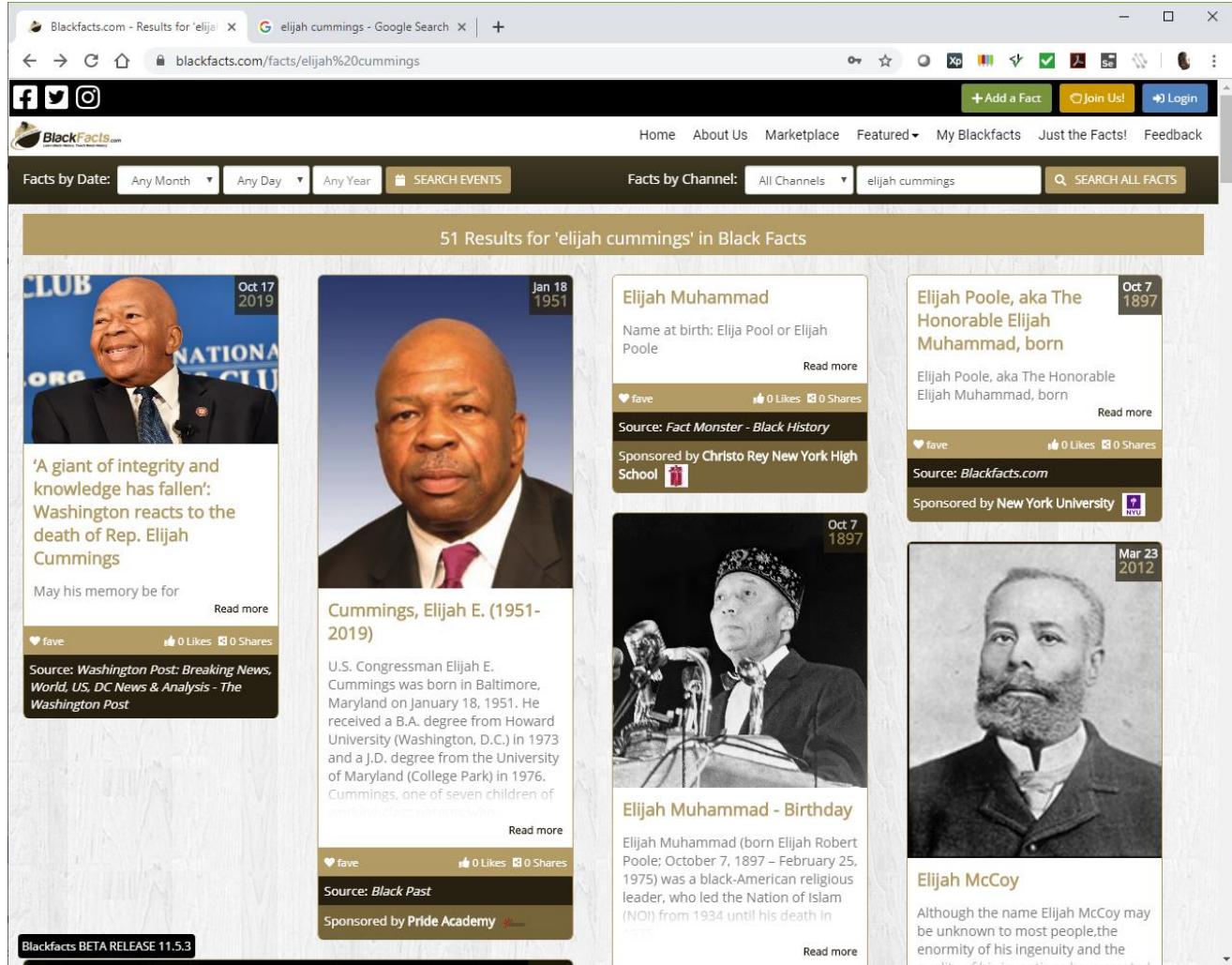




Fact AI Overview

Current and Future Usage of AI Technologies in Blackfacts

Fact Linkage



The screenshot shows a search results page for 'elijah cummings' on Blackfacts.com. The results are organized into two columns. The left column contains two cards: one for Elijah Muhammad (Oct 17, 1951) and one for Elijah Poole, aka The Honorable Elijah Muhammad (Oct 7, 1897). The right column contains two cards: one for Elijah Muhammad (Oct 7, 1897) and one for Elijah McCoy (Mar 23, 2012). Each card includes a thumbnail, the name, a brief description, a 'Read more' link, and social sharing options (fave, like, share). The cards are sponsored by various organizations: Christo Rey New York High School, Blackfacts.com, New York University, and Pride Academy.

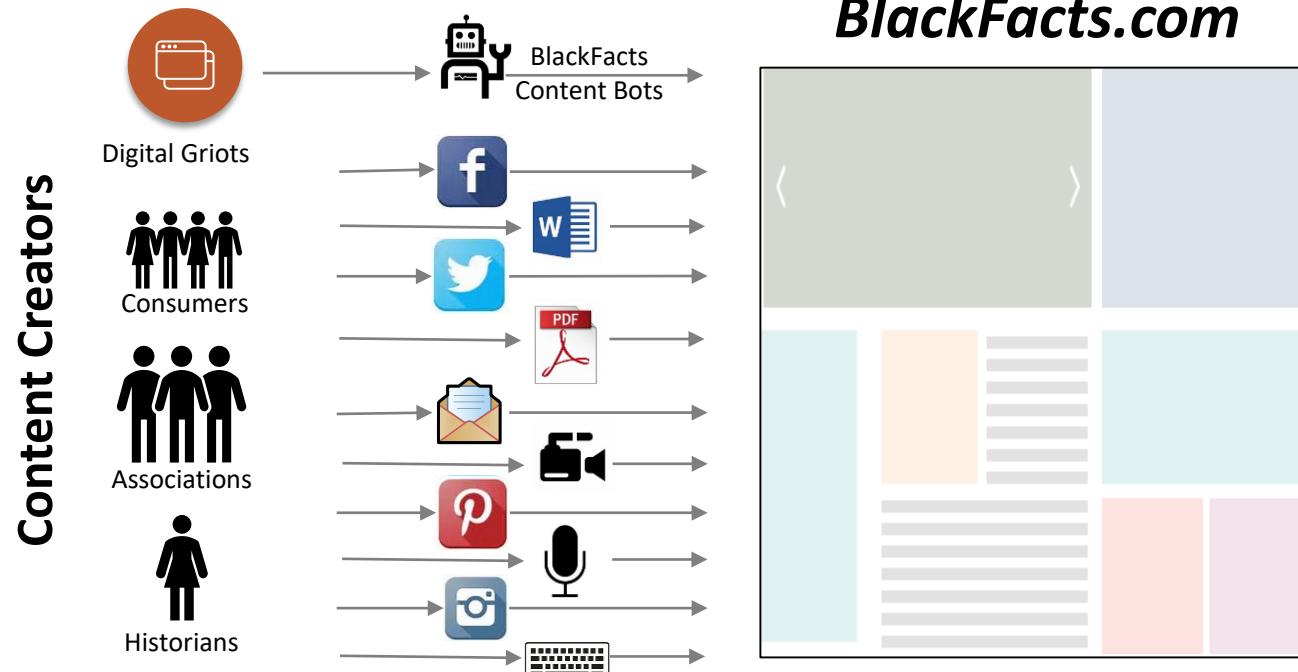
A core feature of Blackfacts is the linkage between 'Fact Cards' based on various types of searches.

This linkage is based on common factors between facts, and is the foundation of Blackfacts' efficacy as an educational tool, as it mirrors the human mind's process of associating pieces of information with each other.

This linkage can be based on both human and machine knowledge, but Blackfacts' future as The Black Wikipedia relies on evolving the machine learning functionality to a level where it will be able to categorize and link millions of facts accurately with minimal human intervention required.



Fact Sources



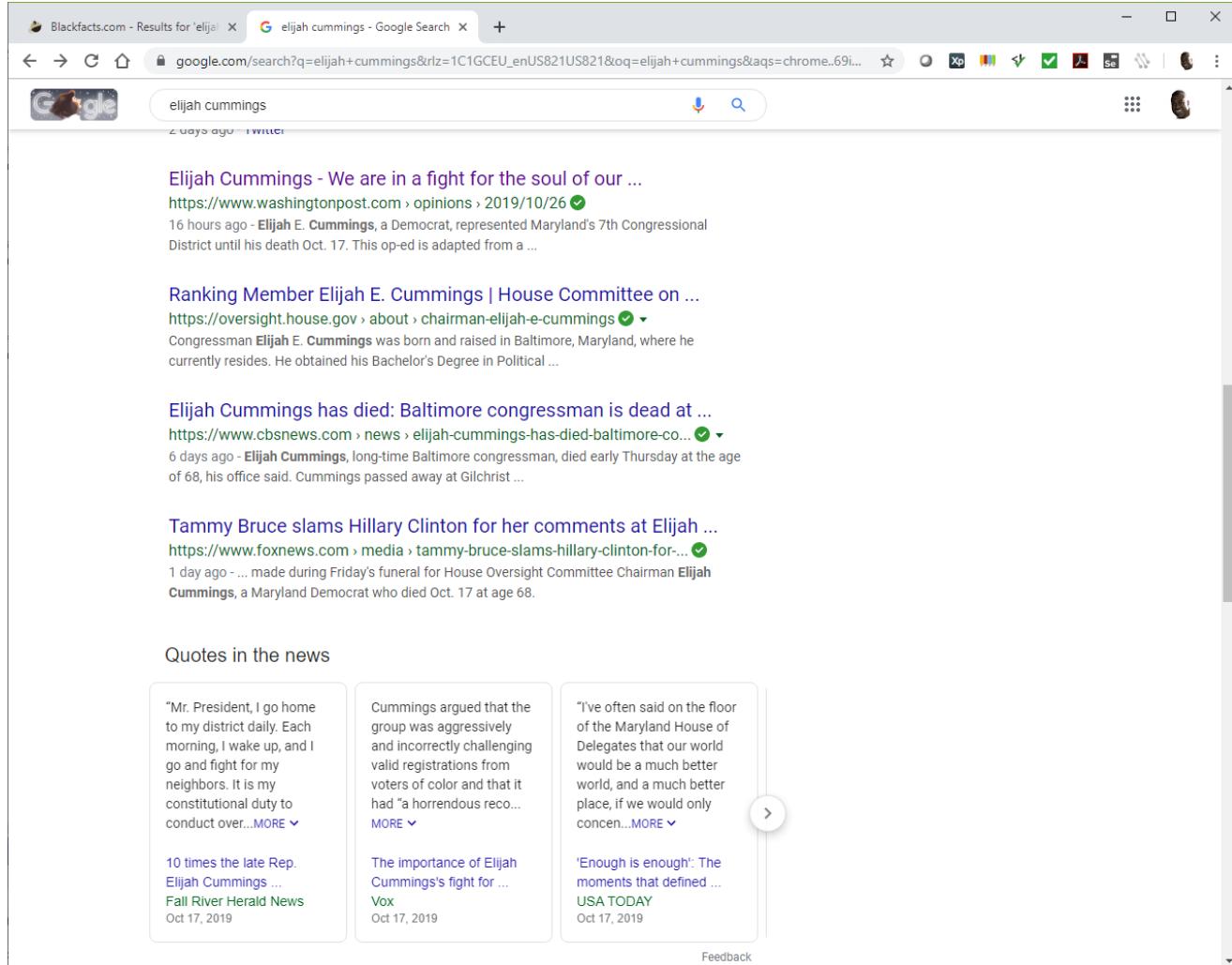
Black Facts content can come from a variety of sources, including:

- Existing Historical Site Urls
- Online News Sites
- Member Uploaded Files
- Member Social Media Posts
- Member Emails
- Member Recorded Media

Regardless of the source, the text of the content is extracted as the 'lowest common denominator' required by the AI systems currently in use (image recognition etc is in the future) and analyzed by the AI systems to identify people, places, organizations, concepts, etc that can be used to link the Facts.

Fact submitters can also add additional people, places, etc into Blackfacts to augment the frequent lack of the AI systems recognizing them, as well as the AI systems linkages being limited to the submitted text (i.e. the text not mentioning well-known organization affiliations).

Add A Fact (Crowdsourcing Black History)



The screenshot shows a Google search results page for the query 'elijah cummings'. The results are as follows:

- Elijah Cummings - We are in a fight for the soul of our ...**
<https://www.washingtonpost.com/opinions/2019/10/26/...> ✓
16 hours ago - Elijah E. Cummings, a Democrat, represented Maryland's 7th Congressional District until his death Oct. 17. This op-ed is adapted from a ...
- Ranking Member Elijah E. Cummings | House Committee on ...**
<https://oversight.house.gov/about/chairman-elijah-e-cummings> ✓
Congressman Elijah E. Cummings was born and raised in Baltimore, Maryland, where he currently resides. He obtained his Bachelor's Degree in Political ...
- Elijah Cummings has died: Baltimore congressman is dead at ...**
<https://www.cbsnews.com/news/elijah-cummings-has-died-baltimore-co-...> ✓
6 days ago - Elijah Cummings, long-time Baltimore congressman, died early Thursday at the age of 68, his office said. Cummings passed away at Gilchrist ...
- Tammy Bruce slams Hillary Clinton for her comments at Elijah ...**
<https://www.foxnews.com/media/tammy-bruce-slams-hillary-clinton-for-...> ✓
1 day ago - ... made during Friday's funeral for House Oversight Committee Chairman Elijah Cummings, a Maryland Democrat who died Oct. 17 at age 68.

Quotes in the news

"Mr. President, I go home to my district daily. Each morning, I wake up, and I go and fight for my neighbors. It is my constitutional duty to conduct over...[MORE](#)

10 times the late Rep. Elijah Cummings ...
Fall River Herald News
Oct 17, 2019

Cummings argued that the group was aggressively and incorrectly challenging valid registrations from voters of color and that it had "a horrendous reco...[MORE](#)

The importance of Elijah Cummings's fight for ...
Vox
Oct 17, 2019

"I've often said on the floor of the Maryland House of Delegates that our world would be a much better world, and a much better place, if we would only concen...[MORE](#)

'Enough is enough': The moments that defined ...
USA TODAY
Oct 17, 2019

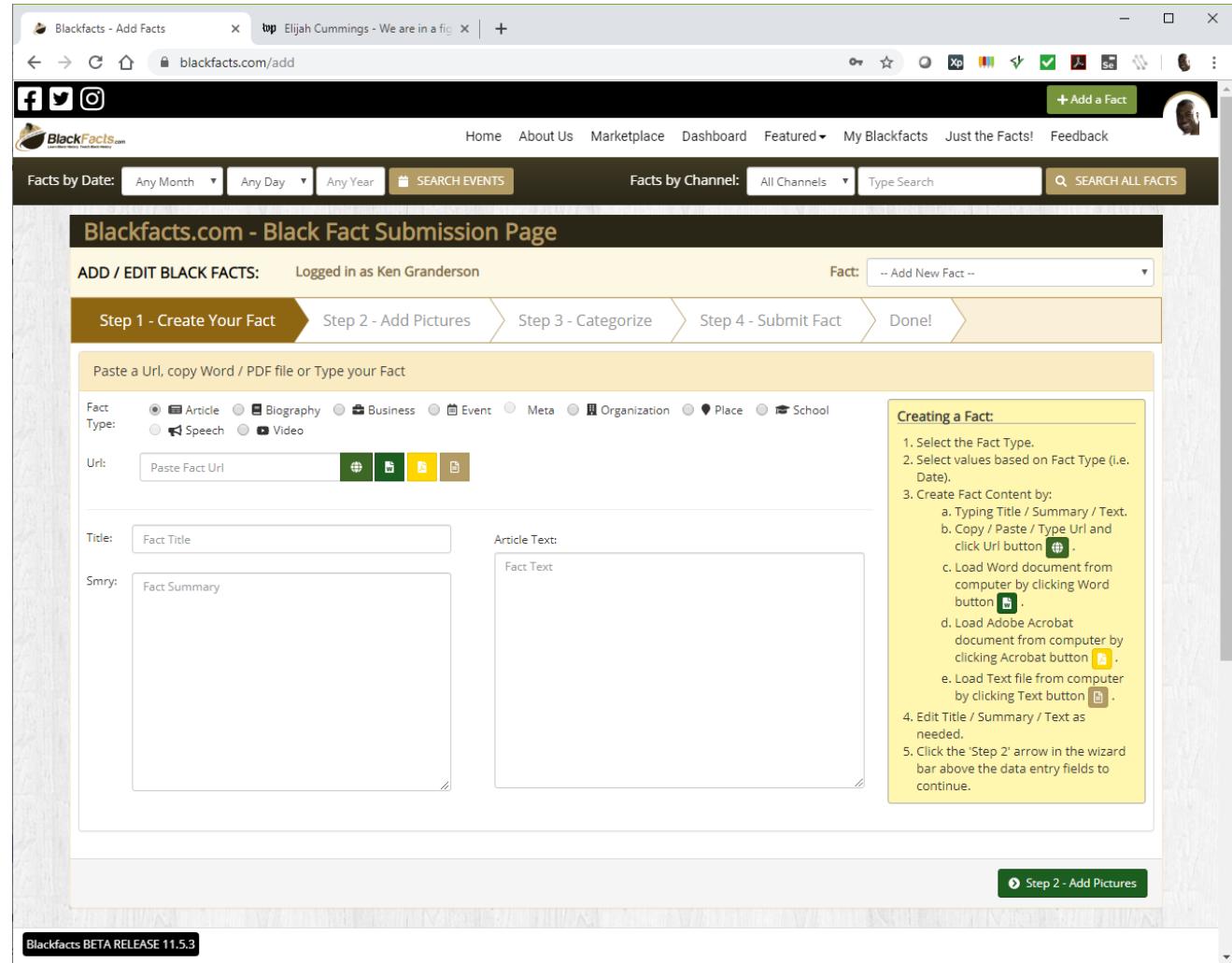
Feedback

Currently, the most common Fact sources are online articles about historical or current people, events and organizations.

The image shows a Google search initiated outside of Blackfacts.com. Currently under development are in-site search tools as well as a browser extension that would enable submitting a Fact from any web page currently being viewed.



Add A Fact - Create



Blackfacts - Add Facts Elijah Cummings - We are in a fact

Home About Us Marketplace Dashboard Featured My Blackfacts Just the Facts! Feedback

Facts by Date: Any Month Any Day Any Year SEARCH EVENTS Facts by Channel: All Channels Type Search SEARCH ALL FACTS

Blackfacts.com - Black Fact Submission Page

ADD / EDIT BLACK FACTS: Logged in as Ken Granderson Fact: -- Add New Fact --

Step 1 - Create Your Fact Step 2 - Add Pictures Step 3 - Categorize Step 4 - Submit Fact Done!

Paste a Url, copy Word / PDF file or Type your Fact

Fact Type: Article Biography Business Event Meta Organization Place School Speech Video

Url: Paste Fact Url

Title: Fact Title Article Text: Fact Text

Smry: Fact Summary

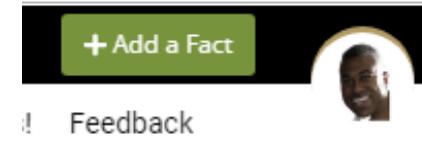
Creating a Fact:

1. Select the Fact Type.
2. Select values based on Fact Type (i.e. Date).
3. Create Fact Content by:
 - a. Typing Title / Summary / Text.
 - b. Copy / Paste / Type Url and click Url button .
 - c. Load Word document from computer by clicking Word button .
 - d. Load Adobe Acrobat document from computer by clicking Acrobat button .
 - e. Load Text file from computer by clicking Text button .
4. Edit Title / Summary / Text as needed.
5. Click the 'Step 2' arrow in the wizard bar above the data entry fields to continue.

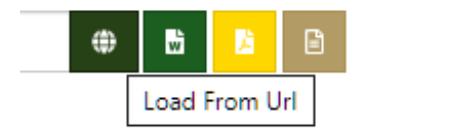
Step 2 - Add Pictures

Blackfacts BETA RELEASE 11.5.3

This is the Add A Fact page, accessed by clicking the



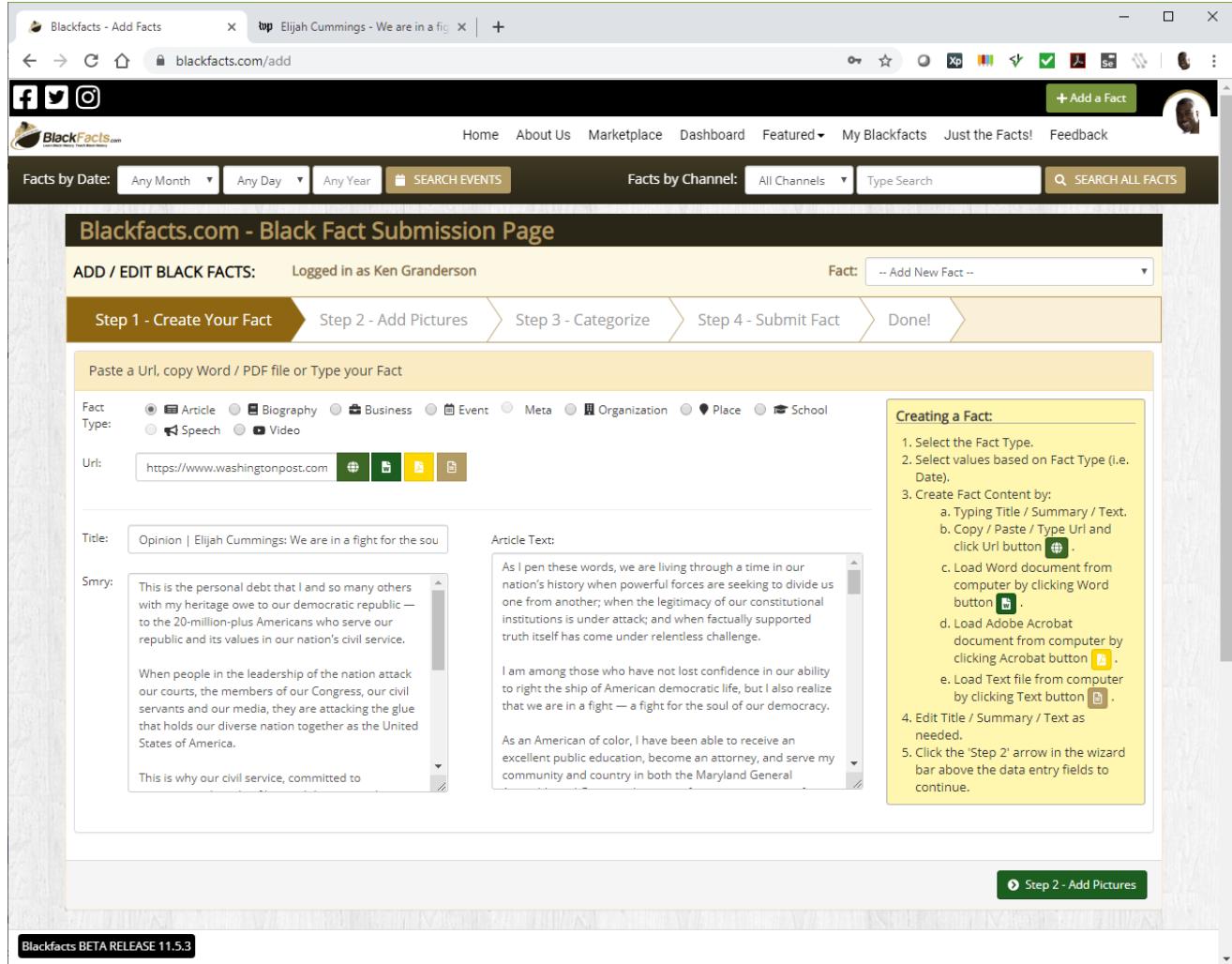
button in the top right of any Blackfacts page, and logging in if necessary.



The 4 buttons by the 'Url' field enable adding Facts by pasting in a Url or uploading a Word, PDF or Text file. This presentation will demonstrate the Url scenario.



Add A Fact - Create



Blackfacts - Add Facts Elijah Cummings - We are in a fight for the soul of our democracy

Home About Us Marketplace Dashboard Featured My Blackfacts Just the Facts! Feedback

Facts by Date: Any Month Any Day Any Year SEARCH EVENTS Facts by Channel: All Channels Type Search SEARCH ALL FACTS

Blackfacts.com - Black Fact Submission Page

ADD / EDIT BLACK FACTS: Logged in as Ken Granderson Fact: -- Add New Fact --

Step 1 - Create Your Fact Step 2 - Add Pictures Step 3 - Categorize Step 4 - Submit Fact Done!

Paste a Url, copy Word / PDF file or Type your Fact

Fact Type: Article Biography Business Event Meta Organization Place School Speech Video

Url: <https://www.washingtonpost.com>

Title: Opinion | Elijah Cummings: We are in a fight for the soul of our democracy

Smry:

This is the personal debt that I and so many others with my heritage owe to our democratic republic — to the 20-million-plus Americans who serve our republic and its values in our nation's civil service.

When people in the leadership of the nation attack our courts, the members of our Congress, our civil servants and our media, they are attacking the glue that holds our diverse nation together as the United States of America.

This is why our civil service, committed to

Article Text:

As I pen these words, we are living through a time in our nation's history when powerful forces are seeking to divide us from another; when the legitimacy of our constitutional institutions is under attack; and when factually supported truth itself has come under relentless challenge.

I am among those who have not lost confidence in our ability to right the ship of American democratic life, but I also realize that we are in a fight — a fight for the soul of our democracy.

As an American of color, I have been able to receive an excellent public education, become an attorney, and serve my community and country in both the Maryland General

Creating a Fact:

1. Select the Fact Type.
2. Select values based on Fact Type (i.e. Date).
3. Create Fact Content by:
 - a. Typing Title / Summary / Text.
 - b. Copy / Paste / Type Url and click Url button .
 - c. Load Word document from computer by clicking Word button .
 - d. Load Adobe Acrobat document from computer by clicking Acrobat button .
 - e. Load Text file from computer by clicking Text button .
4. Edit Title / Summary / Text as needed.
5. Click the 'Step 2' arrow in the wizard bar above the data entry fields to continue.

Step 2 - Add Pictures

Blackfacts BETA RELEASE 11.5.3

This is the result of pasting the url https://www.washingtonpost.com/opinions/elijah-cummings-we-are-in-a-fight-for-the-soul-of-our-democracy/2019/10/26/cac744be-f4fd-11e9-a285-882a8e386a96_story.html into the 'Url' field, and clicking the green globe button.

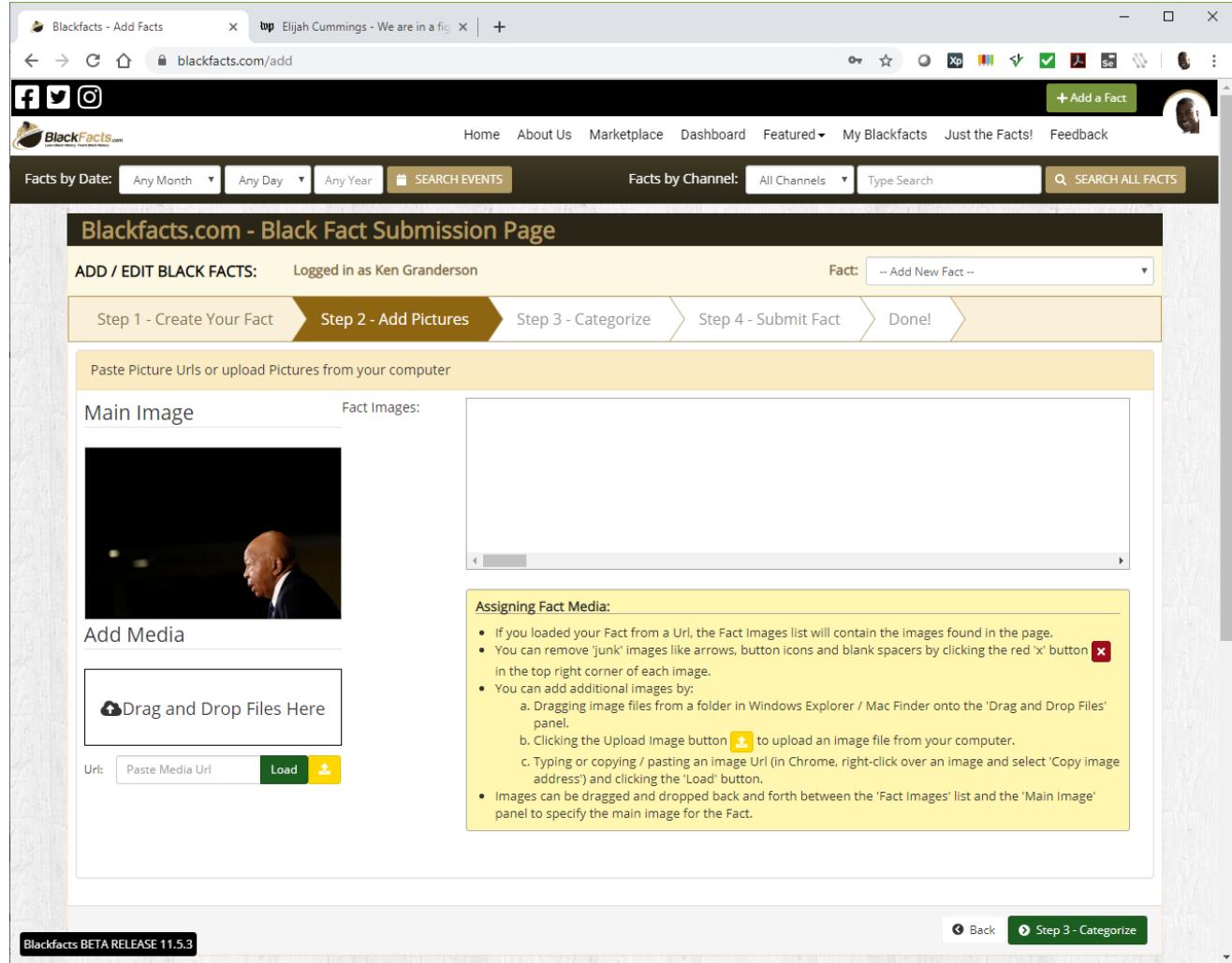
This submits the url to Aylien.com, one of 2 external services Blackfacts uses for AI analysis, to extract the article content and (hopefully) identify the main article image.

In addition to Aylien's article extraction, Blackfacts uses IBM Watson in addition to Aylien for Entity (place/place/organization) analysis, and has designed the AI service subsystem in an open manner such that we can easily add additional AI engines, like Azure Cognitive Services, AWS offerings, etc.

Other than the underlying application framework (.NET) and some freely available application widgets, the external AI systems are the ONLY third-party technologies used in Blackfacts. Everything else is our own intellectual property.



Add A Fact - Media



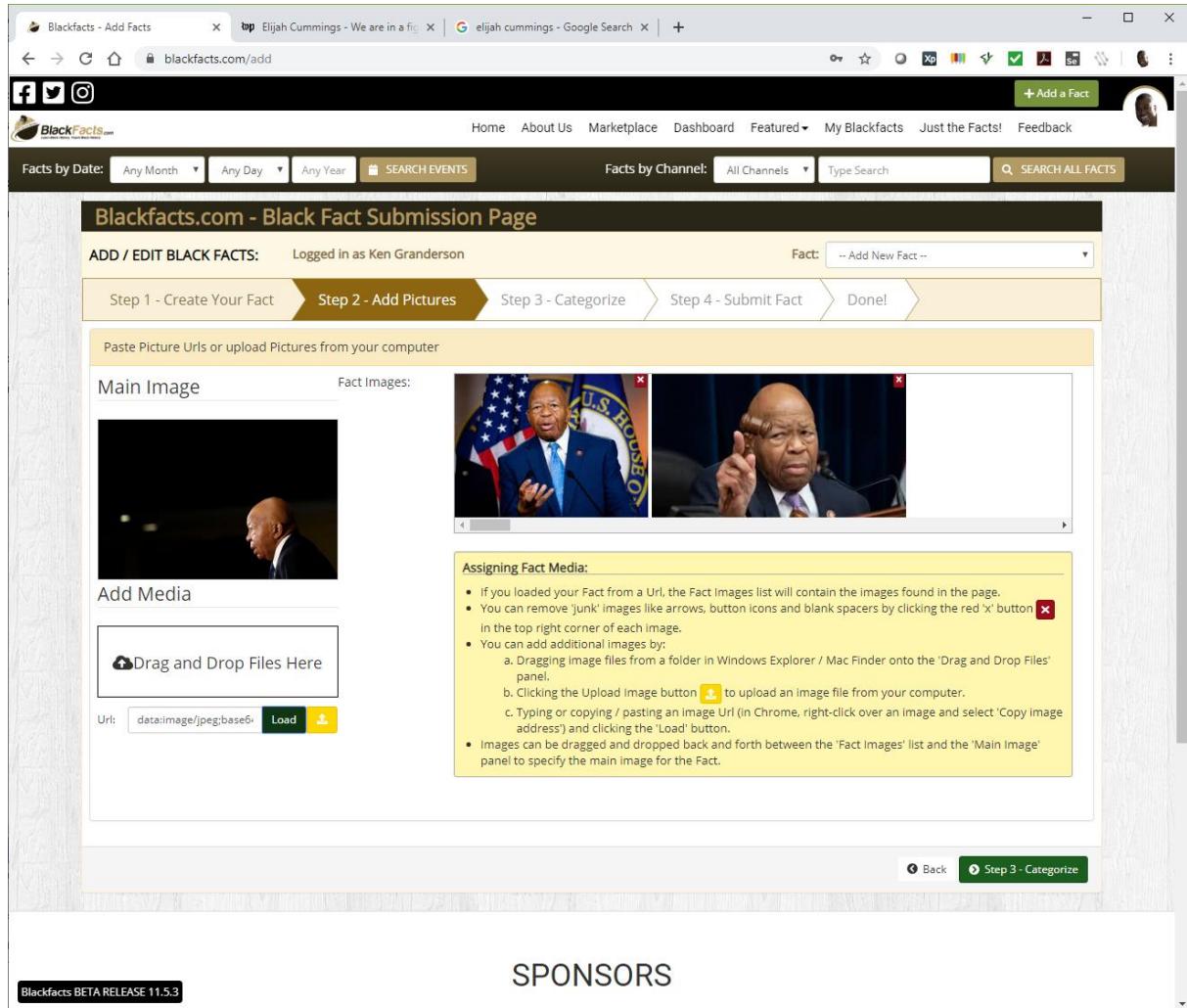
The screenshot shows the 'Blackfacts.com - Black Fact Submission Page' with the 'Step 2 - Add Pictures' tab selected. The 'Main Image' panel displays a small thumbnail of a man in a suit. The 'Fact Images' panel is empty. Below these are sections for 'Add Media' (with a 'Drag and Drop Files Here' box) and 'Assigning Fact Media:' (with instructions and a list of steps). At the bottom, there are buttons for 'Back' and 'Step 3 - Categorize'.

This is the 'Add Pictures' tab, showing the main article image successfully identified by Aylien.

Additional images can be added by copying / pasting their locations for a browser page into the 'Url' field, or dragging and dropping them from your computer.



Add A Fact - Media



Blackfacts - Add Facts Elijah Cummings - We are in a fi... elijah cummings - Google Search

blackfacts.com/add

Home About Us Marketplace Dashboard Featured My Blackfacts Just the Facts! Feedback

+ Add a Fact

Blackfacts.com - Black Fact Submission Page

ADD / EDIT BLACK FACTS: Logged in as Ken Granderson

Facts by Date: Any Month Any Day Any Year SEARCH EVENTS

Facts by Channel: All Channels Type Search SEARCH ALL FACTS

Step 1 - Create Your Fact Step 2 - Add Pictures Step 3 - Categorize Step 4 - Submit Fact Done!

Paste PictureUrls or upload Pictures from your computer

Main Image Fact Images:

Assigning Fact Media:

- if you loaded your Fact from a Url, the Fact Images list will contain the images found in the page.
- You can remove 'junk' images like arrows, button icons and blank spacers by clicking the red 'x' button in the top right corner of each image.
- You can add additional images by:
 - Dragging image files from a folder in Windows Explorer / Mac Finder onto the 'Drag and Drop Files' panel.
 - Clicking the Upload Image button to upload an image file from your computer.
 - Typing or copying / pasting an Image Url (in Chrome, right-click over an image and select 'Copy image address') and clicking the 'Load' button.
- Images can be dragged and dropped back and forth between the 'Fact Images' list and the 'Main Image' panel to specify the main image for the Fact.

Url: data:image/jpeg;base64, Load

Back Step 3 - Categorize

SPONSORS

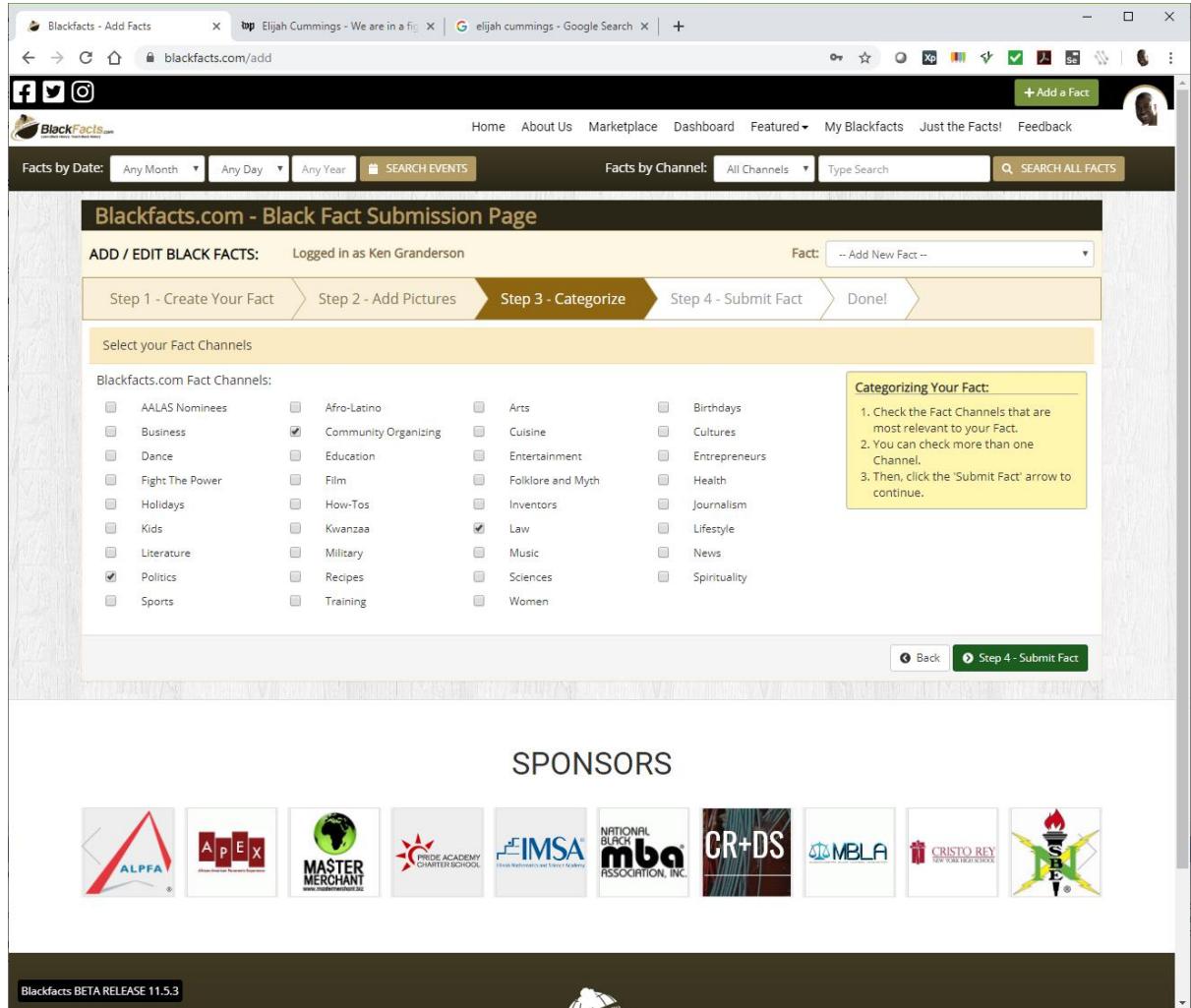
Blackfacts BETA RELEASE 11.5.3

This is the result of doing a Google Image search for 'Elijah cummings,' right-clicking a couple of images and selecting 'Copy Image Address' and then pasting them into the 'Url' field.

Once in this screen, images can be made the Primary Fact Image (which shows up in the Fact Card view) by dragging it over to the left image box.



Add A Fact - Channels



Blackfacts Channels (also shown as Categories, oops, we will update for consistency) are human-organized groupings of Facts based on contextual similarity.

Channels are a primary grouping of Facts for search purposes, used to generate Channel Pages for Facts about Arts, Business, Politics, etc.

Several Channels (i.e. Afro-Latino) will not appear in the main Channels list until they contain enough content to fill up a Channel page. Including them in the Add A Fact page (and adding new Channels based on submissions) enables us to have new Channels reflect user interests.

Channels are distinct from Categories, which are automatically classified by the AI engines, and are over 430 in number.

Learn ... Teach.. Create.. Black History..

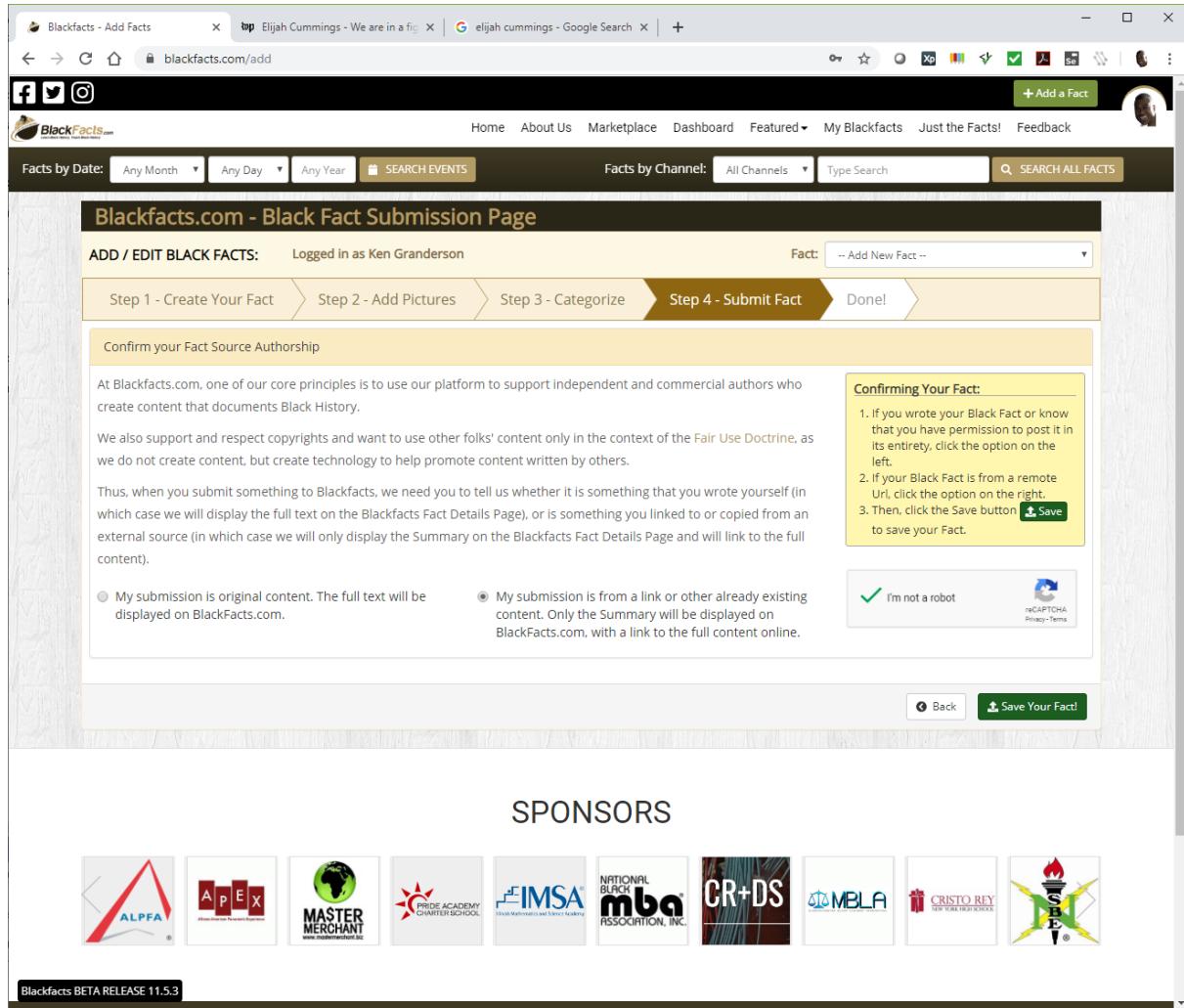
9



<https://blackfacts.com>

Learn ... Teach.. Create.. Black History..

Add A Fact - Ownership



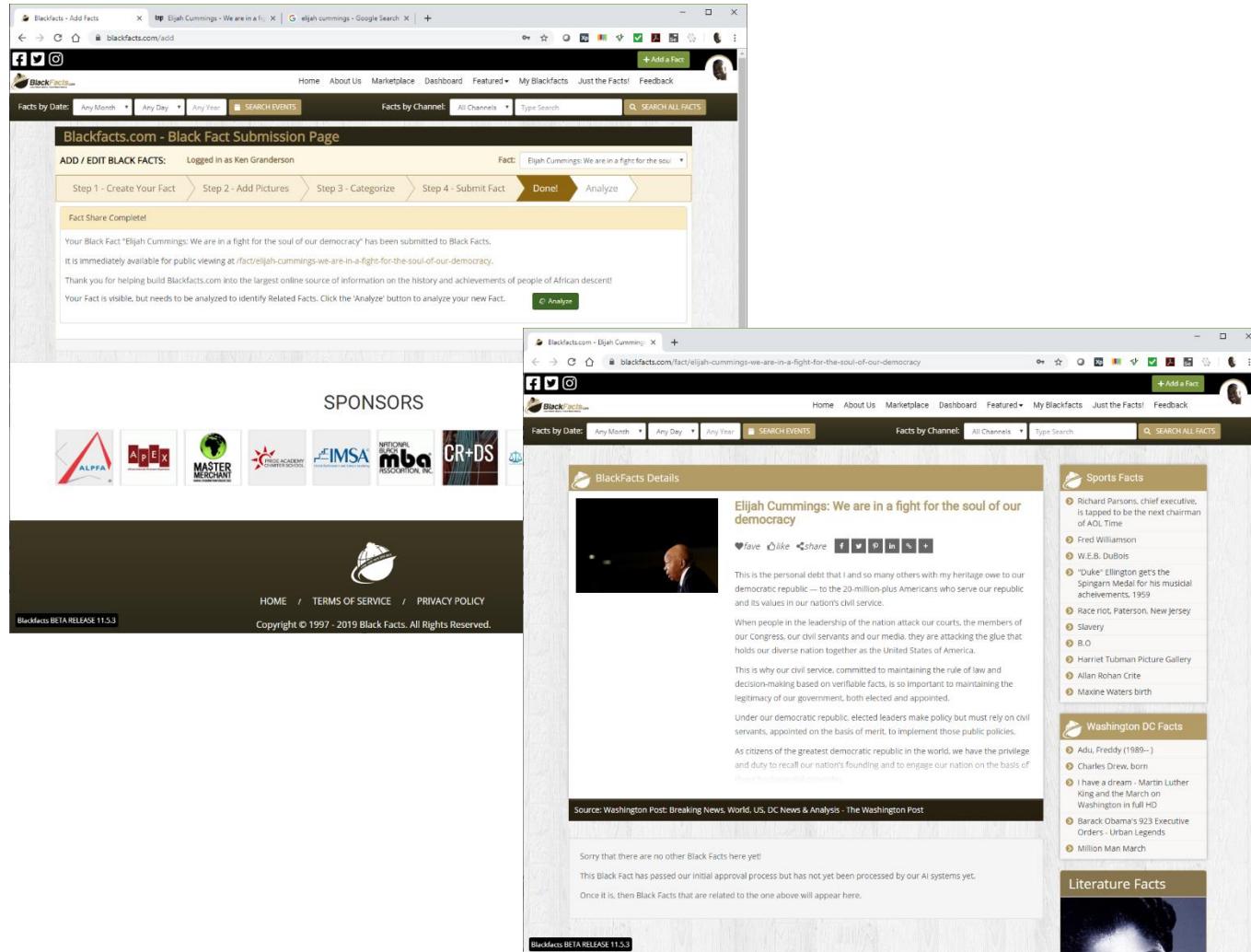
The screenshot shows the Blackfacts.com Black Fact Submission Page. At the top, there are navigation links for Home, About Us, Marketplace, Dashboard, Featured, My Blackfacts, Just the Facts!, and Feedback. A green button labeled '+ Add a Fact' is visible. Below the navigation, there are filters for 'Facts by Date' (Any Month, Any Day, Any Year) and 'SEARCH EVENTS', and 'Facts by Channel' (All Channels, Type Search) and 'SEARCH ALL FACTS'. The main content area is titled 'Blackfacts.com - Black Fact Submission Page' and 'ADD / EDIT BLACK FACTS: Logged in as Ken Granderson'. It shows a progress bar: Step 1 - Create Your Fact, Step 2 - Add Pictures, Step 3 - Categorize, Step 4 - Submit Fact (which is the current step), and Done. A yellow box titled 'Confirm your Fact Source Authorship' contains text about Blackfacts.com's principles of supporting independent and commercial authors. A 'Confirming Your Fact:' box provides instructions for users to indicate if they wrote the fact or if it's from a remote URL. A reCAPTCHA box is present. At the bottom, there are buttons for 'Back' and 'Save Your Fact'.

The last step (for non-Admins) of Adding a Fact is indicating whether the submitted Fact is your own content, or shared from another source.

Blackfacts uses this information to control the amount of content displayed directly on Blackfacts before linking to the original source, so that we can stay in compliance with the Fair Use Doctrine and ensure that we are promoting sites that create and publish Black History content rather than replacing them.



Add A Fact – Done!



The top screenshot shows the 'Blackfacts.com - Black Fact Submission Page'. The fact 'Elijah Cummings: We are in a fight for the soul of our democracy' has been submitted. The bottom screenshot shows the 'BlackFacts Details' page for this fact, displaying the text and a small image of Elijah Cummings. The page includes social sharing options and a sidebar with related facts.

As I am an Admin, my 'Add A Fact' submissions are automatically accepted, and my submission is immediately available on Blackfacts, although as shown under the Fact Details widget, this new Fcat has not yet been linked to any other Facts.

This is because I have not yet submitted the Fact to our Fact Analysis process, because we are currently not using trained AI models and so without human intervention, accepting all analysis results will generate an abundance of contextually irrelevant linkages, as well as the fact that the AI analysis costs money after a certain level of usage.

Back on the 'Add A Fact' page, I will click the 'Analyze' button to submit the new Fact for AI Analysis.



Add A Fact – AI Analysis

The image displays four screenshots of the Blackfacts.com 'Add a Fact' interface, showing the results of AI analysis for the fact 'Björn Cummings - We are in a fight for the soul'.

- Step 1: Create Your Fact**: Shows the main fact input field and the 'Analyze' button.
- Step 2: Add Pictures**: Shows the image upload area and the 'Analyze' button.
- Step 3: Categorize**: Shows the 'Fact Analysis (Selected / Available)' section with the following results:
 - Categories**: 2,395
 - Keywords**: 6,671
 - Concepts**: 9,159
 - Channels**: 3,755
 - Organizations**: 6,722
 - People**: 6,711
 - Places**: 6,722
- Step 4: Submit Fact**: Shows the 'Fact Analysis (Selected / Available)' section with the following results:
 - Categories**: 2,395
 - Keywords**: 6,671
 - Concepts**: 9,159
 - Channels**: 3,755
 - Organizations**: 6,722
 - People**: 6,711
 - Places**: 6,722

Blackfacts submits the entire Fact content to the 'Natural Language Understanding' services of Aylein and Watson, and returns their identification of the following:

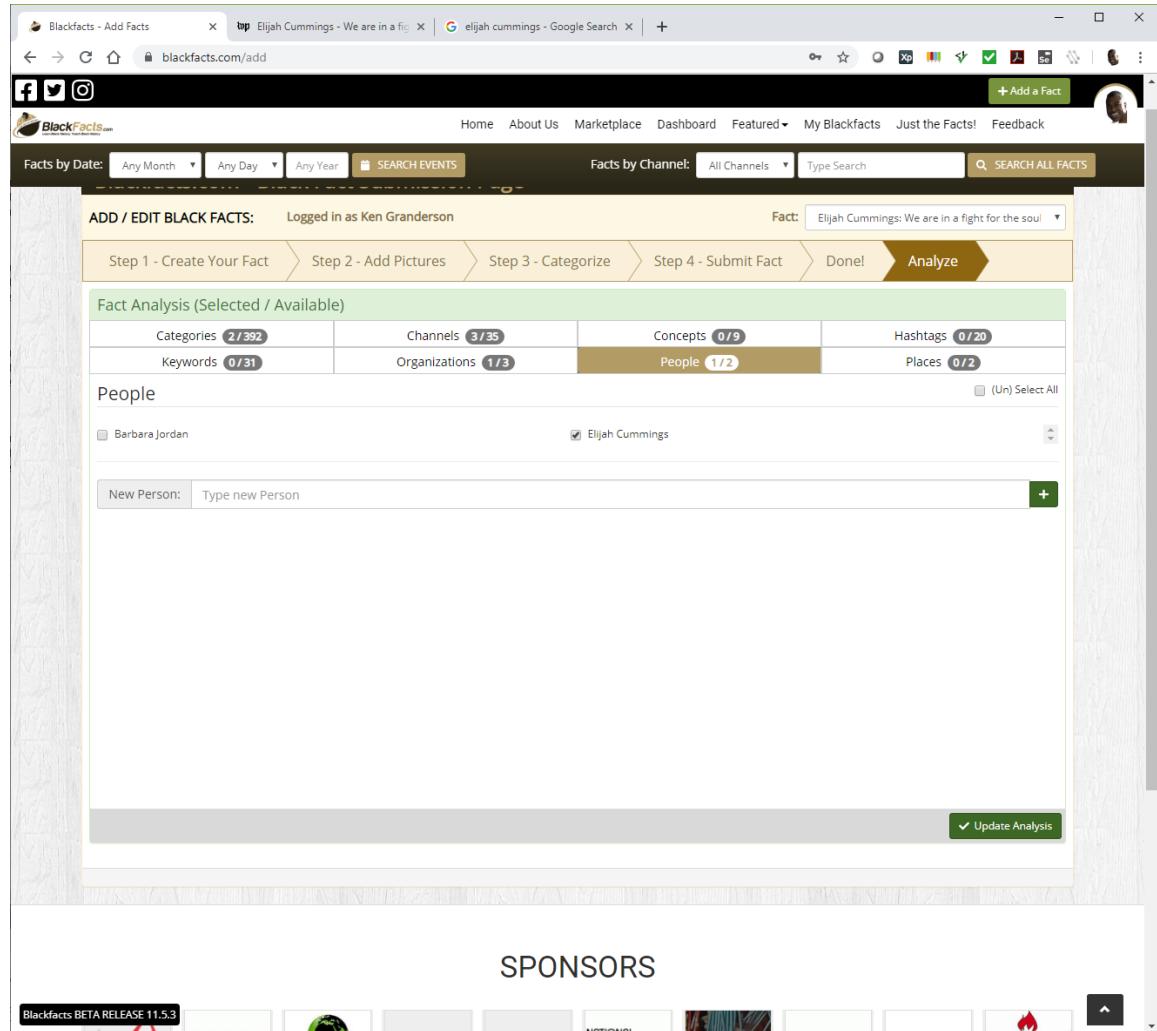
- Categories
- Concepts
- Hashtags
- Keywords
- Organizations
- People
- Places

As shown in the screen captures, the results can often be less than comprehensive or accurate 😞

To be fair, sparse results like this are also often the result of content where people are discussing things that mattered TO the subject, rather than the subject themselves.



Add A Fact – AI Analysis



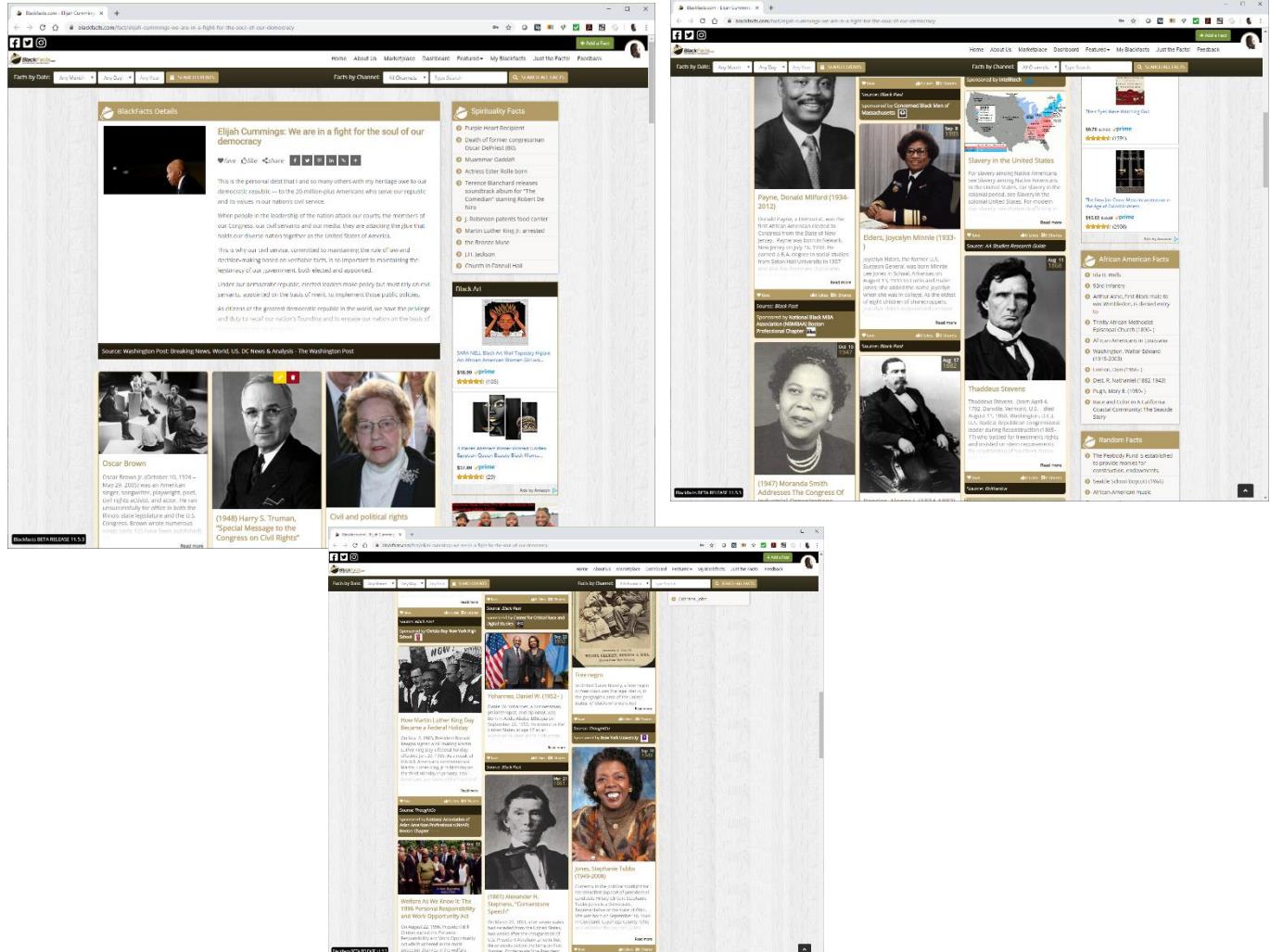
The screenshot shows the Blackfacts.org 'Add a Fact' interface. The top navigation bar includes links for 'Home', 'About Us', 'Marketplace', 'Dashboard', 'Featured', 'My Blackfacts', 'Just the Facts!', and 'Feedback'. The main content area is titled 'ADD / EDIT BLACK FACTS:' and shows the user is 'Logged in as Ken Granderson'. A 'Fact' is being analyzed: 'Elijah Cummings: We are in a fight for the soul'. The process is at 'Step 4 - Submit Fact' with a progress bar. Below this, the 'Fact Analysis (Selected / Available)' section is displayed, showing counts for various categories: Categories (2/392), Channels (3/35), Concepts (0/9), Hashtags (0/20), Keywords (0/31), Organizations (1/3), People (1/2), and Places (0/2). A list of 'People' is shown, with 'Barbara Jordan' and 'Elijah Cummings' selected. A 'New Person' input field is present. At the bottom is a 'Update Analysis' button.

As this is not surprising and actually indicative of the need for Blackfacts, we have built the ability for human operators to link Facts to People / Organizations / etc not recognized by the AI engines.

These manual linkages are stored in the Blackfacts databases, as well as an adjunct database we maintain called Blackfacts.org, for a future project concept of archiving and organizing black-related content on a global level primarily for research, rather than general consumer use.



Add A Fact – Result

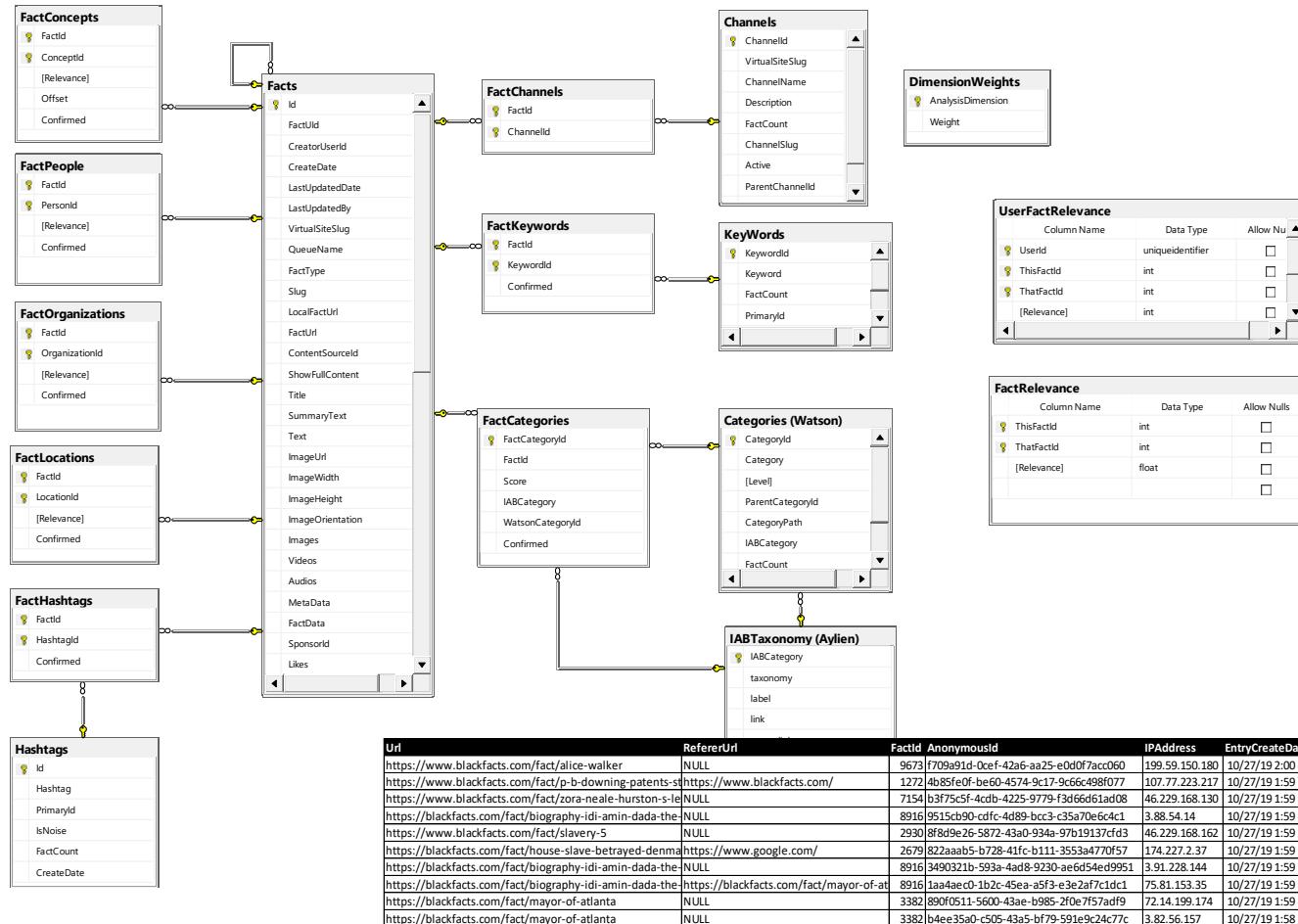


With the AI analysis data processed, reloading the page now shows other Black Facts that are related to the main Fact based on shared the AI analysis entities.

While the Blackfacts tech that reads external content, submits the content to the AI engines and then displays the content based on the analysis is doing its job, the inability of the AI engines 'out of the box' to provide richer and more contextually relevant linkages is preventing Blackfacts from delivering higher quality results.



Add A Fact – AI Analysis Challenges and Solutions



With our robust data models for both Fact analysis relationships and user activity, with better AI engine results, Blackfacts has the ability to generate more and more relevant Fact linkages as the basis for future features like:

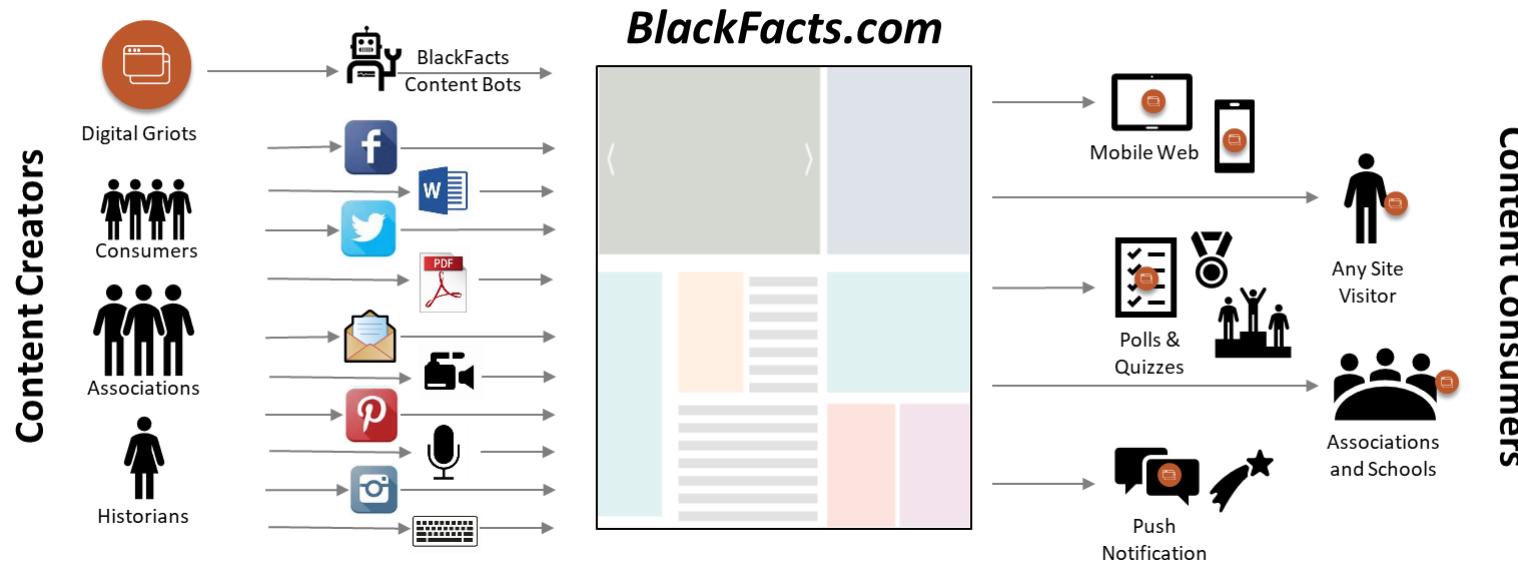
- More Facts like this
- Show me more about subjects I like
- Show me more about subjects I don't know about
- Others who found this interesting
- Facts I might be interested in
- etc

We are confident that higher accuracy is achievable by using the learning data model capabilities of any of the AI engines. However, unlike the Natural Language Processing features that are offered at low volume for free, custom learning models have costs that will only be realistic to incur after Blackfacts has either achieved profitability through service offerings, or has secured significant external financing.

Url	RefererUrl	FactId	AnonymousId	IPAddress	EntryCreateDate
https://www.blackfacts.com/fact/alice-walker	NULL	9673	f709a91d-0cef-42a6-aa25-e0d0f7acc060	199.59.150.180	10/27/19 2:00 PM
https://www.blackfacts.com/fact/p-b-downing-patents-s	https://www.blackfacts.com/	1272	4b85fe0f-be60-4574-9c17-9c66498f077	107.77.223.217	10/27/19 1:59 PM
https://www.blackfacts.com/fact/zora-neale-hurston-s-le	NULL	7154	b3f75c5f-4cd8-4225-9779-f3d66d1ad08	46.229.168.130	10/27/19 1:59 PM
https://blackfacts.com/fact/biography-idi-amin-dada-the	NULL	8916	9515c90c-cfcf-4d89-bc3c-c35a706e4c1	3.88.54.14	10/27/19 1:59 PM
https://www.blackfacts.com/fact/slavery-5	NULL	2930	8f8d9e26-5872-43a0-934a-97b9137cf3	46.229.168.162	10/27/19 1:59 PM
https://blackfacts.com/fact/house-slave-betrayed-dennra	https://www.google.com/	2679	822aaab5-b728-41fc-b111-3553a4770f57	174.227.2.37	10/27/19 1:59 PM
https://blackfacts.com/fact/biography-idi-amin-dada-the	NULL	8916	3490321b-593a-4ad8-9230-ae6d54ed9951	3.91.228.144	10/27/19 1:59 PM
https://blackfacts.com/fact/biography-idi-amin-dada-the	https://blackfacts.com/fact/mayor-of-atlanta	8916	1aa4ec0c-1b2c-45ea-a5f3-e3e2af7c1d1c	75.81.153.35	10/27/19 1:59 PM
https://blackfacts.com/fact/mayor-of-atlanta	NULL	3382	890f0511-5600-43ae-b985-2f0e7f57ad9f	72.14.199.174	10/27/19 1:59 PM
https://blackfacts.com/fact/mayor-of-atlanta	NULL	3382	b4ee35a0-5055-43a5-bf79-591e924c77c	3.82.56.157	10/27/19 1:58 PM



Blackfacts – Our Future is AI



Blackfacts ability to become 'The Black Wikipedia' and capture and preserve our stories, told by us, for all perpetuity, rests on three basic ideas:

1. Capture the Content – No matter where it is and what form it is in, get a textual representation of the information
2. Classify and Link the Content – Find common people, events, ideas, et cetera across separate content items, and create contextually appropriate linkages between them
3. Distribute the Content to People Wherever They Are – Make Blackfacts content available to the world whether they are mobile or desktop users, in school, on the train, at the gas station, in Dunkin Donuts, on their company intranet, looking at their cable TV Guide, wherever digital or printed content is found.

The Blackfacts Tech Team has the technical ability to achieve items #1 and #3 with our proprietary tech, third party tools, and #3 will require building relationships with external entities interested in our content, which is not expected to be a problem once we start marketing Blackfacts aggressively.

However, #2 requires significant investments of money and (initially) labor to arrive at the point where the AI systems will be able to operate with minimal human involvement and then become as scalable as other Blackfacts tech that has been developed without incurring significant labor costs.

Thus, we are looking to partner with academic or research institutions engaged in work that could benefit from our capabilities, who have the ability to write and win grants for research or product development in this space.



Following Slides

This concludes the Fact AI description.

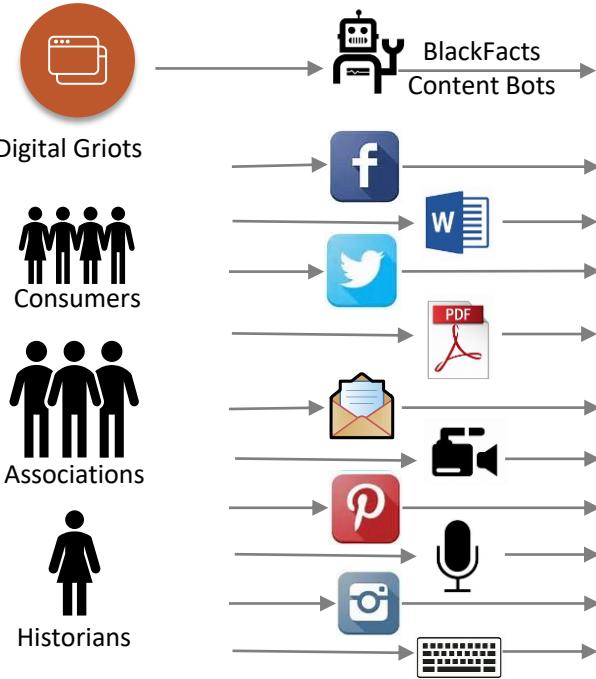
The balance of the slides in this presentation are part of the Blackfacts Pitch Deck, included to answer some likely questions that may arise by viewers of this presentation, as well as to provide contact information if viewers of this presentation are interested in contacting us.





BlackFacts.com Core Business Model

Content Creators



BlackFacts.com

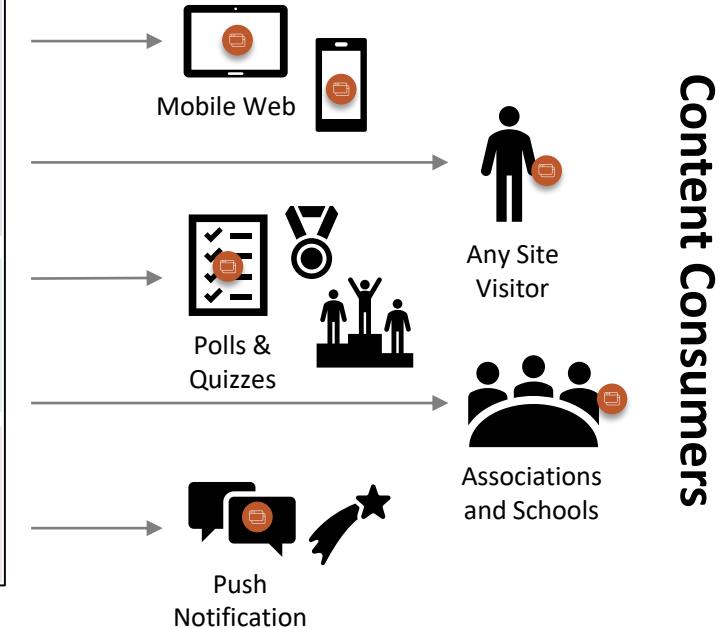
Revenue Streams

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

Sponsors / Advertisers / Vendors

Content is submitted by BlackFacts Users, Griots and our proprietary web crawlers (news & relevant content), from online pages, social media sharing, uploaded documents and media.

While access is free to all, Premium Memberships, the Wakanda Marketplace, Corporate/School Sponsorships and Advertising generate BlackFacts' Revenue



Content Consumers

Consumers get BlackFacts content on any platform by visiting the website or receiving push notifications via Email/Text/Social Media.

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



BlackFacts.com Management Team



- **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



- **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

Other Resources in Part-Time, Paid and Unpaid Consultant Roles:

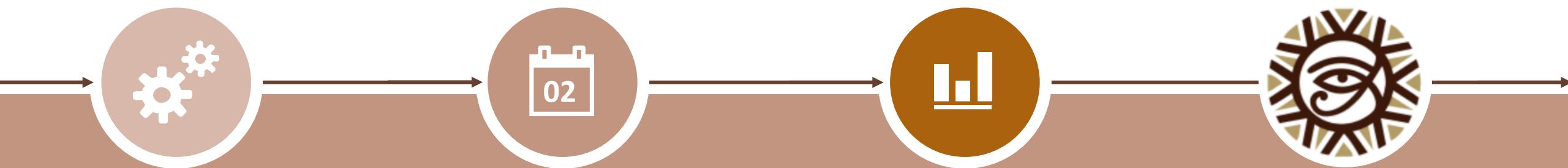
Rick Van Rice (Business Development), James Mwihiia (QA and Tech Support), Michelle Tutunjian (Operations Manager), Sandra Bone (Social Media), Beatriz Callejas (Social Media), Melanie Semedo (Social Media) and Offshore Development Resources in India (Pilots and Product Support)





Blackfacts.com: 3 Year Plan*

In order to meet our goals, we recognize the needs to make several improvements to our current site, particularly for Administration and Support of features for Members, Partners and Sponsors. We must also expand our reach by looking to new sources of content and implementing our strategic marketing plan. These features are being built/tested now for rollout in 2020.



2020: New Features

- Black News Syndicate
- Business & HBCU Directory
- Widgets 2.0 (Custom Layouts)
- Educational Showcase Sites
- Diversity Showcase Sites
- Enhanced Content Relevance

2021: Revenue Builders

- ❖ Marketplace Vendor Catalog
- ❖ Marketplace Self-Service Signup
- ❖ Widgets 3.0 (Ads)
- ❖ Affiliate Self Service Signup
- ❖ Wakanda Initiative Launch
- ❖ Build Strategic Partnerships

2022: Growth and Profitability

- Full Wakanda Business feature set
- Full Wakanda Organization feature set
- Full Marketplace vendor tool set
- Full Premium Membership feature set
- Launch Strategic Partnerships

Future: Black Wikipedia





BlackFacts.com – What's Next?

What are the key tasks to get BlackFacts.com ready for the Feb 2020 kickoff



AREAS OF FOCUS	DESCRIPTION	STATUS	ACTION
	Increased Membership Functionality	In Process	With our new membership model now available we must fine-tune and improve on the underlying functionality needed to support those members
	Update Administrative Tools	In Process	New Website Design, Branding and Technology will be a BIG part of our rollout and preparation for 2020
	Kick-off Marketing Campaign	In Process	Our Marketing campaign is a series of Email Campaigns using our email lists and social media outreach
	Begin Programs that drive revenue (ads, products, etc.)	Not Started	We have already had requests for Advertisement and Products Sales/Affiliate programs. We need to Pilot these offerings to enable them on the site
	Kick Off – Feb 2020 Event	No Started	Black History Month 2020 is the Event that signals the start of the next evolution for BlackFacts.com





Questions?



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