



'We Are the Community'

Q4 '05 Overview

blackpeople.com
sneak preview

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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!

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Member Login
Username or Email
Password
 remember me
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Dating Search
I am a looking for
Woman From 18 99 In USA
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BP
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"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

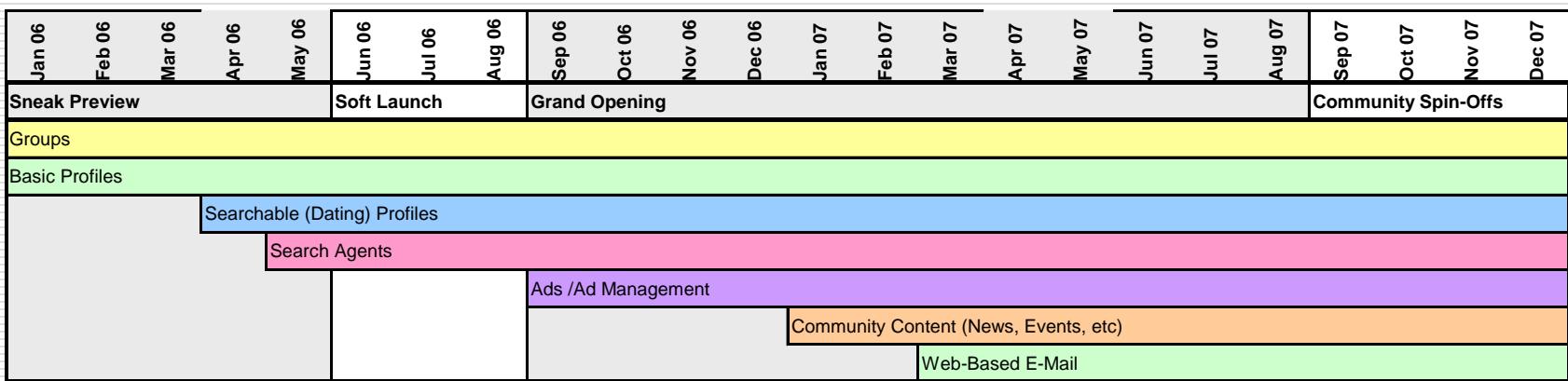
Business Operation Principles

- ✓ 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



✓ Discussion Groups

2-Year Plan – Operation/Staffing

Phase	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																				
Operations	Pre-Release		Initial Launch				Ramp Up				Steady State																																	
	Standard Communications (email standard for all mgmt) - Internet Phone Accounts - BP Intranet																																											
	Infrastructure - Dev/Stage/Production Servers Ready for Hosting																																											
	Office Space (Business Identity Package w/HQ)																																											
Staffing	Operations Staff in Place - Book Keeping, Support, Admin, Marketing - initially part time (these are PAID Staff) Exec's get cut of profits																																											
	Startup Team																																											
	Research / Marketing Assistant																																											
	Tech Support Technician																																											
	Additional Developer																																											
Additional Designer																																												
Other Staff																																												

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																								
	100% Free Membership				Free Trial Memberships																									
Membership	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

