



# BlackFacts.com

Discover Black History · Share Black History · Create Black History

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"

The screenshot shows the BlackFacts.com homepage. At the top, there's a banner for a '3 Days of Giving Campaign' featuring a woman and the text 'BLACK LIVES MATTER'. Below the banner, a main article is displayed with a photo of a woman named Clara. The article is about her birthday and mentions she was born on October 25, 1985. Below the main article, there's a sidebar with a historical fact from 1988 about the Ku Klux Klan and a video player.

The screenshot shows the BlackFacts.com homepage with a banner for 'Wakanda News'. Below the banner, a main article is displayed with a photo of a woman named Erika D. Smith. The article is about her landing a production deal with Showtime. Below the main article, there's a sidebar with a historical fact from 1988 about the Ku Klux Klan and a video player.

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



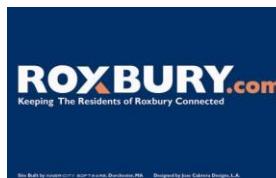
## Technical Wizardry

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



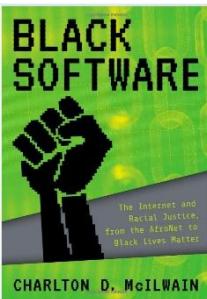
## Diversity Technology Pioneers

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



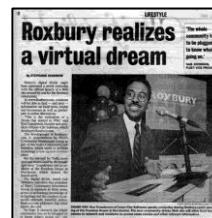
## 25-Year Track Record

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



## 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

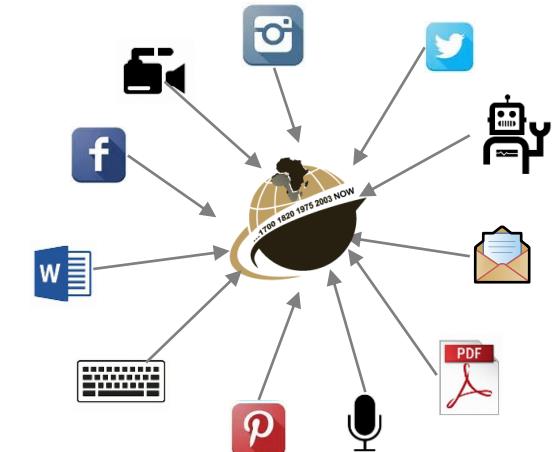
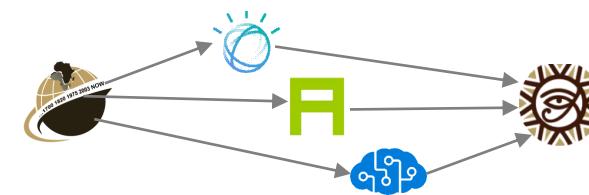
Organizing Our Stories using Artificial Intelligence

3

Publishing Our Stories to Any Site or Device

4

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

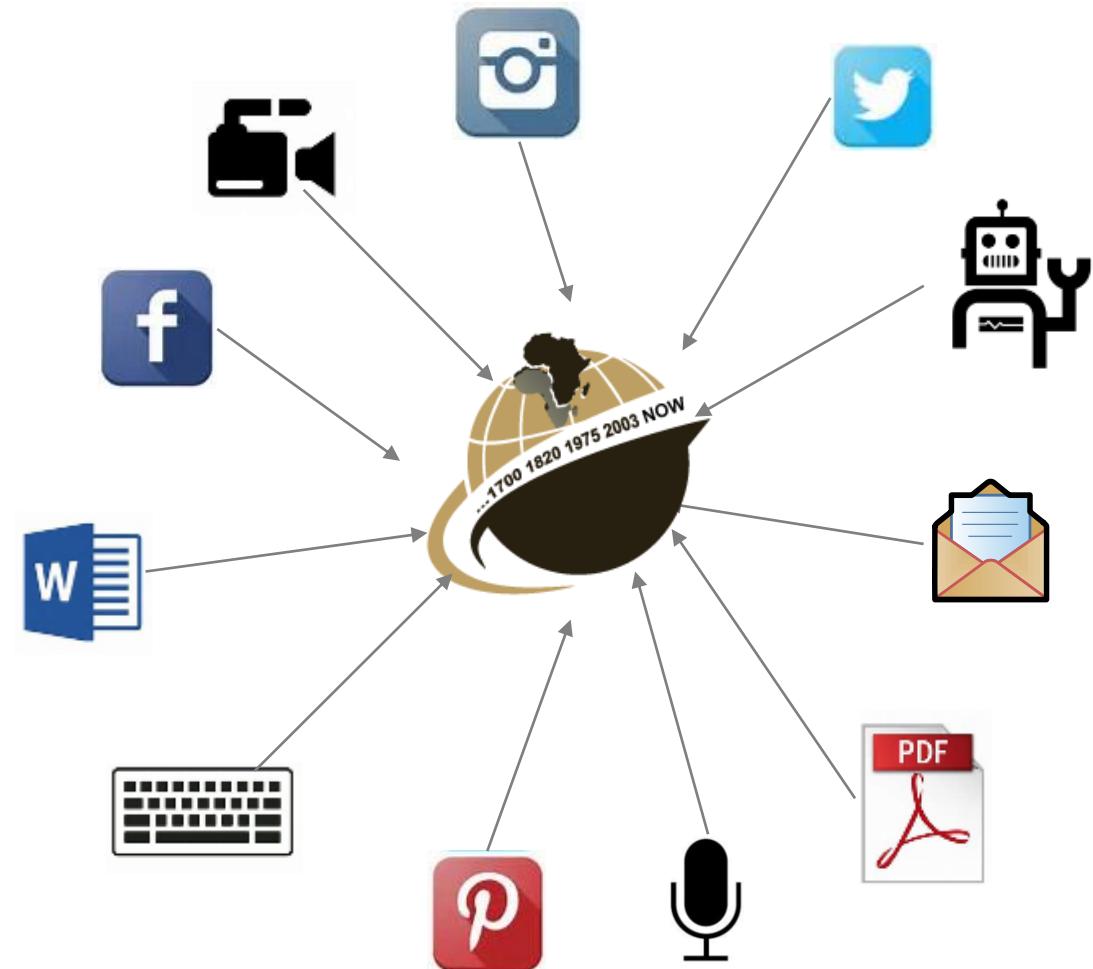




# ● ● ● ● Collecting Our Black History Stories and News

- 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!

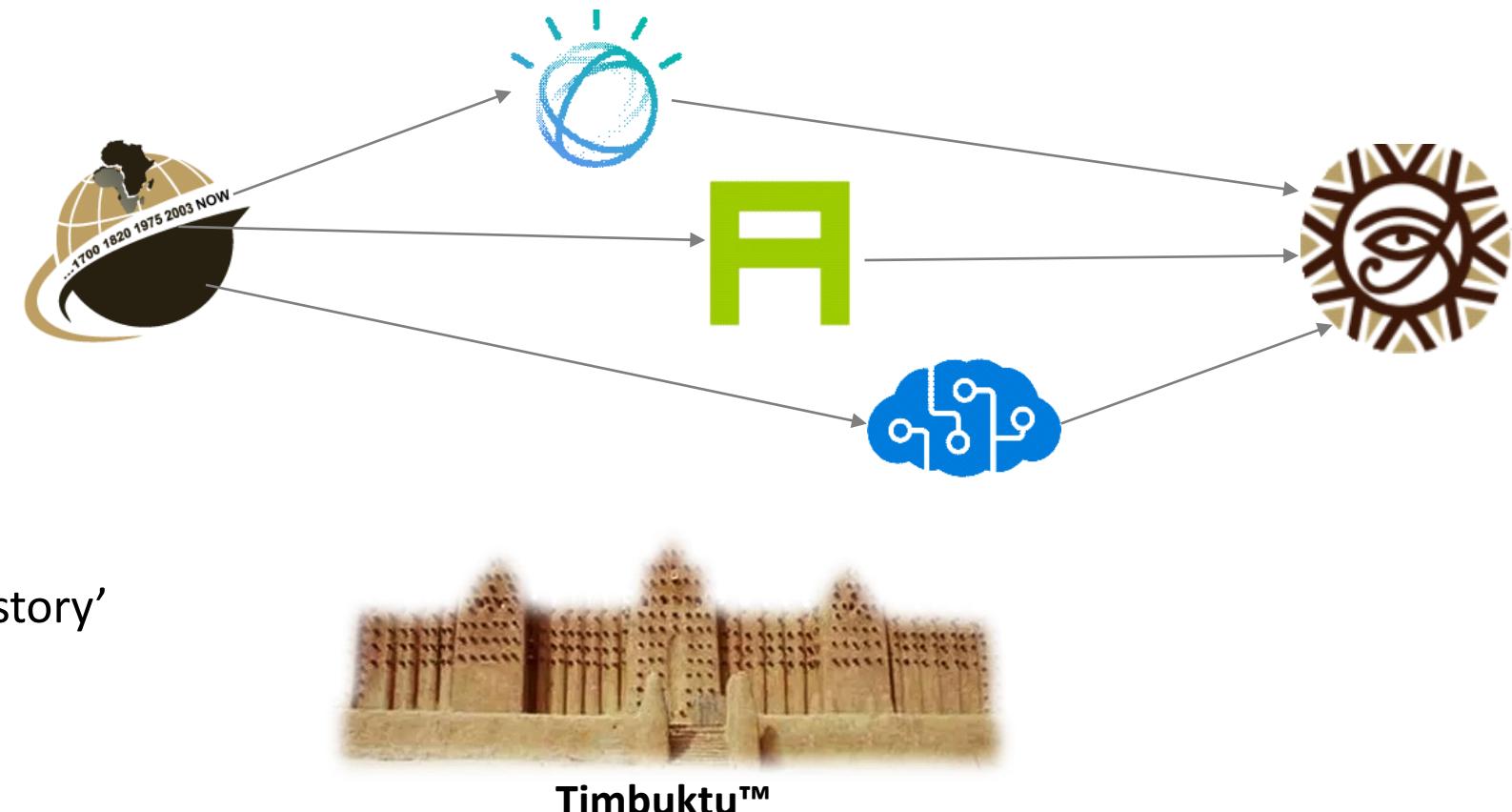




# ● ● ● ● Organizing Our Stories using Artificial Intelligence

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.





# 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

The collage illustrates the versatility of Blackfacts.com, showing how the same historical content can be presented and consumed across different devices and platforms, from desktop computers to mobile phones and tablets.

## 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



<https://blackfacts.com>

Putting Black Communities In Control of Our Narratives



## ● ● ● ● 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.





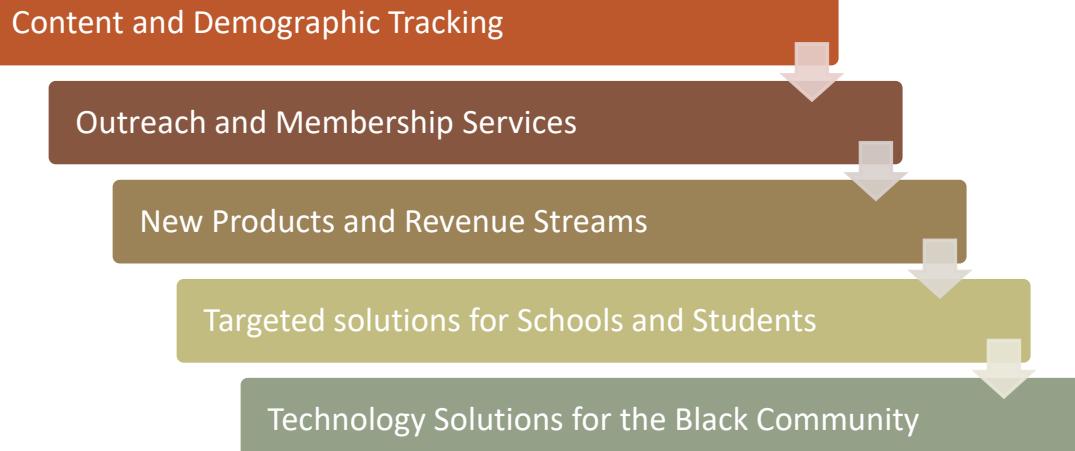
# Commercialization and Growth Plan



## 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!



30 Million Unique Visitors/Month  
1 Million Premium Members

## 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

1 Million Black History Facts  
150,000 Black Vendors





# TARGET DEMOGRAPHICS



## Who's interested in Black Facts?

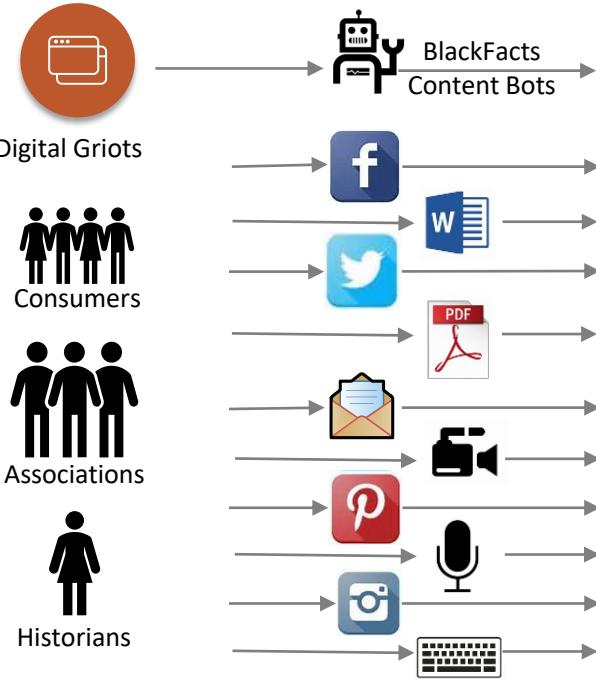
- Consumers – Millennials and Beyond
- Academia – Students, Teachers & Schools
- Businesses / Professional Organizations
- Sponsors & Advertisers





# BlackFacts.com Core Business Model

## Content Creators



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.

## BlackFacts.com

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

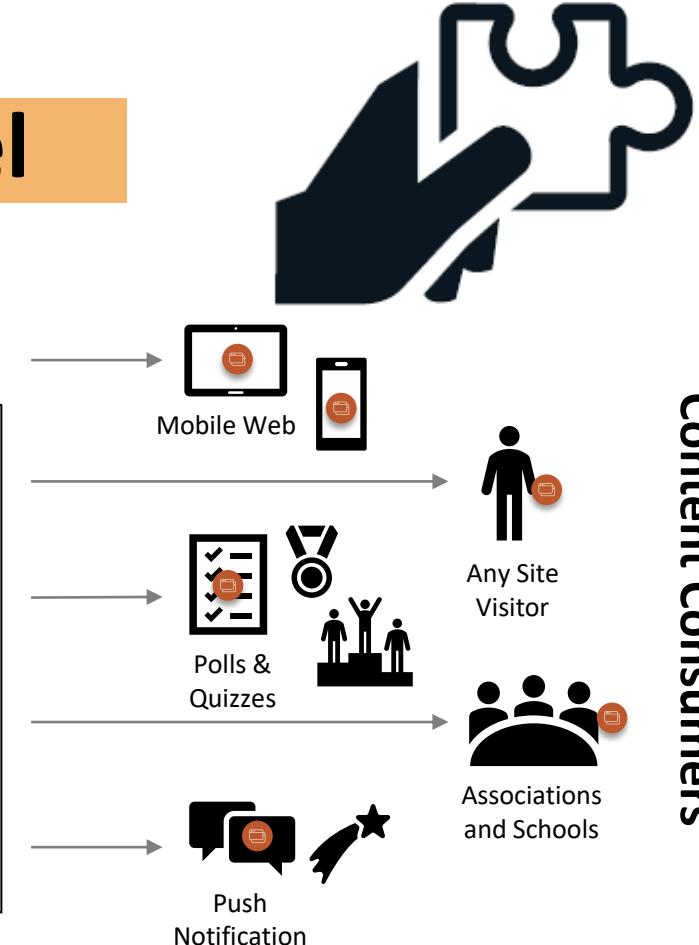
### Revenue Streams

1. Diversity Fact Widgets
2. Corporate Sponsorship
3. Banner Advertising
4. Premium Membership
5. Premium Virtual Sites
6. School Sites (K-12 & College)
7. Blackfacts Legacy™ Family History Sites
8. Marketplace Affiliate Sales

### Sponsors / Advertisers / Vendors

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

## Content Consumers



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.

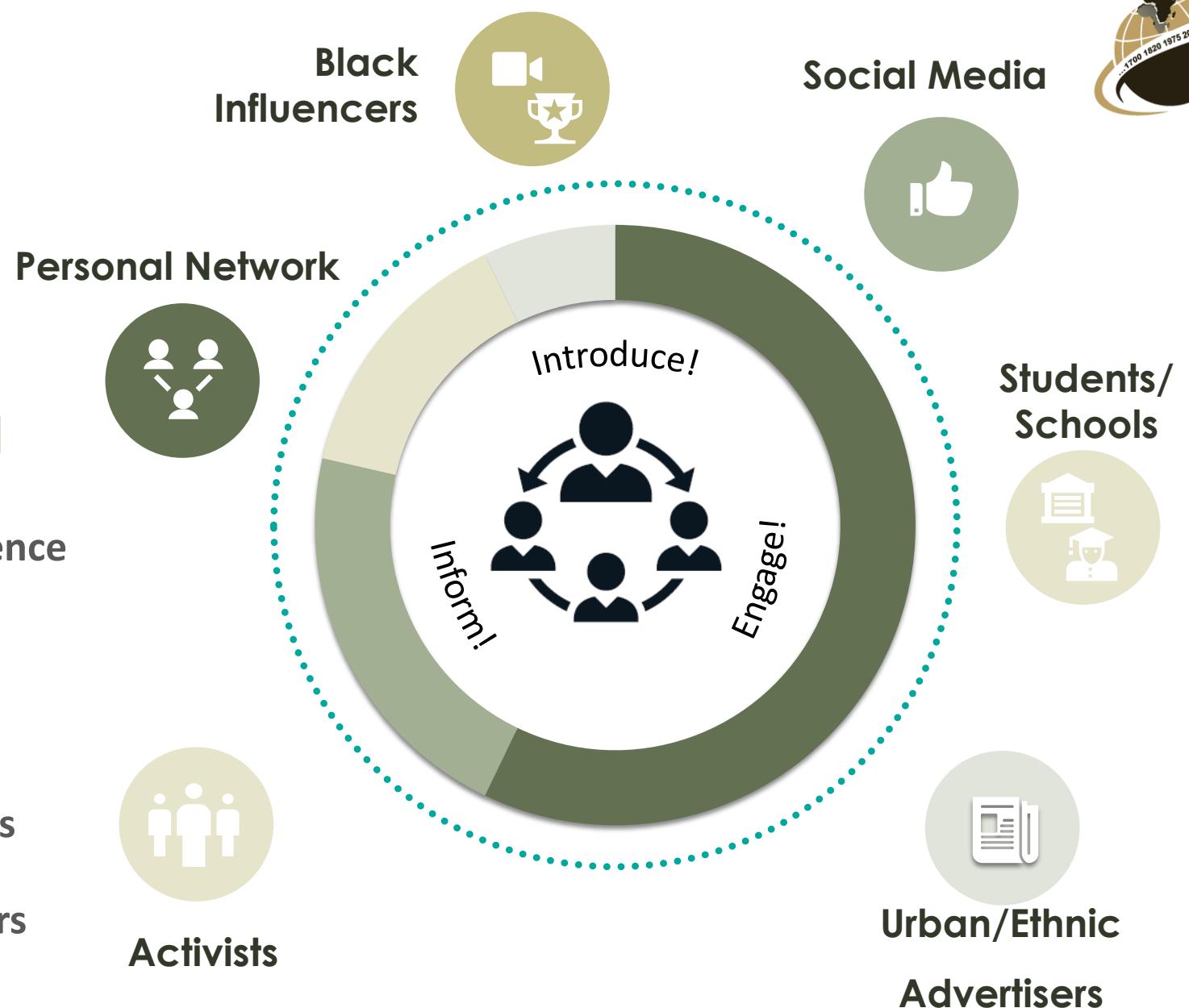


# MARKETING

## 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

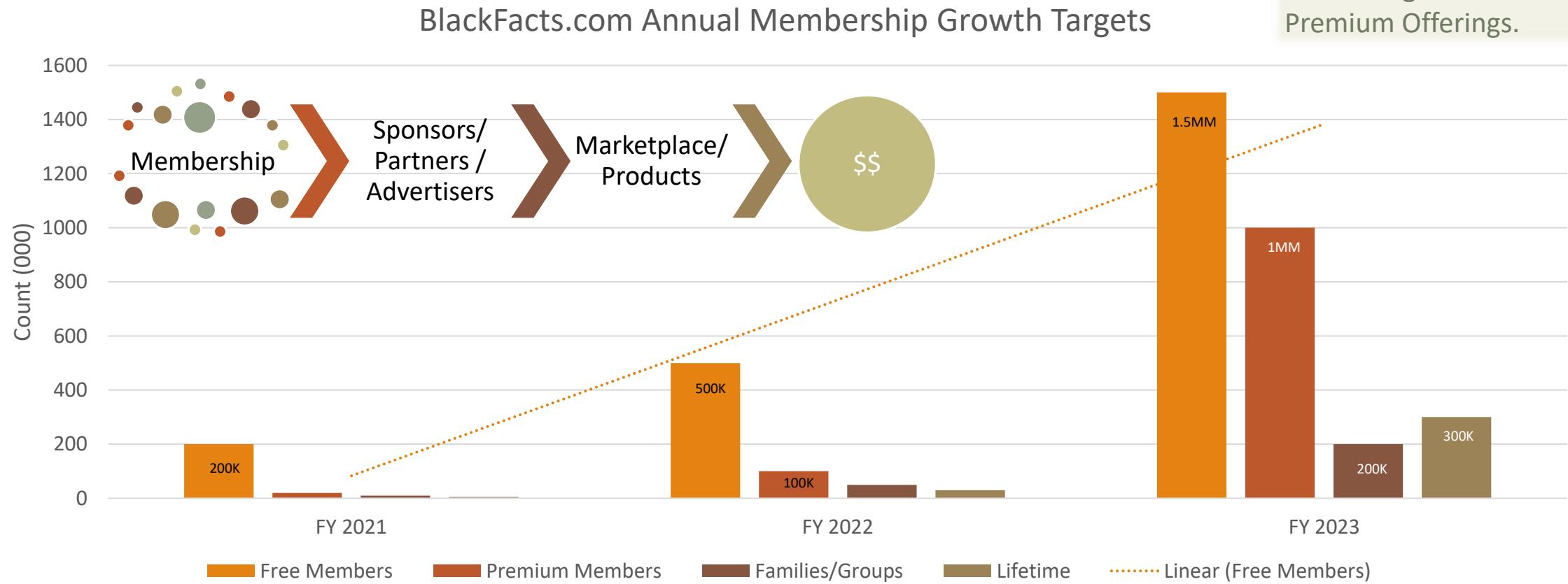
BlackFacts offers different tiers of subscriber services for members where they can have preferred content (Products, Services, News, Facts, Blogs) delivered to their email inbox and on their profile page on the website.



# GROWTH PROJECTIONS



2021 - Focusing on Membership Growth!



**Growth Strategy:**  
Converting Free Members to  
Premium Offerings.



# BlackFacts.com – 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)**

**\$500K (Seed Investment)**

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)**

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

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

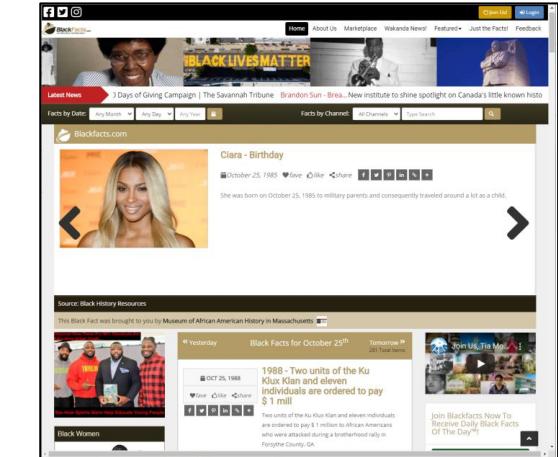


# BlackFacts.com Management Team / Staff



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>)
- **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



ddowdie@blackfacts.com  
781-858-6852

## 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)





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Diversity Fact for April 18

BlackFacts.com Presents: Black His... Watch later Share

**KAMALA HARRIS**

Watch on YouTube

BlackFacts.com - The online platform for Black History information. Click to learn more.

Feb 5 Yesterday

Suit seeking to bar Englewood, N.J., from maintaining racial segregated elementary schools filed in U.S. District Court. [Read more](#)

Source: BlackFacts.com

Willis Johnson Feb 5 1895

On February 5, 1894, Willis Johnson patented a device made out of wood and metal that was a series of spring-like whisk wires used to help mix ingredients. Prior to 1894, the mixing of ingredients was done by hand and was time consuming. [Read more](#)

Source: BlackFacts.com

Sponsored by AFDX Museum

Congressman Thaddeus Stevens offered an amendment

Congressman Thaddeus Stevens offered an amendment to Freedmen's Bureau bill authorizing the distribution of public land and confiscated land to freedmen and their dependents in forty acre lots. The measure was defeated in the House by a vote of 128 to 37. A Bill [containing the amendment](#) was passed.

Source: BlackFacts.com

**BLACK FACTS MATTER**

**Discover · Share · Create BLACK HISTORY**

[www.blackfacts.com](http://www.blackfacts.com)

**Black Facts for February 13<sup>th</sup>**

 (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 ...

 Morrow, John Howard (1910-2000) - Birthday

He was born John Howard Morrow on February 13, 1910 in Hackensack, New Jersey to John and Mary Hayes Morrow.

 Goode, Malvin Russell (1908-1995) - Birthday

Goode was born on February 13, 1908, in White Plains, Virginia, but his family m...

**BlackFacts.com**

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

**THANK YOU!**