



'We Are the Community'

Q4 '05 Overview



Join Now for FREE!

Username

Email

I am Looking For
(check all that apply)

☐ Friends

☐ Activity Partners

☐ Professional Contacts

☐ Job Opportunities

☐ Dating

☐ Marriage

I am from
----- UNITED STATES -----

CHECK US OUT:

Discussion Groups
Online Dating
Live Chat
100% Black-Owned
FREE Membership!

Blackpeople.com is the Internet's newest and fastest growing online community catering to the needs of the Black community in the USA and throughout the world.

Blackpeople.com is owned and operated by seasoned Black technology and business professionals who are committed to creating the best space on the 'Net for us to meet, collaborate, date, or whatever fits your needs.

We are going to be BIG, so join for FREE TODAY and grab your user name before someone else grabs it! Once you have seen what we offer, please consider upgrading to a paid membership. You will get more features and it will help us make sure that we have a major online community legitimately built and owned by us, rather than just patronized by us.

Member Login

Username or Email

Password

☐ remember me

Dating Search

I am a

From **To**

In

BP
blackpeople.com

"We Are The Community"

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Business Concept

- ✓ To Provide a State-of-the-Art Personal and Professional Matching Site Targeting the Global Black Community
- ✓ Leverage Experience, Track Record and Innovative Incentive Programs to Create a Fiercely Loyal Membership

Business Objectives

- ✓ Create Passive Income Vehicle for Founders & Investors
- ✓ Provide alternative means of social connection for Black people
- ✓ Establish Significant Black-Owned Online Community

Why Online Dating (As a Business)?

- ✓ Growing Audience
- ✓ Paying Customers
- ✓ Simple Business

Why Online Dating (As a Product)?

- ✓ Convenience
- ✓ Efficiency
- ✓ Safety

Why The Online Black Community?

- ✓ Tightly Connected Niche Market
- ✓ Black Culture Drives Popular Culture
- ✓ Black Sites Not Black-Owned
- ✓ URL Has Instant Name Recognition

The Startup Team

- ✓ Ken Granderson
- ✓ Erick Jean
- ✓ Dale Dowdie
- ✓ York Eggleston

Online Community Success Philosophy

- ✓ Features, Strategies, Decisions MUST be either:
 - ✓ Membership Building, or
 - ✓ Revenue Building
- ✓ Most Other Activity Leads to Bankruptcy

Membership Acquisition Plan

- ✓ Group Owner Incentive Plan
- ✓ Contests
- ✓ Life Membership
- ✓ Do It Now Incentives
- ✓ Network Marketing Program

Revenue Streams

- ✓ Subscriptions
- ✓ Strategic Partnerships
- ✓ Advertising
- ✓ Affiliate Programs
- ✓ Paraphernalia

Revenue Model - Subscription Plan

- ✓ 'Membership' is Free
 - ✓ For \$20/month
 - ✓ Discount For Longer-Term Subscription Commitments
 - ✓ Basic and Premium Subscription Levels
 - ✓ Life Membership Option
-

Revenue Model - Strategic Partnership Plan

- ✓ Identify Complementary Partners To:
 - ✓ Leverage Our Membership Numbers or
 - ✓ Increase Our Membership Numbers

Revenue Model - Advertising Plan

- ✓ Leverage Network Hubs, Centers of Influence, Niche Targeting Techniques
 - ✓ 'Incentivize' Affinity Yahoo Group Owners to Move Groups to BPC
 - ✓ Encourage Third-Party E-Mail Chain Letters Supporting BPC
 - ✓ Conduct Affinity Market-Oriented Contests
 - ✓ Do Conventional Online Advertising when Membership Reaches Critical Mass
 - ✓ Until Then, Use 'Zero-Risk Advertising' Techniques
-

Revenue Model - Affiliate Program Plan

- ✓ Join Selected Affiliate Programs
 - ✓ Amazon, etc.
- ✓ Create Affiliate Program for 3rd Parties Wanting to Promote BPC

Revenue Model - Paraphernalia Plan

- ✓ Sell Branded Para on Site
 - ✓ T-Shirts
 - ✓ Baseball Caps
 - ✓ Underwear
 - ✓ Mugs
 - ✓ Bumper Stickers
 - ✓ Give Away Para at Strategic Events
 - ✓ Greek Shows
 - ✓ Penn Relays
 - ✓ Spring Break
 - ✓ Get Celebrities to Wear Gear
 - ✓ Target Black-Conscious Celebs
-

Membership / Revenue Goals

- ✓ Free Basic Membership
(Look but Can't Talk)
- ✓ Basic Monthly Subscription - \$20/mo
- ✓ 2006 Goal – 10,000 Subscribers
- ✓ 2006 Goal => \$200K/mo
- ✓ 2007 Goal – Multiply via MLM
- ✓ 2007 Goal => \$600K/mo

Membership - Building Features

- ✓ Discussion Groups
- ✓ Branded E-Mail
- ✓ Chats
- ✓ Surveys
- ✓ Blogs
- ✓ News/Events

Revenue - Building Features

- ✓ Searchable Personal Profiles
- ✓ Separate Lifestyle Communities
- ✓ Searchable Professional Profiles
- ✓ Reverse Profile Matching
- ✓ Safe Messaging
- ✓ Match Agents

Business Operation Principles

- ✓ Low Overhead
 - ✓ Guerilla Marketing
 - ✓ Minimal Staffing
 - ✓ Virtual Staffing
- ('Not Com')

2-Year Plan

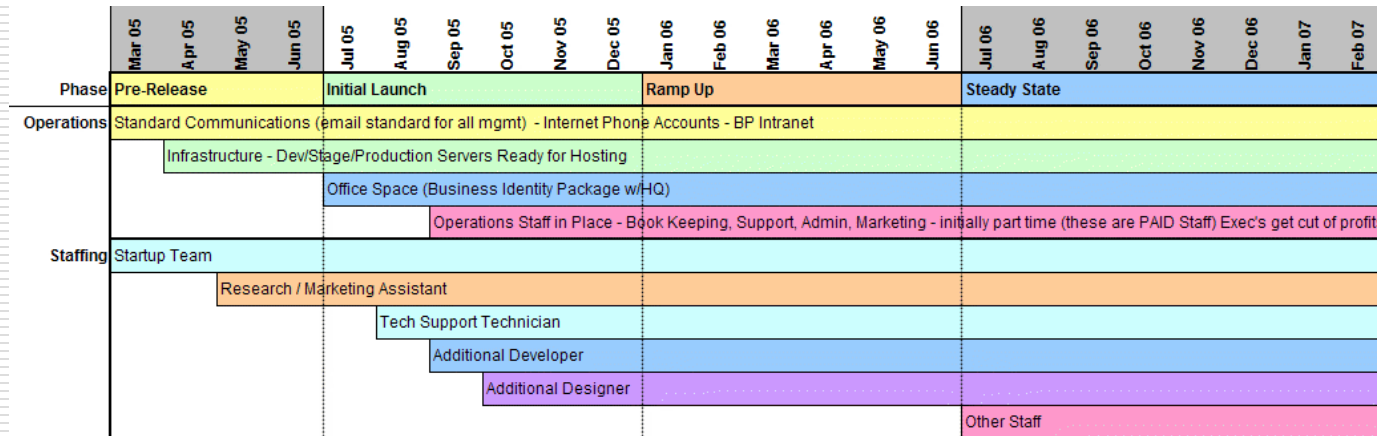
- ✓ Launch 'Sneak Preview' in January '06
- ✓ Soft Launch in July '06 (Maybe June)
- ✓ Grand Opening in September '06
- ✓ Community Spin-Offs in September '07

2-Year Plan – Feature Offerings

Jan 06	Feb 06	Mar 06	Apr 06	May 06	Jun 06	Jul 06	Aug 06	Sep 06	Oct 06	Nov 06	Dec 06	Jan 07	Feb 07	Mar 07	Apr 07	May 07	Jun 07	Jul 07	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07												
Sneak Preview					Soft Launch			Grand Opening										Community Spin-Offs																	
Groups																																			
Basic Profiles																																			
			Searchable (Dating) Profiles																																
			Search Agents																																
																				Ads /Ad Management															
																																Community Content (News, Events, etc)			
																																Web-Based E-Mail			

✓ Discussion Groups

2-Year Plan – Operation/Staffing



2-Year Plan – Marketing, Membership & Finance

	Mar 05	Apr 05	May 05	Jun 05	Jul 05	Aug 05	Sep 05	Oct 05	Nov 05	Dec 05	Jan 06	Feb 06	Mar 06	Apr 06	May 06	Jun 06	Jul 06	Aug 06	Sep 06	Oct 06	Nov 06	Dec 06	Jan 07	Feb 07
Phase	Pre-Release				Initial Launch						Ramp Up						Steady State							
Marketing	E-Mail						Strategic Partnerships																	
Membership	100% Free Membership				Free Trial Memberships																			
	Free Lifetime Membership				Lifetime Membership																			
					Monthly Memberships (All Communities)												Monthly Memberships (Each Community)							
Financing	Aggressively Seeking Investors																							
	Self	Friends/Family					Angel												Self-Sustaining Revenue					
Revenue					Lifetime Membership																			
					Paid Monthly Memberships (All Communities)												Paid Monthly Memberships (Each Community)							

Long-Term Plan

- ✓ Hire (Small) Permanent Staff,
Retain as Passive Income Vehicle
- ✓ Sale to Larger Firm

Conclusions

- ✓ Hot Industry
- ✓ Unique Offering for Niche Market
- ✓ Perfect Timing
- ✓ Solid Team
- ✓ Excellent Investment Opportunity

