
- Users /Groups and Member Profile Management

Wakanda Shared Services

- Reports/ Activity Logs
- Ads Manager
- Mail/ Chat Services
- Jobs/ Internship Postings
- Data Model
- Security
- Shared Content Widgets
- News Feed
- Shared Reward Programs

Other Features

- Cloud Services Integration
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- eCommerce (Shopping Cart)
- Discounts on Products/Services
- Affiliate Programs
- Integrated sales of products/services
- Diversity Showcase

Business Automation Tools (Incubator)

- Property Listing Widget
- Property Manager
- Tenant Manager
- Product Manager
- Appointment Scheduler
- Service Request Manager

Questions? Ask Us!

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- **Ken Granderson** - Founder / Chief Technology Officer
  MIT alumnus and Tech Visionary, Creating Ethnic Technology since 1995, Creator of BlackFacts.com, Roxbury.com, Official Website of the Government of St. Lucia (https://kengranderson.com)

ddowdie@blackfacts.com
781-858-6852

- **Dale Dowdie** - Chief Executive Officer
  Enterprise-Level Technical Consultant / Entrepreneur
  Building Online Business Applications and facilitating Tech Transformation, Data Centers Buildouts and DR/BCP Strategies since the 1980s for Clients including, Harvard University, NASA, Multi-national Banks, Liberty Mutual, Staples, TJX, EDS, IBM, McCormick, MassHousing and the City of New York

This Presentation is available at:
https://links.blackfacts.com/microsoft (PDF)
https://links.blackfacts.com/microsoft-ppsx (PowerPoint Show)

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