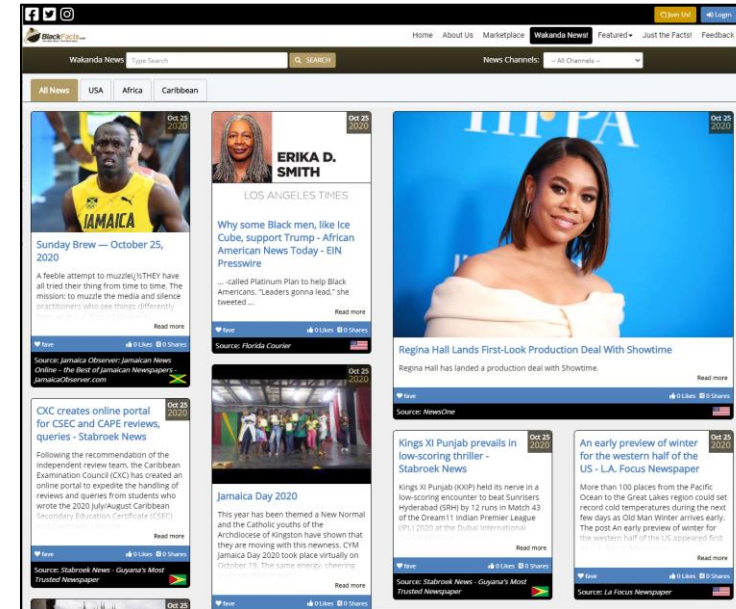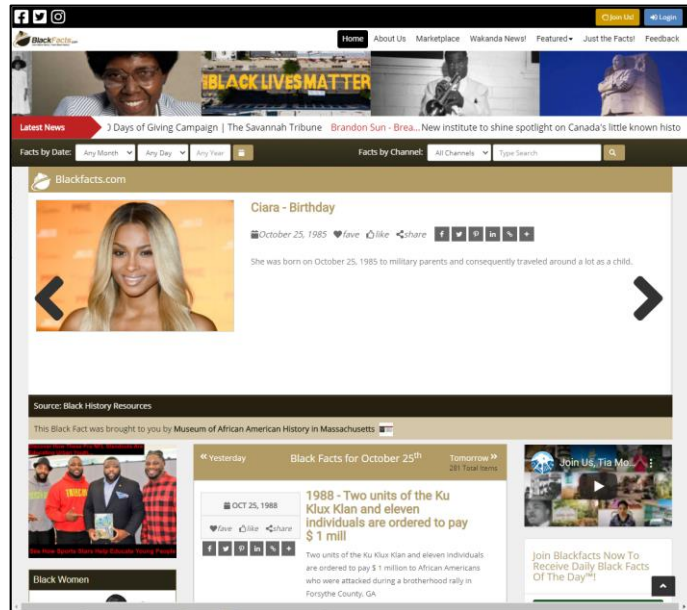**BlackFacts.com**
Discover Black History · Share Black History · Create Black History

The Internet's First Black History Encyclopedia, Launched in 1997
100% Black Conceived, Created, Controlled and Owned

PUTTING BLACK COMMUNITIES IN CONTROL OF OUR NARRATIVES

WE CREATE TECHNOLOGIES THAT

UPLIFT THE RACE

Putting Black Communities In Control of Our Narratives

1 **Blackfacts Is Creating 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

Blackfacts is a Black Tech Company founded by Black Tech Wizards, with a combined half-century of professional tech industry experience running their own tech consultancies, as well as writing code for technology leaders including NASA, Phoenix Technologies, IBM and Hewlett-Packard.

One Blackfacts Founder has managed technology projects for billion-dollar organizations, and the other is an MIT alumnus who, as the #1 DJ in the Black College market in the Northeast US in the 80s, literally 'partied through MIT.' So we do Tech better than most in the industry.

Track Record

While in 2020, many are just starting to talk about Diversity in Technology, since 1995, the Blackfacts Leadership Team has been Living Tech Diversity by creating tech products and online services that 'Bring Communities of Color into the Information Age' and have created and delivered solutions to small and large businesses, as well as to communities at local to international levels.

Unmatched Vision

In addition to launching Blackfacts in 1997 as the Internet's First Black History Encyclopedia, the Blackfacts Leadership Team created precursors to Facebook, Yelp and Yahoo Groups for the Black community several years before those well-known sites, put Boston's communities of color online in the 90s, and built a newspaper site management system that put Boston's Black Newspaper online in 2001.

We have always been WAY ahead of the curve, and still are today.

While in 1997, Blackfacts was conceived as a 'Community Technology Awareness Project' intended to help the Black community see itself as a participant in the then-new brave new world of the Internet, in 2018, the Blackfacts Team decided to evolve it into a social venture that would leverage our technical expertise and commitment to community to create a unique platform to put Us in control of telling and disseminating our stories via the Internet.
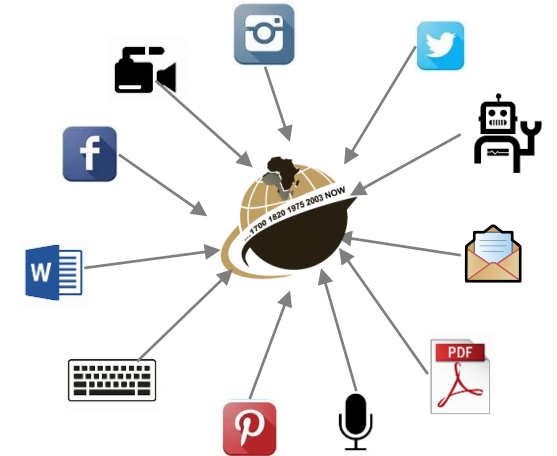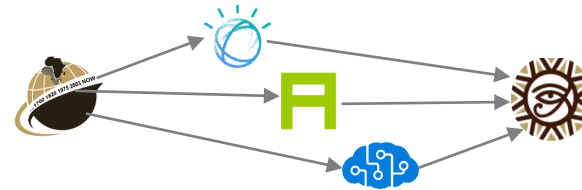
So here we are.

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

1 **Collecting Our Black History Stories and News Digitally via Our Proprietary Platform**
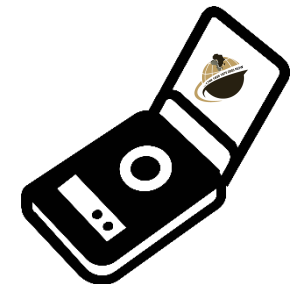
2 **Organizing Our Stories using Artificial Intelligence**

3 **Publishing Our Stories to Any Site or Device**

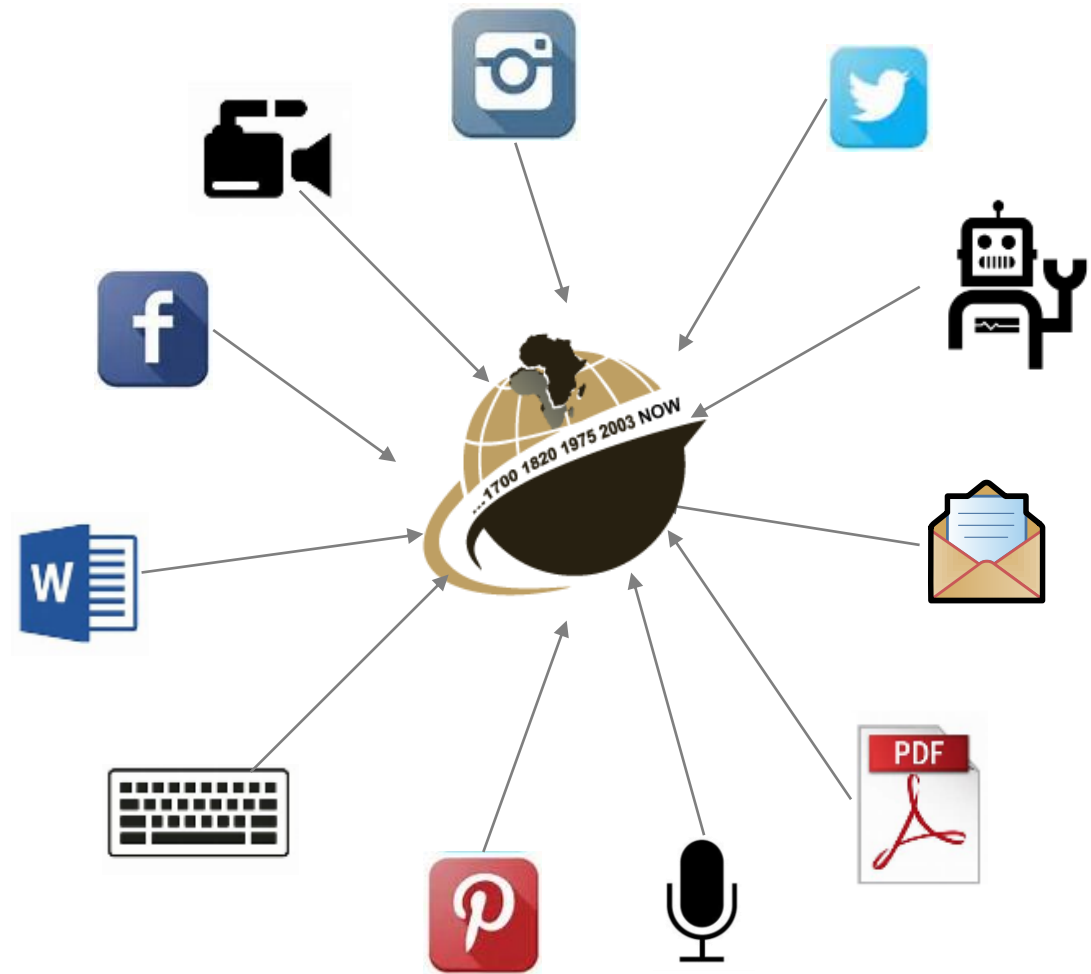**4** **Saving Our Stories Forever for Future Generations on a Platform We Own and Control**

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!
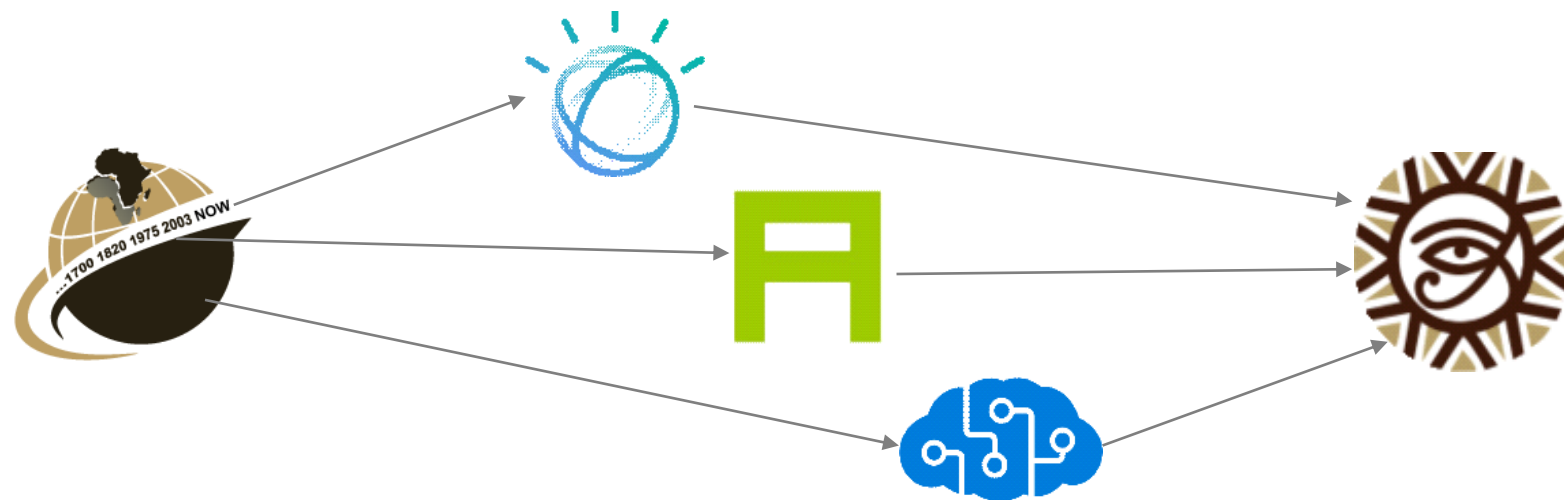
Organizing Our Stories using Artificial Intelligence

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)
- 102K Facebook Following
- 86K 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
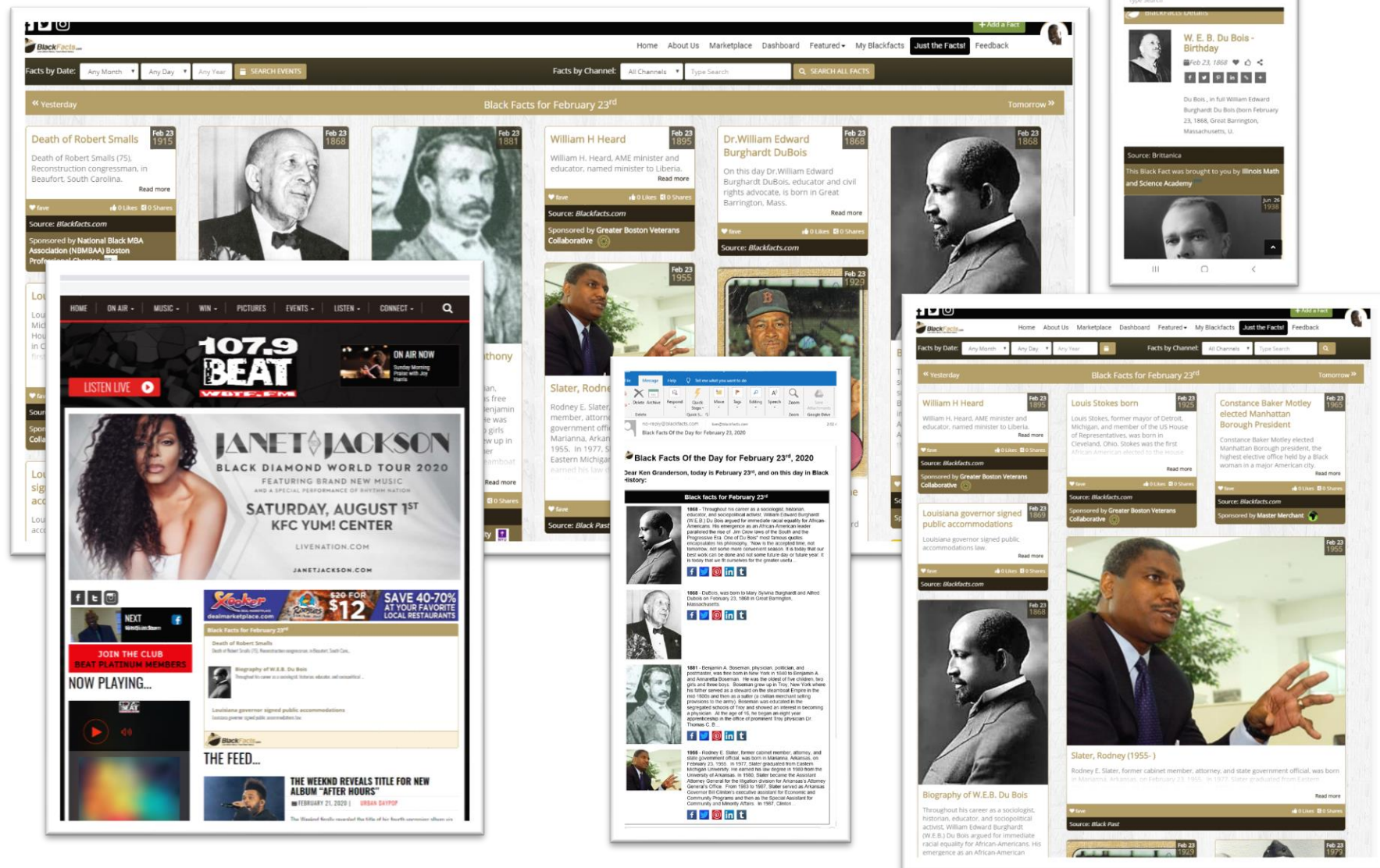
Saving the Stories Forever for Future Generations

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.
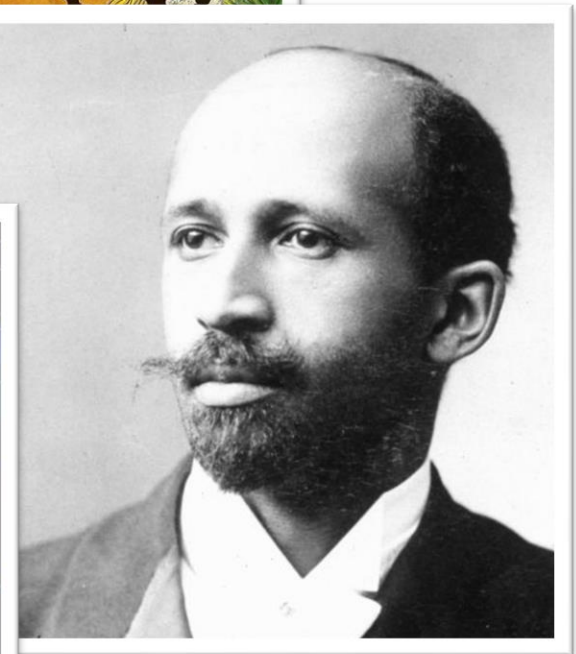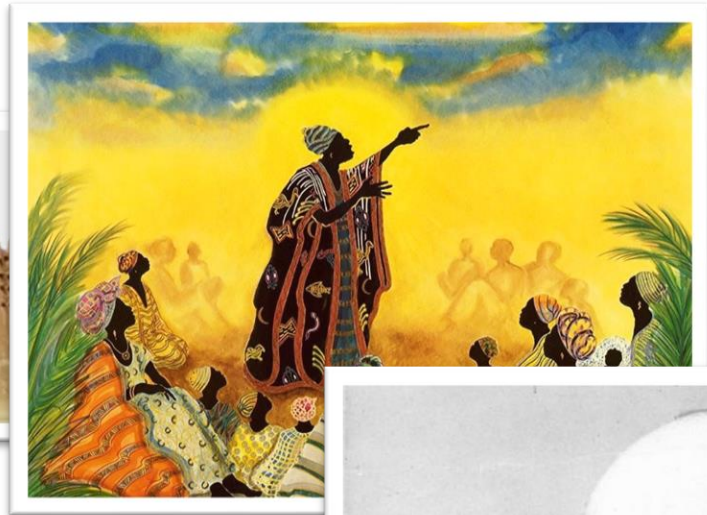
Commercialization and Growth Plan

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 visitors 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

30 Million Unique Visitors/Month 1 Million Premium Members

1 Million Black History Facts 150,000 Black Vendors

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
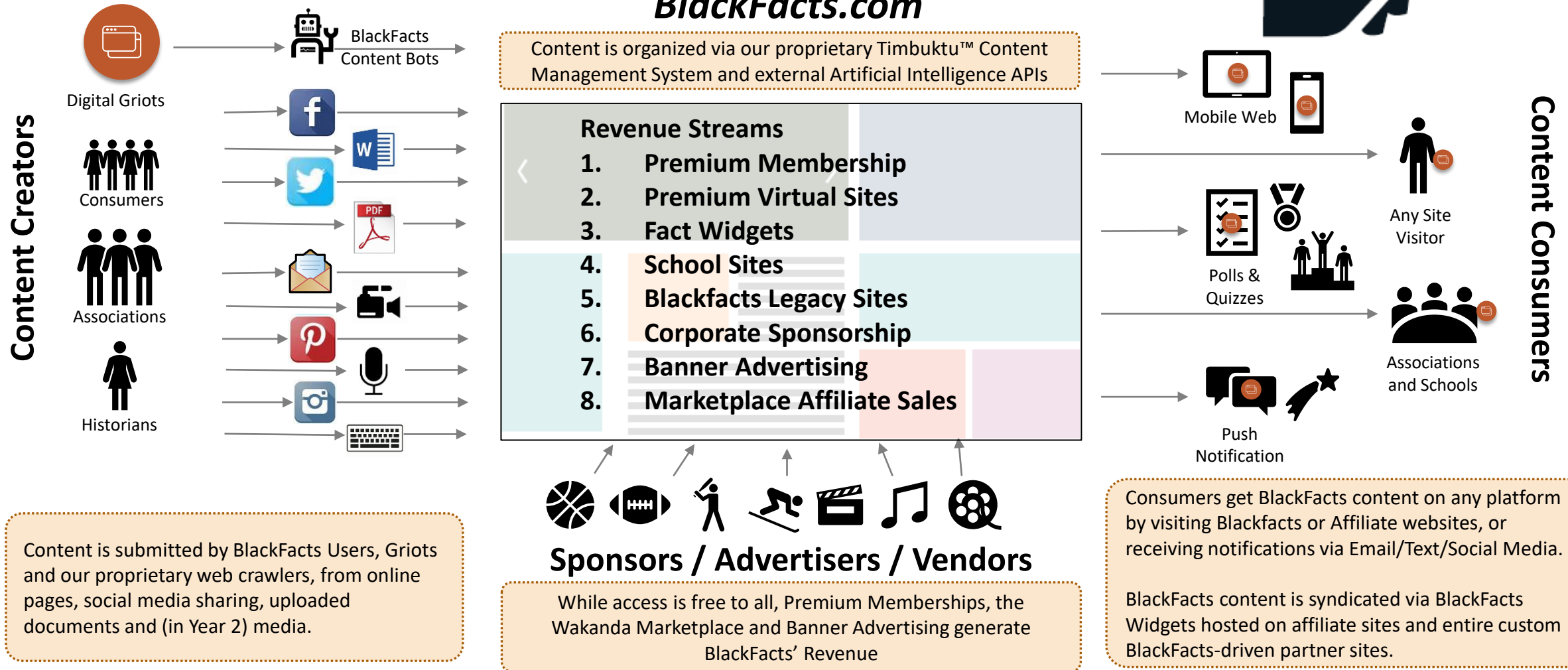- ✓ Wash / Rinse / Repeat

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

BlackFacts.com

Content Creators

- Digital Griots
- Consumers
- Associations
- Historians

BlackFacts Content Bots

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

Revenue Streams
1. **Premium Membership**
2. **Premium Virtual Sites**
3. **Fact Widgets**
4. **School Sites**
5. **Blackfacts Legacy Sites**
6. **Corporate Sponsorship**
7. **Banner Advertising**
8. **Marketplace Affiliate Sales**

Content Consumers

- Mobile Web
- Any Site Visitor
- Polls & Quizzes
- Associations and Schools
- Push Notification

Sponsors / Advertisers / Vendors

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.

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

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.

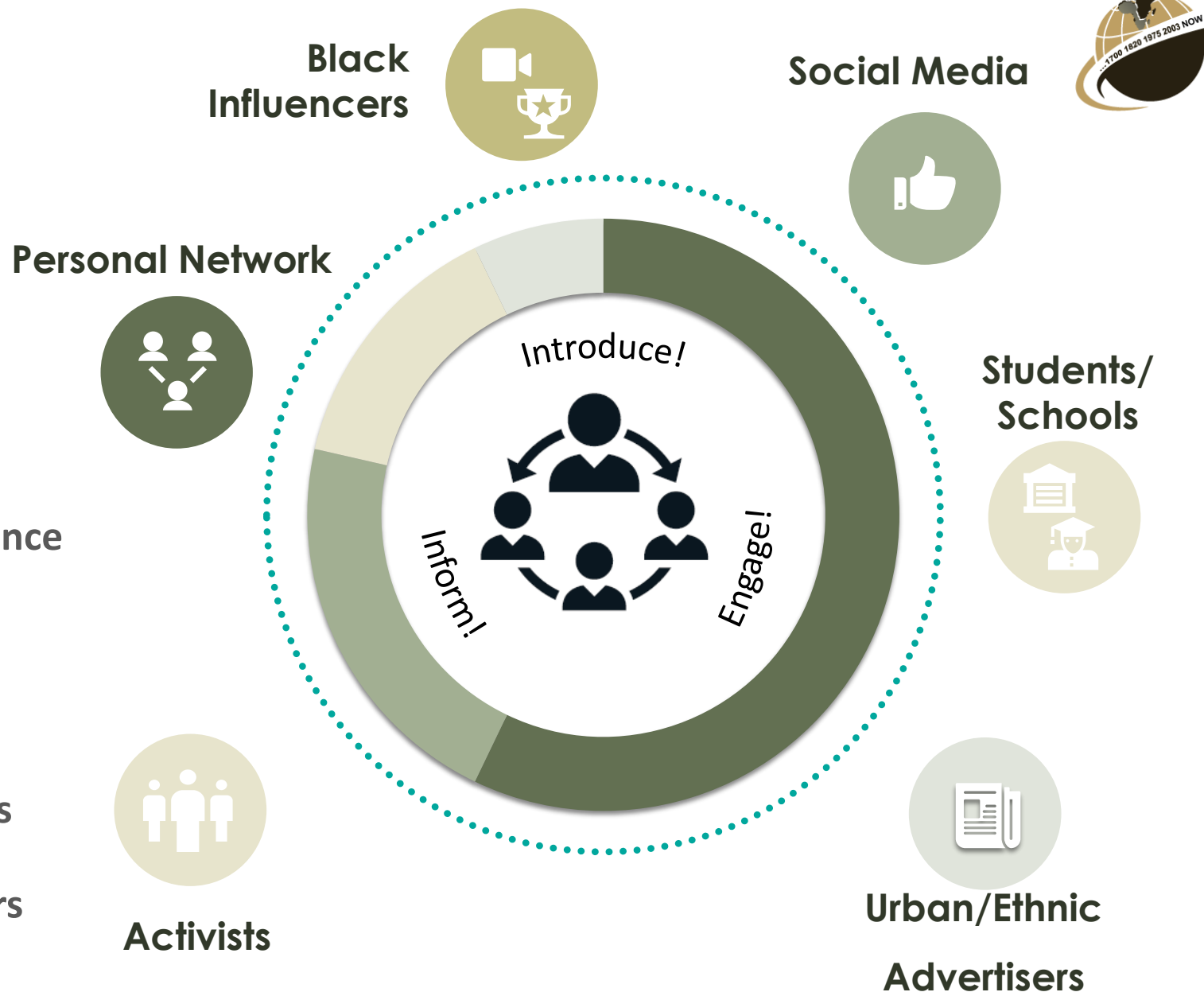**Putting Black Communities In Control of Our Narratives**

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**

Black Influencers

Social Media

Personal Network

Introduce!

Inform!

Engage!

Students/ Schools

Activists

Urban/Ethnic 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 Smart Widgets™ offer 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 will offer 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.
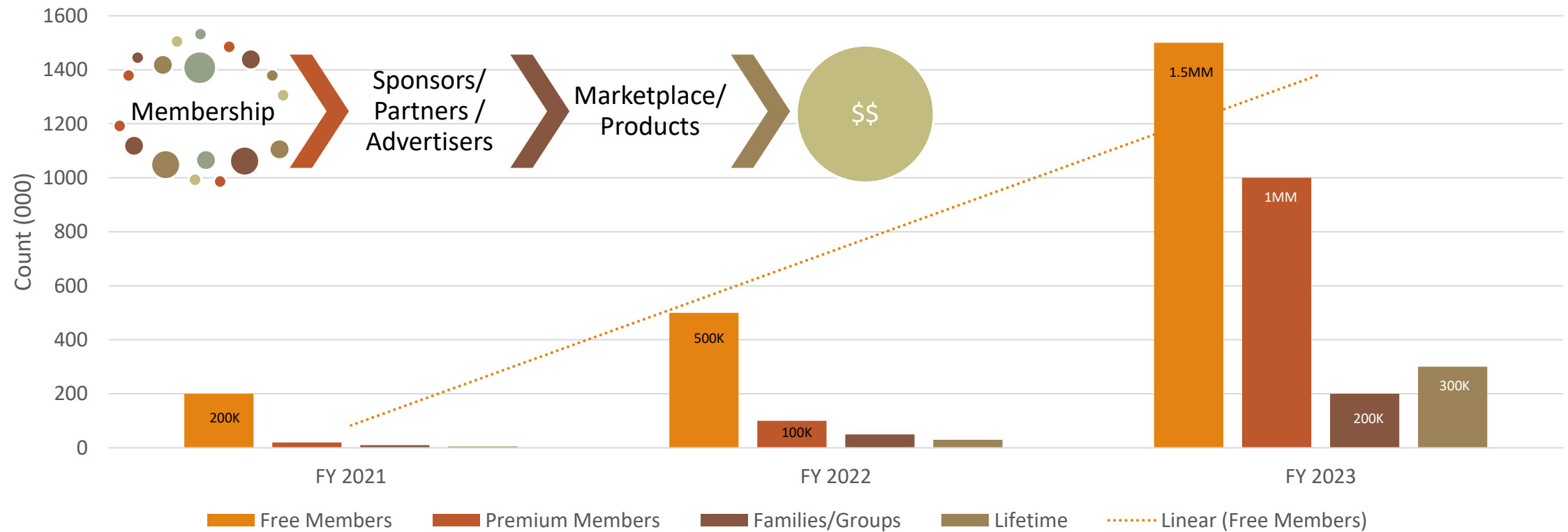
GROWTH PROJECTIONS

2021 - Focusing on Membership Growth!

Growth Strategy: Converting Free Members to Premium Offerings.

BlackFacts.com Annual Membership Growth Targets

Membership → Sponsors/ Partners / Advertisers → Marketplace/ Products → $$

Year	Free Members	Premium Members	Families/Groups	Lifetime
FY 2021	200K			
FY 2022	500K	100K		
FY 2023	1.5MM	1MM	200K	300K

Count (000)

Legend: Free Members — Premium Members — Families/Groups — Lifetime — Linear (Free Members)

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)

- **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
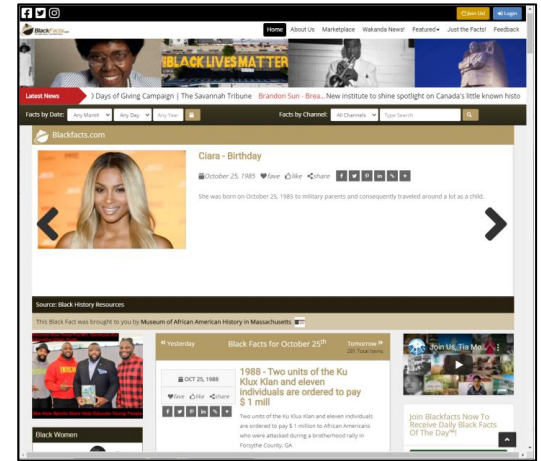
Other Resources in Part-Time, Paid and Unpaid Consultant Roles:
Rick Van Rice (Business Development), Kevin Denny II (Front-End Development), Michelle Tutunjian (Business Analyst), Sandra Bone (Social Media), Beatriz Callejas (Social Media), Brandon Williams and Martin Pratt (Business Development), and Offshore Development Resources in India (Pilots and Product Support)