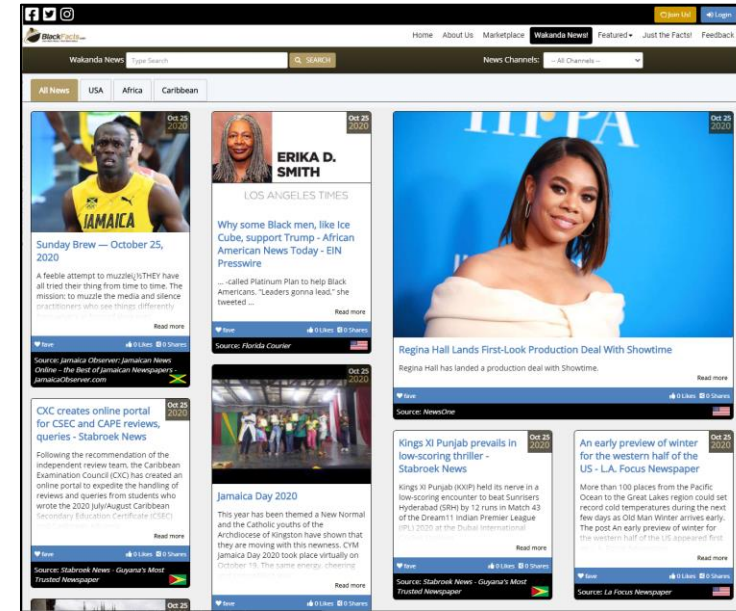
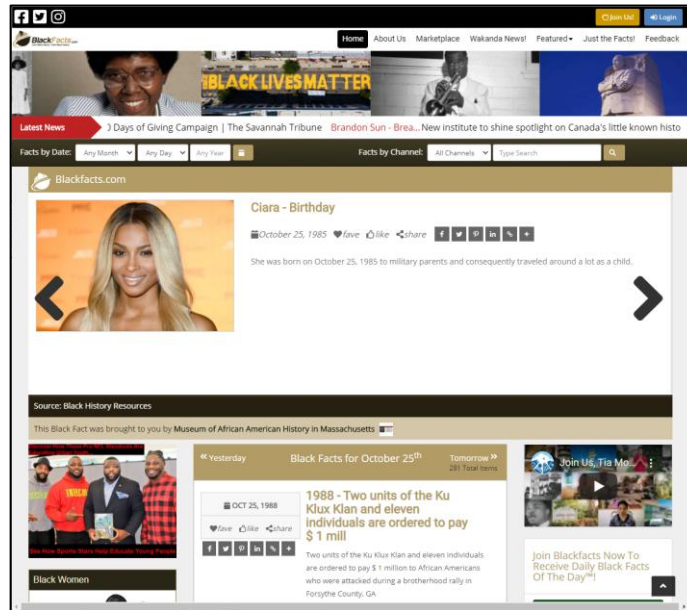


The Internet's First Black History Encyclopedia, Launched in 1997
100% Black Conceived, Created, Controlled and Owned
Technology “For Us, By Us, About Us, Owned By Us”



**PUTTING BLACK COMMUNITIES
IN CONTROL OF OUR NARRATIVES**



Putting Black Communities In Control of Our Narratives

1

Blackfacts Creates Online Tools for

- Journalists
- Educators
- Media Companies
- Activists
- Historians
- Thought Leaders
- Individuals
- Web Site Owners
- Civic Leaders
- Faith Leaders
- Business Leaders

2

To Publish Online Content to be

- Categorized
- Cross-Indexed
- Syndicated

3

To Any Electronic Devices / Feeds, including

- Web Browsers
- Mobile Devices
- Tablets
- Email
- Jumbotrons
- 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





Our Unique Foundation / Qualifications



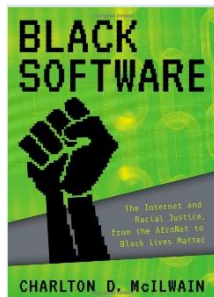
Technical Wizardry

- We Are World-Class Technologists First
- We Are Platform Architects
- We Create Our Own Platforms and IP



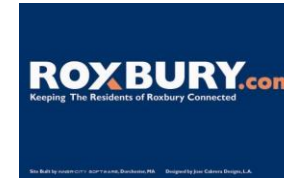
25-Year Track Record

- Building Online Tech Since BBS Days
- Always Stayed True to the Community
- Creating New Solutions Every Month



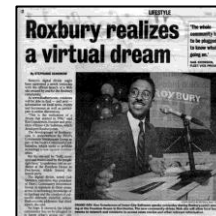
Diversity Technology Pioneers

- 1st Online Urban Communities – 1996
- 1st Online Black History Encyclopedia - 1997
- 1st Self-Published Online Black Newspaper – 2001
- Diversity History / News Web Widgets - Today



We Have Global Reach

- Built USA Community and Regional Solutions in the 90s
- Put Government of Saint Lucia Online, 2014
- Wakanda News - 170 Black News Sources from 35 Countries

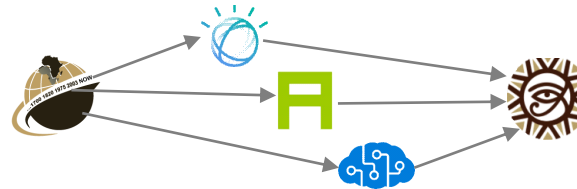




BlackFacts Today: 'Creating the Future of Black History' by:

1 Collecting Our Black History Stories and News Digitally via Our Proprietary Platform

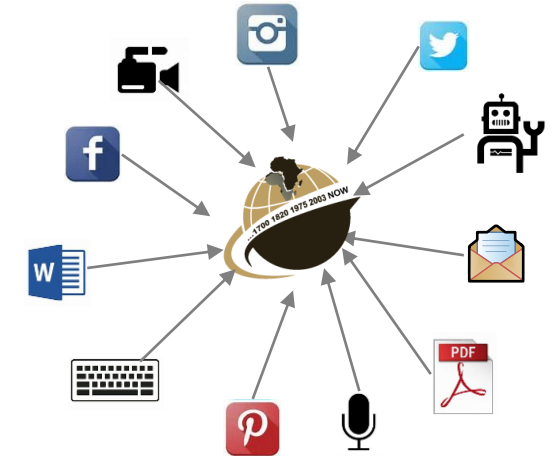
2 Organizing Our Stories using Artificial Intelligence



3 Publishing Our Stories to Any Site or Device



4 Saving Our Stories Forever for Future Generations on a Platform We Own and Control

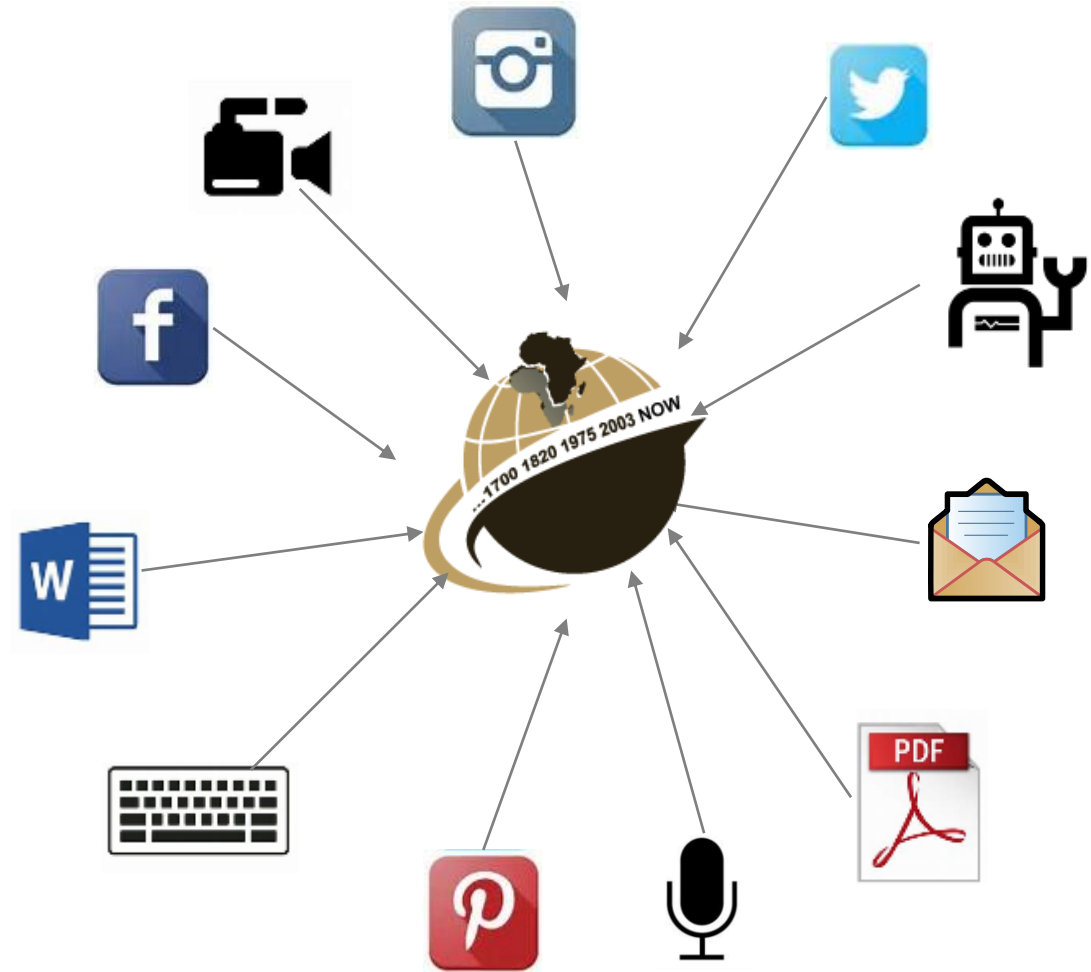




Collecting Our Black History Stories and News

- 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!

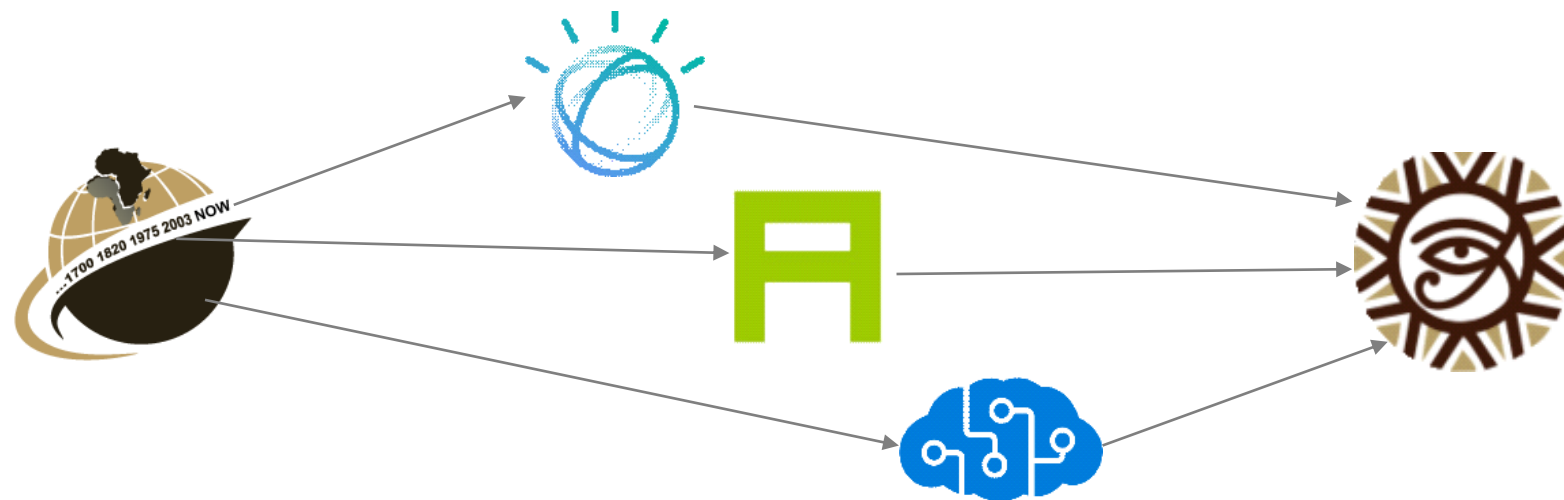




Organizing Our Stories using Artificial Intelligence

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™





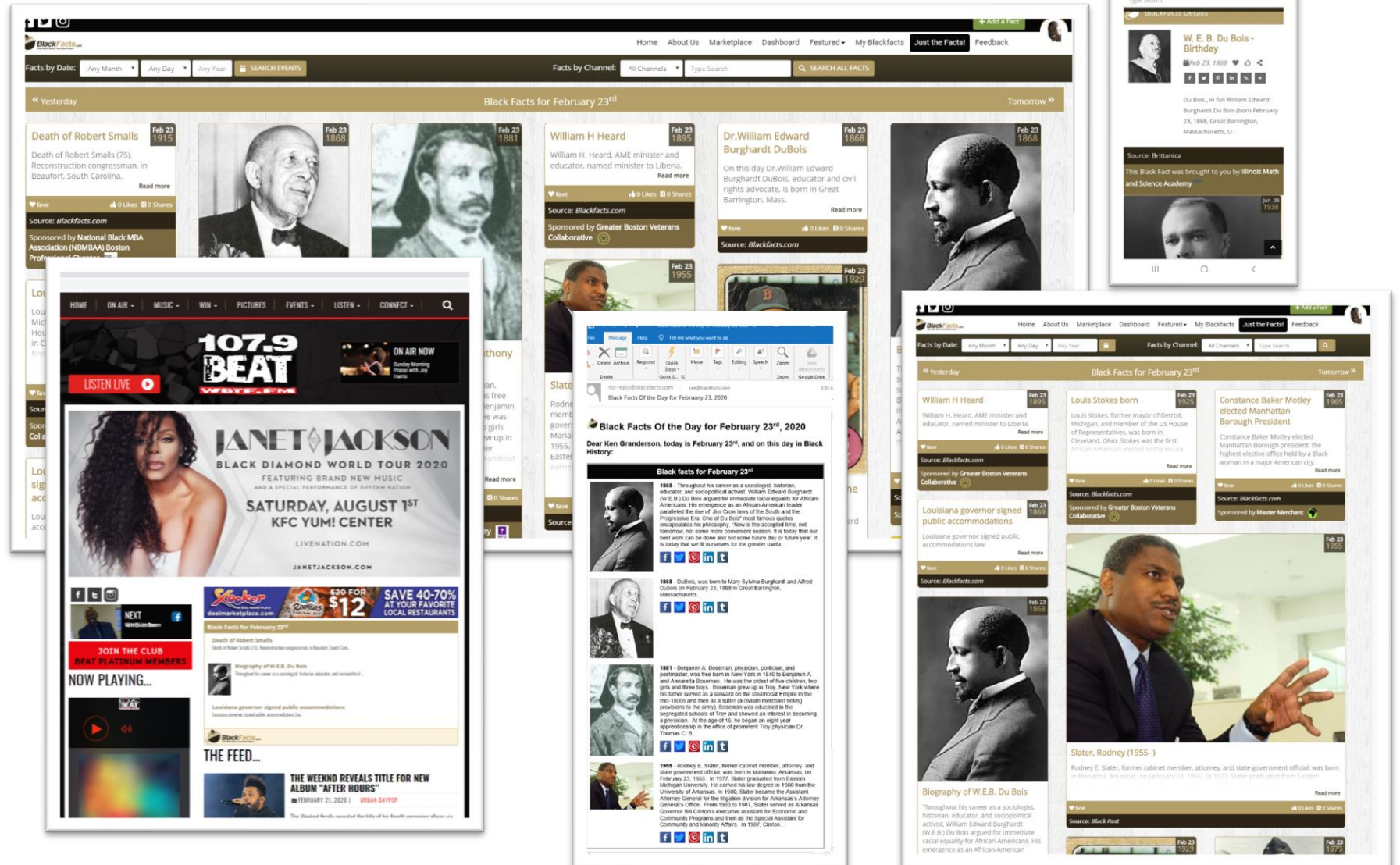
Publishing the Stories to Any Device

Blackfacts Today:

- Internet's First (1997) Searchable Black History Website
- Blackfacts.com (Mobile / Tablet / Desktop)
- #1 Google / Bing / Yahoo Search Result
- E-Mail (Black Fact Of The Day™)
- Third-Party Websites (Black Facts Widgets)
- 110K Facebook Following
- 90K Instagram Following
- 10K Twitter Following

Blackfacts Tomorrow:

- 'Black Facts Minute™' on Network TV
- K-12 and College History Project Sites
- Corporate Diversity Sites
- Marketplace Affiliate Sites
- Professional / Fraternal History Sites
- Third-Party Video Ad Widgets
- Store Displays
- ...etc

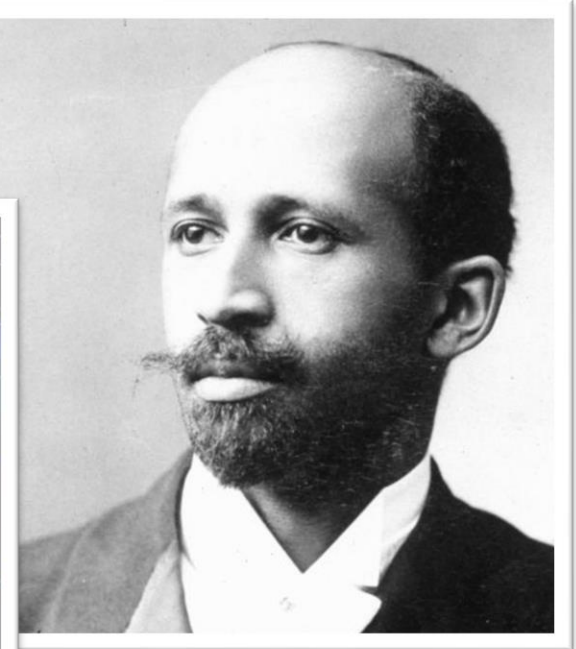
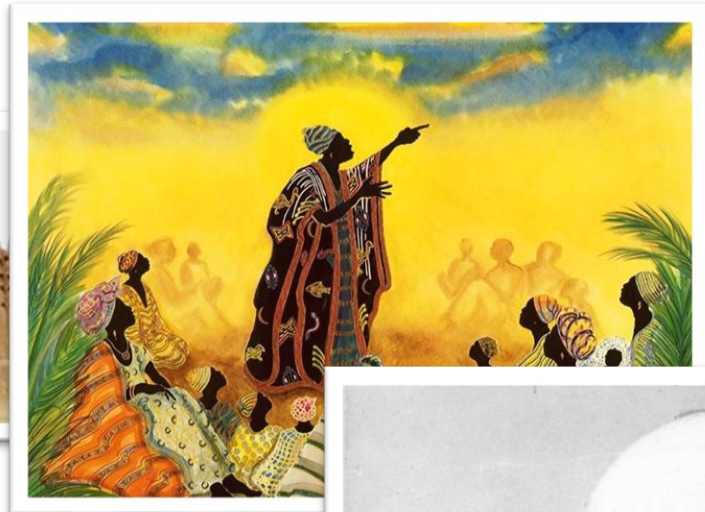




Saving the Stories Forever for Future Generations

Blackfacts.com is the realization of the lifelong dream of international scholar **W.E.B. DuBois** that he called the 'Encyclopedia Africana.'

But even DuBois could not have realized that while libraries can burn, and griots die, digitized history is FOREVER, and now can be written by anyone, not just the victors of cultural battles.





Commercialization and Growth Plan



3 Year Strategic Objectives

To grow our existing platform from being a 'Popular' Black History reference website with a #1 Google/Bing/Yahoo Search position, 1.6MM average monthly impressions and 200K Social Media Following to **THE #1 online source for Black History and Black Cultural Impact, Contributions and News and Resources**. Thus becoming, the de facto BLACK WIKIPEDIA.

Then, leveraging our Technology Platform to digitally empower businesses, organizations, schools and communities of color!

Content and Demographic Tracking

Outreach and Membership Services

New Products and Revenue Streams

Targeted solutions for Schools and Students

Technology Solutions for the Black Community

3 Year Tactical Objectives

Year 1: 2021 Portfolio (Grow It!)

- ✓ Expand Content, Features and Products
- ✓ Grow Membership (Free and Premium)

Year 2: Brand (Establish It!)

- ✓ Engage: Affiliates, Partners & Sponsors
- ✓ Black News Syndicate & Diversity Content Distribution

Year 3: Scale (Leverage It!)

- ✓ Open Sales Funnel, Leverage Social Media and Automation
- ✓ Monitor Audience Engagement
- ✓ Wash / Rinse / Repeat

30 Million Unique Visitors/Month
1 Million Premium Members

1 Million Black History Facts
150,000 Black Vendors





TARGET DEMOGRAPHICS



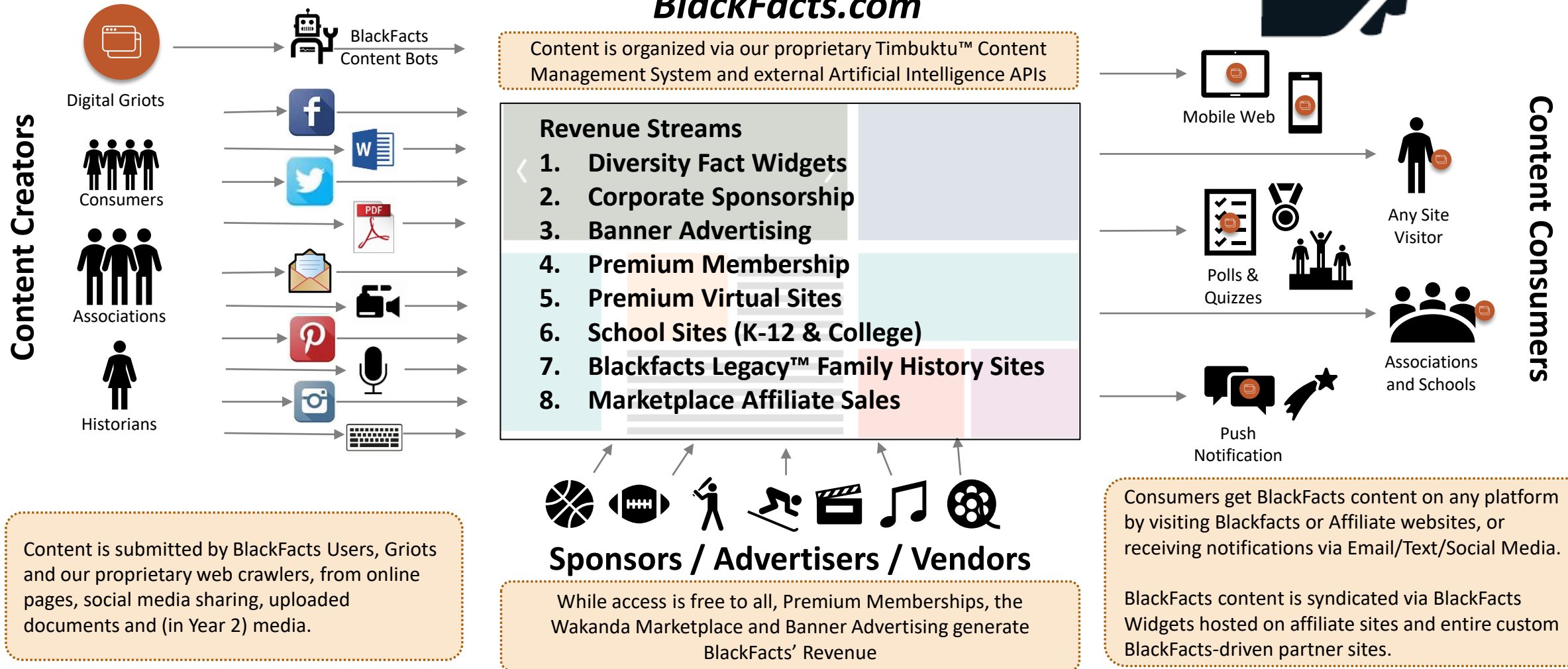
Who's interested in Black Facts?

- Consumers – Millennials and Beyond
- Academia – Students, Teachers & Schools
- Businesses / Professional Organizations
- Sponsors & Advertisers





BlackFacts.com Core Business Model

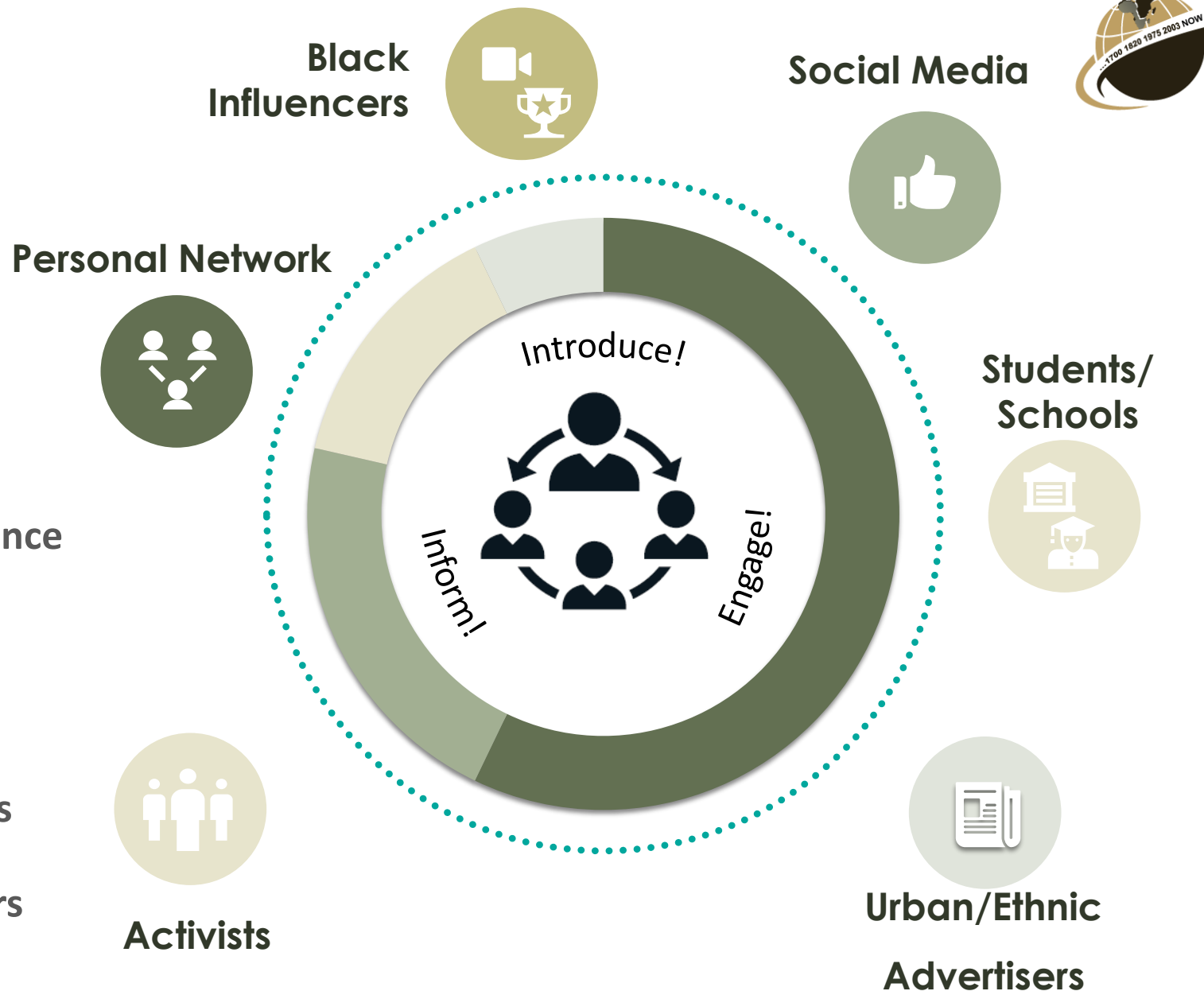




MARKETING Strategy

LEVERAGING OUR BASE

- Contacts in our Network with Influence
- Leverage our Social Media Reach
- Black Celebrities and Influencers
- Schools/Students & History Activists
- Past Black History Month Advertisers





BlackFacts Core Platform & Services

Key revenue streams and service offerings to be rolled out on BlackFacts.com



Advertising Offerings

Leveraging the BlackFacts.com Website, Membership Emails and Social Media platforms, as well as our growing network of partners (and space on their websites) to offer Ad Space to our Advertisers



Sponsorships, Schools & Partners

BlackFacts offers special advertising packages, showcase Pages, promotional links to Facts and News Stories and much more to Sponsors, Educators and Partners



Diversity/Demographics Content

BlackFacts Diversity Widgets™ offers our Historical, Diversity and Demographic content/data in a simple code snippet that can easily be customized and plugged into any website or online platform.



Wakanda Marketplace

BlackFacts will offer a marketplace where vendors can showcase and sell their products/services to our members and visitors. Included in the marketplace will be a FREE directory of businesses with links to their websites (with product sales in Year 2)



Subscription Services

BlackFacts offers different tiers of subscriber services for members where they can have preferred content (Products, Services, News, Facts, Blogs) delivered to their email inbox and on their profile page on the website.





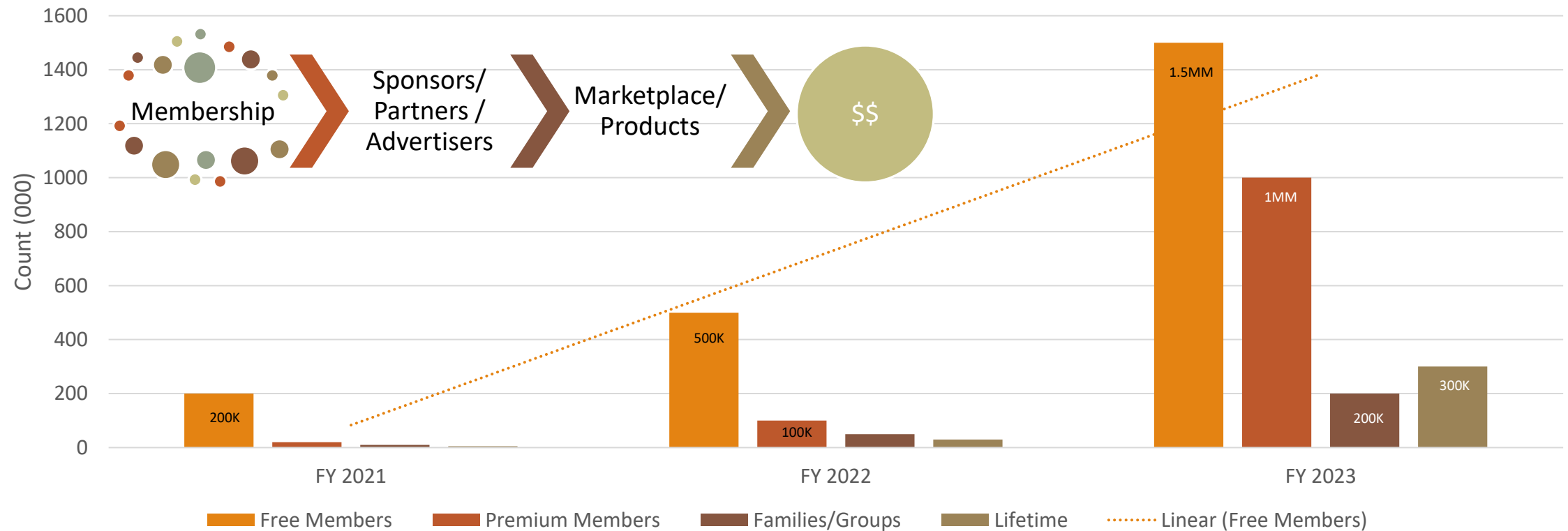
GROWTH PROJECTIONS

2021 - Focusing on Membership Growth!



Growth Strategy:
Converting Free Members to Premium Offerings.

BlackFacts.com Annual Membership Growth Targets





BlackFacts.com – The Ask!: **Angel**



Ken G. Sr Developer – FT (\$150k)

Full Stack Developer – FT (\$100k)

Dale D. Management – PT (\$50k)

DBA – PT (\$36k)

Graphics Designer – PT (\$24k)

2 x Sales/Bus. Dev – PT (\$12k x 2)

Social Media/ Marketing – PT (\$24k)

Content Mgr/Historian – PT (\$24k)

Operations/Marketing cost (\$68k)



Expand core team of developers and DBA resources to speed up buildout of key features and support expanded membership and ads/sponsor requirements

Technology Services (\$336k)

Outreach & Sales (\$72k)

Increased budget for business developments resources and Sales teams to reach out to Urban Schools and Sponsors

\$500K
(Seed Investment)

Content Growth (\$24k)

Continue to grow our Site Content with News, Diversity Jobs, Black Business Directory. expand partnership opportunities and invite GRIOTS and content creators

Operational costs for hosting infrastructure and Marketing costs in awareness campaigns on social media with added press releases and targeted news stories

Operations & Marketing (\$68k)





BlackFacts.com Management Team / Staff



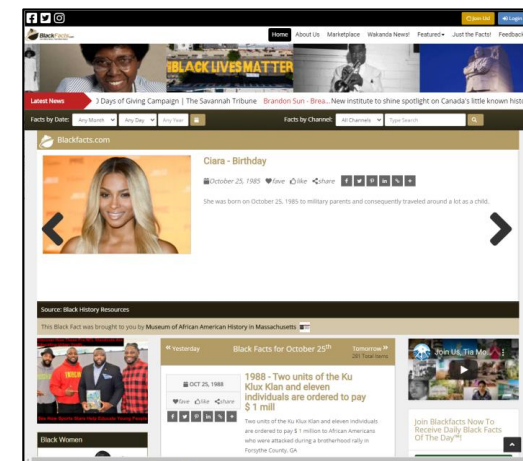
ken@blackfacts.com
857-222-2318

- **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



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

Rick Van Rice (Business Development), Kevin Denny II (Front-End Development), Michelle Tutunjian (Business Analyst), Cardwell Washington (Database Management), Sandra Bone (Social Media), Beatriz Callejas (Social Media), Offshore Development Resources in India (Pilots and Product Support)



The Internet's First Black History Encyclopedia, Launched in 1997
100% Black Conceived, Created, Controlled and Owned
Technology "For Us, By Us, About Us, Owned By Us"





Aaron, Henry Louis " Hank" (1934 -) - Birthday
Henry Louis Aaron was born February 5, 1934, in Mobile, Alabama, the third of eight children to Herbert Aaron, a shipyard worker at Alabama Shipyard and Shipbuilding.

Read more



Willis Johnson
On February 5, 1884, Willis Johnson patented a device made up of a series of spring like wires used to help mix ingredients. Prior to his eggbeater, all mixing of ingredients was done by hand and took much longer.

Read more



Congressman Thaddeus Stevens offered an amendment
Congressman Thaddeus Stevens offered an amendment to the Freedmen's Bureau bill authorizing the distribution of public land and confiscated land to freedmen and loyal refugees in forty acre lots. The measure was defeated in the House by a vote of 126 to 37. A Black newspaper, the New York Herald,

Read more



U.S. Rep. Jefferson Long dies
U.S. Rep. Jefferson Long, elected from the state of Georgia, died in Washington D.C. Long was the only candidate interested in running for the 1960 House seat.

Read more



Morrow, John Howard (1910-2000) - Birthday
He was born John Howard Morrow on February 5, 1910 in Hackensack, New Jersey to John and Mary Hagen Morrow.

Read more



BLACK FACTS MATTER


Discover · Share · Create
BLACK HISTORY

www.blackfacts.com


Home About Us Marketplace Wikia News Featured Just the Facts Feedback

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


Copyright © 2003 BlackFacts.com



(1965) Malcolm X, "Speech at Ford Auditorium"
On February 13, 1965, Malcolm X's home in New York City was bombed. He and his f...



Black pride
Black pride is a movement in response to dominant white cultures and ideologies ...



Goode, Malvin Russell (1908-1995) - Birthday
Goode was born on February 13, 1908, in White Plains, Virginia, but his family m...

Black Facts for February 13th

BlackFacts.com
Discover Black History · Share Black History · Create Black History

**PUTTING BLACK COMMUNITIES
IN CONTROL OF OUR NARRATIVES**

THANK YOU!