

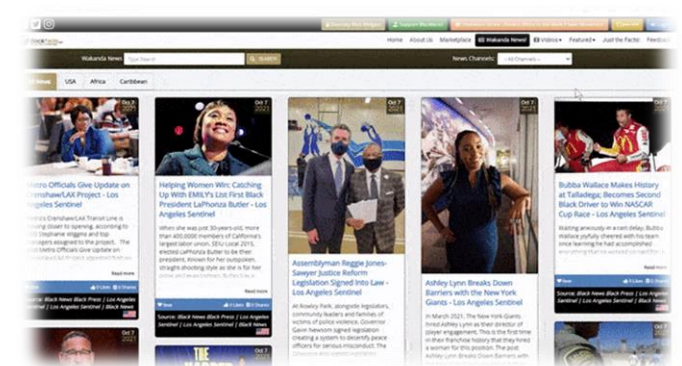
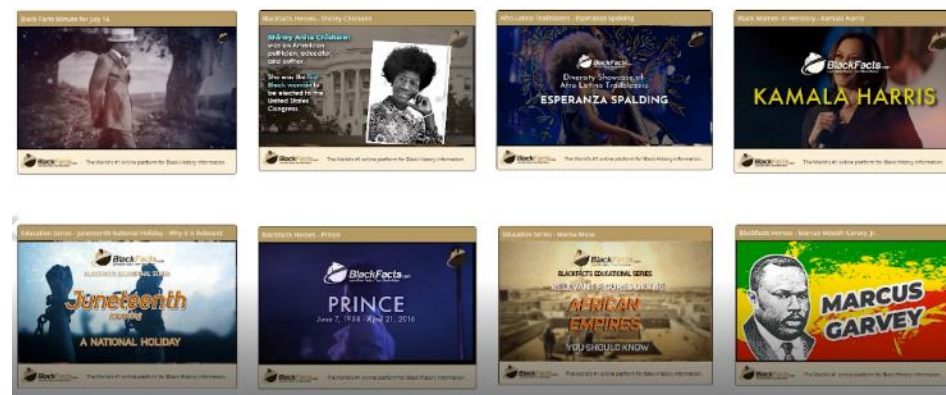
Creating the Future of Black History Education

FOR THE GENERAL PUBLIC, VIA

Online Black History

Diverse Historical & Cultural Videos

National & International
Diversity Focused News



**Investor Pitch Deck
Apr 2024**

PUTTING BLACK COMMUNITIES IN CONTROL OF OUR NARRATIVES



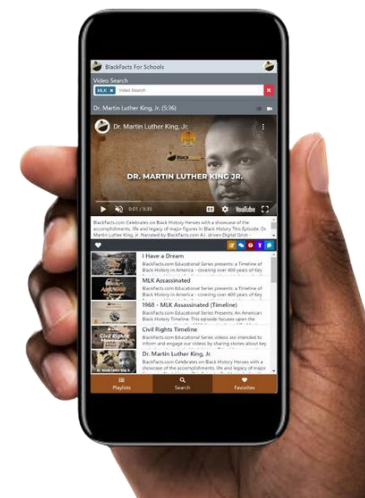
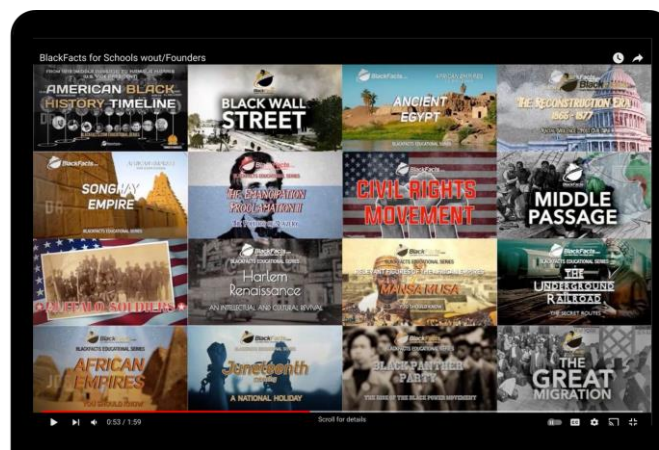
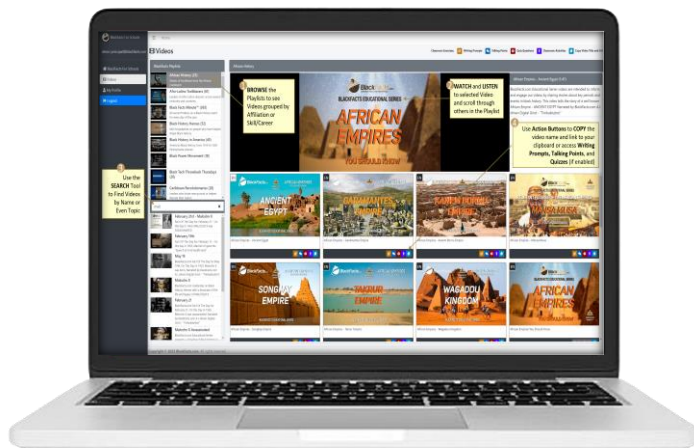
BlackFacts.com
Discover Black History · Share Black History · Create Black History

Creating the Future of Black History Education

AND FOR EDUCATORS, VIA



Diversity
SCHOOLHOUSE



Investor Pitch Deck
Apr 2024

PUTTING BLACK COMMUNITIES IN CONTROL OF OUR NARRATIVES



Suppression of Teaching Black and Diverse History is On the Rise

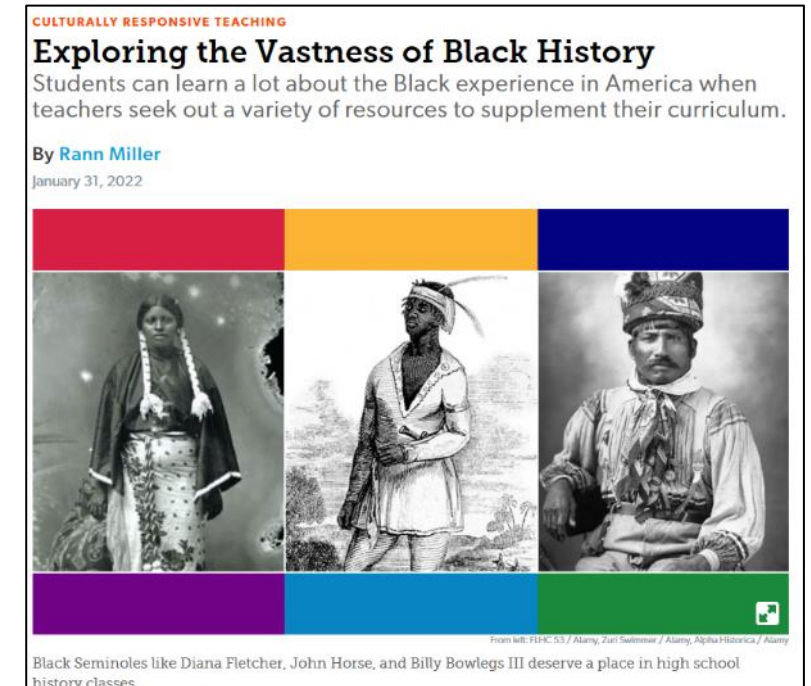
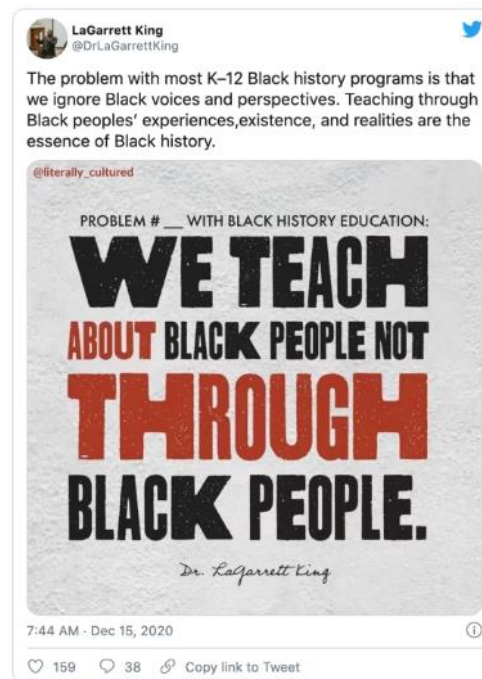
In several US states, schools are being pressured to perpetuate the historical erasure of the stories and experiences of Black and diverse communities by anti 'Critical Race Theory' initiatives.





Teachers/Parents Seeking Diverse History Resources Are Challenged

For teachers committed to teaching Black History, the lack of known, comprehensive and quality sources of information makes creating Black History curriculums time-intensive, frustrating and often impossible.





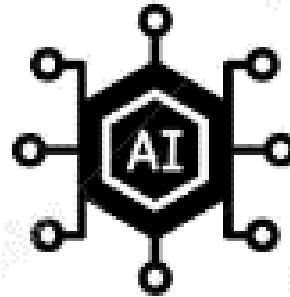
BlackFacts 'Stands in the Gap' to Protect and Preserve Our History by:

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

2 Organizing the Stories using Artificial Intelligence

3 Publishing the Stories to Any Site or Device

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





The BlackFacts Technology Platform*



Our B2C content drives hundreds of thousands of monthly visitors, 200K social media following and #1 SEO ranking, but is not being monetized until FY 2025.

B2C Products

BlackFacts.com

Free

Email / Social Media

Free

Parents and Homeschoolers

\$

Coming FY 2025

Website Content

Black History

Diversity News

Diversity Videos

Member Content

Content is organized via our proprietary **Timbuktu™** Content Management System and external **Artificial Intelligence** APIs. Information is then indexed in our **Database** and made available via **API requests** and **proprietary code**.

Intellectual Property

Timbuktu™ Djhuty



Content Aggregation & Translation

Classification & Organization

Publication & Syndication

Timbuktu™ Rosetta



Timbuktu™ Griot

Current Focus

Our B2B offerings are annual subscriptions purchased by organizations of original digital content that is 'evergreen' and costs us nothing to host and deliver.

B2B Products

Diversity Schoolhouse

DEI ERGs

Corporate Marketing



Sponsors / Advertisers / Vendors

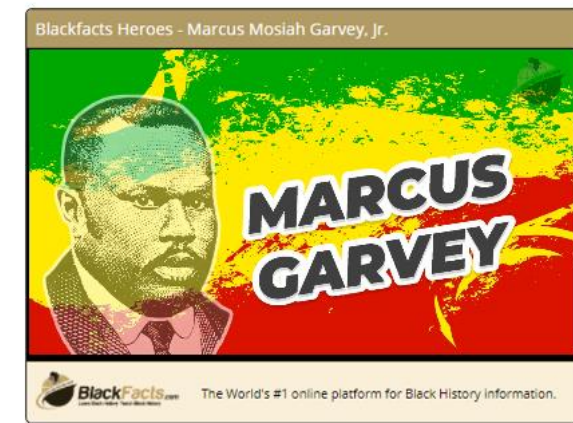
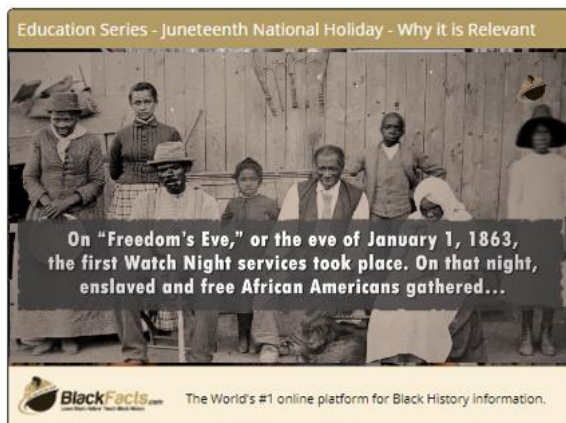
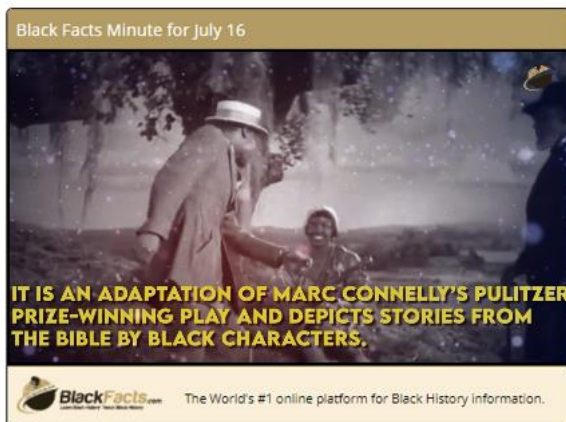
* Shaded Components Being Launched FY 2025





Diversity Schoolhouse - Play Our Videos on Any School Web Site

BlackFacts Diversity Web Widgets™ play any of our 1500+ original Black History videos on a school web site with 2 lines of web code that takes 2 minutes to install.





Diversity Schoolhouse

(Black History & Ethnic Studies Video Series from BlackFacts.com)



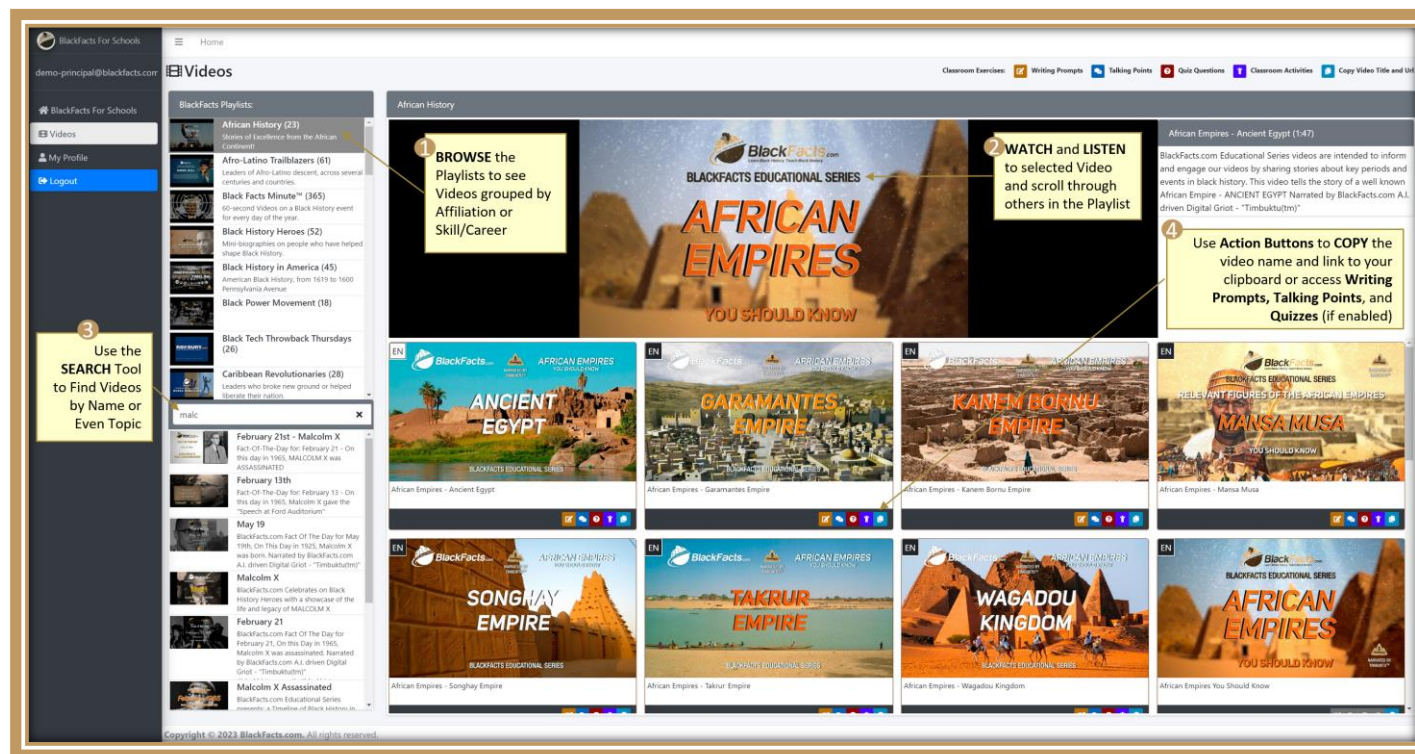
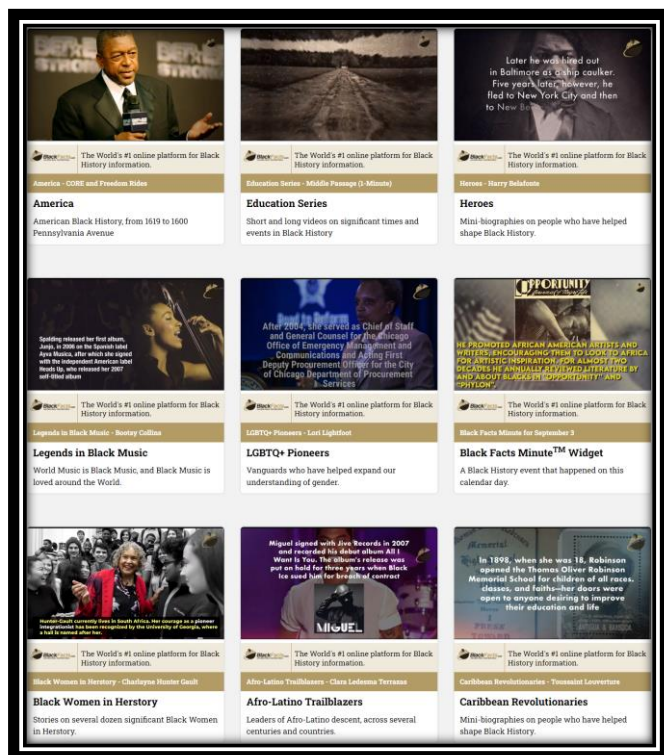
For Learners

Over 1500 Narrated Video shorts on Black History and Diverse Cultural Achievements to **Empower, Engage and Inspire** Students.

\$2000/School/Year

For Educators

Diversity Schoolhouse Teachers Portal where you can **Search** our Entire Video Library; **Browse** videos by Playlist; **Play** select Videos for your students; and **Copy** links to videos into your Curriculum documents or eLearning Platform.





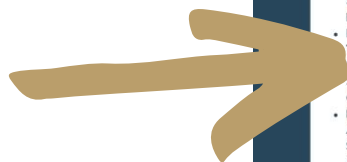
Diversity Schoolhouse

(Black History & Ethnic Studies Video Series from BlackFacts.com)



Weekly Lesson Plans

Each downloadable Lesson Plan includes Step-by-Step instructions and Daily activities and goals for the topic of the week.



AFRICAN AMERICAN HISTORY

Week 1: African Ancestral Roots (Grades 9-12)
Diversity Schoolhouse Video INSERT VIDEO NAME:

OBJECTIVES (TSW):

- 1. GAIN AN UNDERSTANDING OF THE DIVERSE CULTURES, SOCIETIES, AND HISTORIES OF AFRICA BEFORE THE TRANSATLANTIC SLAVE TRADE.
- 2. DEVELOP AN APPRECIATION FOR THE RICHNESS AND COMPLEXITY OF AFRICAN HERITAGE.
- 3. LEARN TO CRITICALLY ANALYZE HISTORICAL SOURCES AND NARRATIVES.

MATERIALS (IN ADDITION TO VIDEO FROM DIVERSITY SCHOOLHOUSE):

- MAPS OF PRECOLONIAL AFRICA.
- TEXTBOOK CHAPTERS ON AFRICAN HISTORY.
- DOCUMENTARY CLIPS ABOUT AFRICAN SOCIETIES AND CULTURES.
- PRIMARY SOURCES (ARTIFACTS, WRITINGS) FROM VARIOUS AFRICAN CIVILIZATIONS.
- ACCESS TO LIBRARY OR ONLINE RESOURCES FOR RESEARCH.

TALKING POINTS:

- HOW DID VARIOUS AFRICAN SOCIETIES GOVERN THEMSELVES BEFORE COLONIAL INFLUENCE?
- DISCUSS THE IMPORTANCE OF TRADE AND CULTURAL EXCHANGE BETWEEN DIFFERENT AFRICAN SOCIETIES AND WITH OTHER CONTINENTS.
- EXPLORE THE CONTRIBUTIONS OF AFRICAN CIVILIZATIONS TO SCIENCE, MATHEMATICS, ARCHITECTURE, AND THE ARTS.

ASSESSMENTS:

- WRITTEN ASSIGNMENT: RESPONSE TO THE WRITING PROMPT (GRADED FOR CONTENT, CRITICAL THINKING, AND CLARITY).
- ORAL PRESENTATION: EVALUATION BASED ON UNDERSTANDING, PRESENTATION SKILLS, AND ACCURACY OF INFORMATION.
- PARTICIPATION: ENGAGEMENT IN CLASS DISCUSSIONS AND GROUP ACTIVITIES.

ALTERNATIVE ASSIGNMENTS:

- GROUP PROJECT: CREATE A "CULTURAL FAIR" WHERE EACH GROUP SETS UP A BOOTH REPRESENTING A DIFFERENT AFRICAN CIVILIZATION. INCLUDE ELEMENTS LIKE TRADITIONAL CLOTHING, REPLICAS OF ARTIFACTS, FOOD, MUSIC, AND BRIEF INFORMATIONAL PRESENTATIONS.
- FIELD TRIP: VISIT A MUSEUM WITH AFRICAN EXHIBITS OR ARRANGE A VIRTUAL TOUR.
- GUEST SPEAKER: INVITE A SCHOLAR OR HISTORIAN SPECIALIZING IN AFRICAN HISTORY.
- ADDITIONAL ACTIVITIES CAN BE FOUND IN THE TEACHER PORTAL.

AFRICAN AMERICAN HISTORY

Week 1: African Ancestral Roots (Grades 9-12)
Diversity Schoolhouse Video Link:

DAY 1 INTRODUCTION:

- SHOW DIVERSITY SCHOOLHOUSE WEEK 1 VIDEO.
- BEGIN WITH A BRIEF OVERVIEW OF COMMON MISCONCEPTIONS ABOUT AFRICAN HISTORY.
- INTRODUCE THE VAST DIVERSITY OF CULTURES, LANGUAGES, AND SOCIETIES IN PRECOLONIAL AFRICA.
- SHOW A MAP OF AFRICA HIGHLIGHTING DIFFERENT CIVILIZATIONS (E.G., EGYPT, MALI EMPIRE, GREAT ZIMBABWE).

DAYS 2 & 3 EXPLORATION & RESEARCH:

- SHOW DIVERSITY SCHOOLHOUSE WEEK 1 VIDEO.
- STUDENTS ARE ASSIGNED TO RESEARCH DIFFERENT AFRICAN CIVILIZATIONS.
- PROVIDE DOCUMENTARY CLIPS, TEXTBOOK CHAPTERS, AND ONLINE RESOURCES FOR INDEPENDENT OR GROUP STUDY.
- ENCOURAGE STUDENTS TO FOCUS ON ASPECTS LIKE GOVERNANCE, CULTURE, TRADE, SCIENCE, AND ART.

DAY 4 DISCUSSION & WRITING PROMPT:

- START WITH A CLASS DISCUSSION BASED ON THEIR RESEARCH.
- WRITING PROMPT: "CHOOSE AN AFRICAN CIVILIZATION BEFORE THE TRANSATLANTIC SLAVE TRADE AND DESCRIBE ITS CONTRIBUTIONS TO AREAS SUCH AS SCIENCE, CULTURE, AND GOVERNANCE. HOW DOES THIS KNOWLEDGE CHANGE YOUR PERSPECTIVE ON AFRICAN HISTORY?"

DAY 5 PRESENTATION, REVIEW & ASSESSMENT:

- SHOW DIVERSITY SCHOOLHOUSE WEEK 1 VIDEO.
- STUDENTS PRESENT THEIR FINDINGS IN SMALL GROUPS OR TO THE CLASS.
- DISCUSS AND REVIEW KEY POINTS FROM THE PRESENTATIONS.
- SELECT ASSESSMENT FROM PAGE 1.

CLOSURE:

THIS LESSON PLAN AIMS TO DEEPEN STUDENTS' UNDERSTANDING OF AFRICA'S RICH AND DIVERSE HISTORY, CHALLENGING STEREOTYPES, AND FOSTERING A COMPREHENSIVE VIEW OF THE CONTINENT'S PAST.



BlackFacts for Home Schoolers

(Black History & Ethnic Studies Video Series)



Key Benefits



Low Cost
\$30/Month
or
\$300/Year
(2 Months Free)



Writing Prompts

Talking Points

Quizzes

Classroom Activities

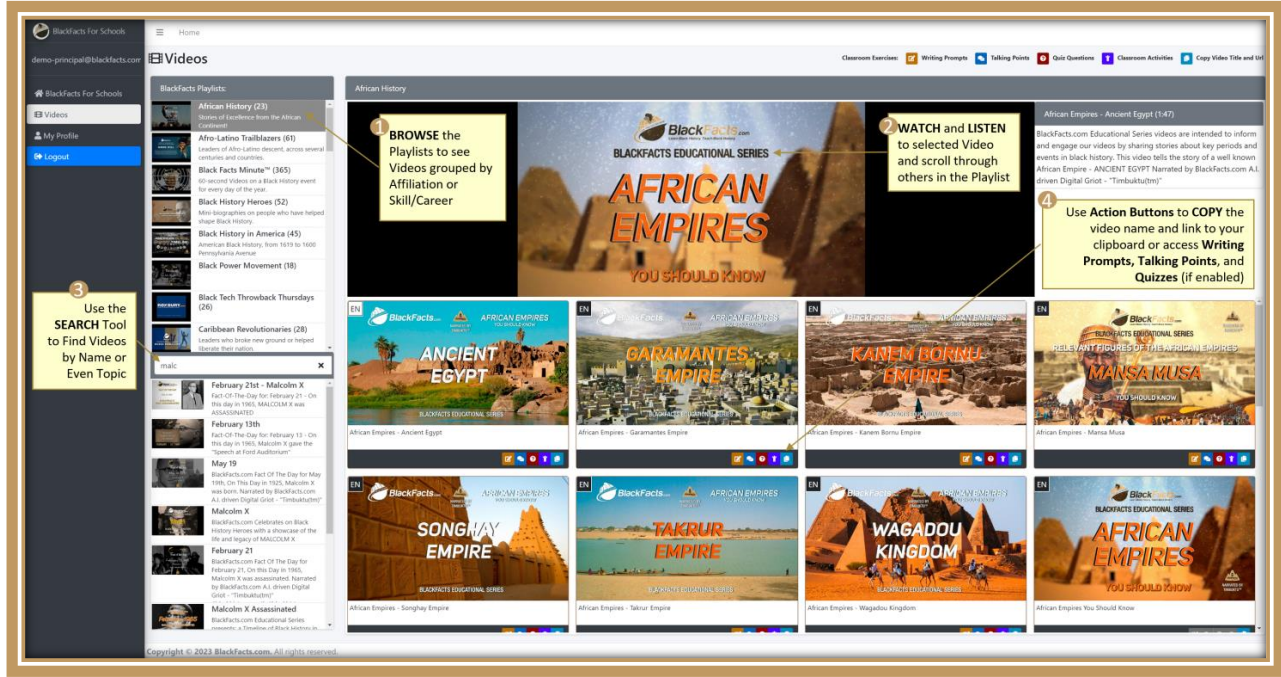
1500+ Videos
To Discover, Share
& Explore.

Unique Mobile Experience
(Black History in the Palm of Your Hand)



For Parents and Students

Access to the **BlackFacts Schoolhouse Portal** where you can **Search** our Entire Video Library; **Browse** videos by Playlist; **Play** select Videos for your students; and **Access** Talking Points, Writing Prompts and Quizzes.





Commercialization and Growth Plan



3 Year Strategic Objectives

- ✓ Focus on our Diversity Schoolhouse Video Subscription
- ✓ Establish BlackFacts as delivering the Future of Black History and Diverse Cultural Education.
- ✓ Upsell Schools with new features
- ✓ Establish footprint in the Corporate DEI space
- ✓ Build our Homeschooling Solution



3 Year Tactical Objectives

Year 1: Portfolio (Build It!)

- ✓ Expand Content, Features, Products, Outreach, Awareness

Year 2: Brand (Grow It!)

- ✓ Engage Public, Private and Charter Schools and educational associations.
- ✓ Rollout National Sales Campaign to targeted cities and States

Year 3: Scale (Leverage It!)

- ✓ Use relationships to expand offerings to Corporations, Foundations and other entities





Product Market and Target Conversion

Same Technology, Different Audiences / Feature Sets



Market Size

K-12 Schools

39,000

(30% of 130,000)

Homeschoolers

600,000

(40% of 1.5MM)

Families

12,000,000

(15% of 80MM)

Individuals

16,150,000

(5% of 323MM)

Black Churches

30,000

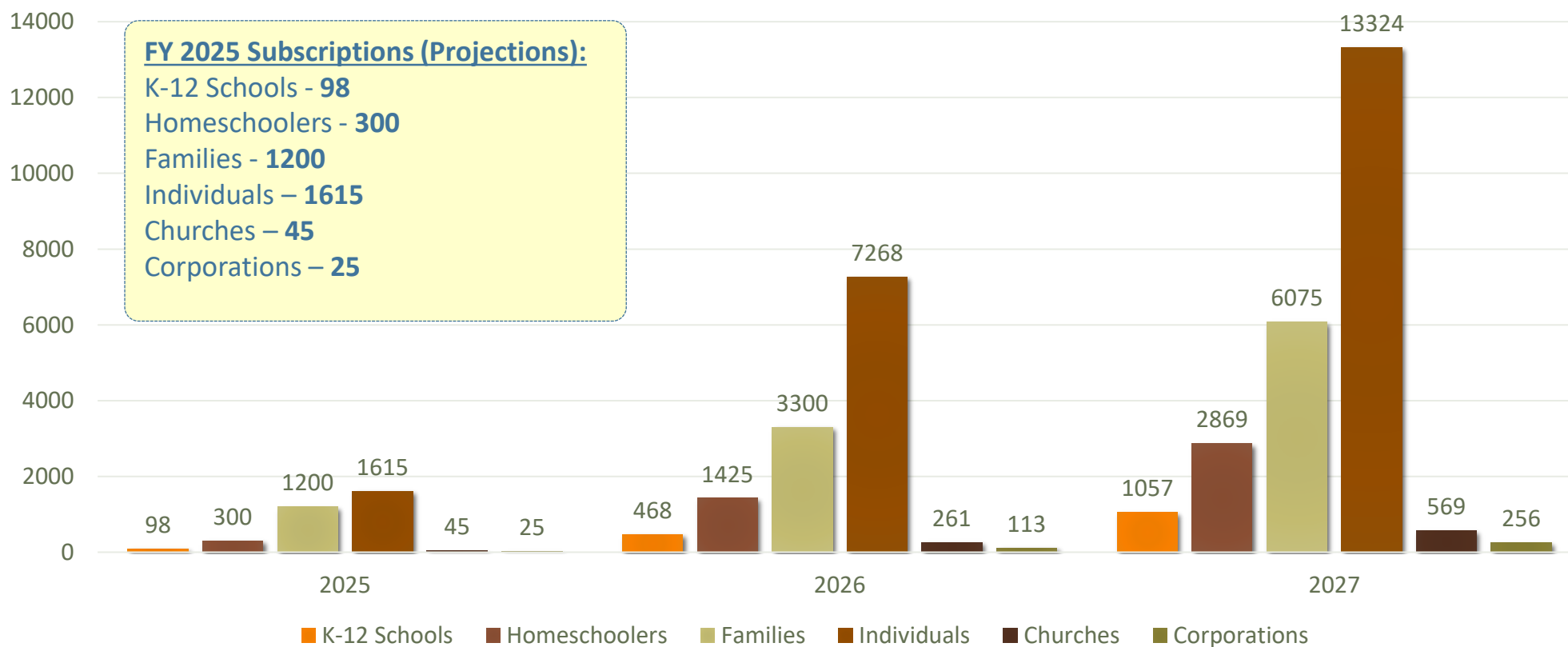
(50% of 60K)

Corporations

50,000

(5% of 1MM)

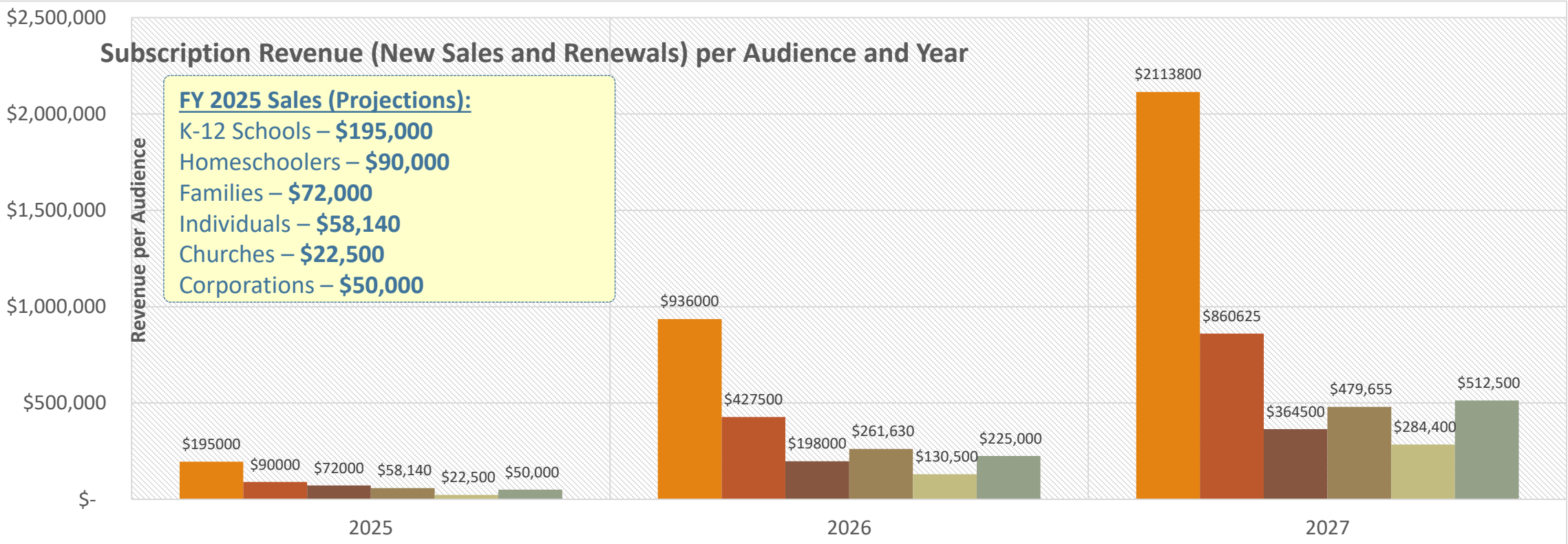
Subscription Volume by Audience





GROWTH PROJECTIONS

New Subscriptions and Renewals





FINANCIAL FORECAST






(In \$1000s)

The Path to Profitability

(Based on 80% Renewals and Increasing Customer Segment Efficiency)



| |  |  |  |
|----------------------------------|---|---|---|
| | Year - 1 (2025) | Year - 2 (2026) | Year - 3 (2027) |
| K-12 Schools | \$195 | \$936 | \$2,114 |
| Homeschoolers | \$90 | \$426 | \$861 |
| Families | \$72 | \$198 | \$365 |
| Individuals | \$58 | \$262 | \$480 |
| Churches | \$23 | \$132 | \$284 |
| Corporations | \$50 | \$225 | \$513 |
| Gross Revenue | \$488 | \$2,179 | \$4,617 |
| Salaries/Wages/Resources | (-\$421) | (-\$1,114) | (-\$1367) |
| Marketing & Promotion | (-\$36) | (-\$54) | (-81) |
| Operating Expenses | (-\$24) | (-\$30) | (-\$38) |
| Net Profit | \$6 | \$981 | \$3,130 |





BlackFacts.com – The Ask



Ken G. CTO – FT

Dale D. CEO – FT

Full Stack Developer – FT

DBA – FT

Data Scientist – FT



4 x Sales/Business Dev – FT

Graphics Designer – FT

Sales/Marketing Mgr – FT



Social Media Marketing – FT

Content Mgr/Historian – FT



Operations/Marketing

Expand our Technical and Management team to full time, while expanding our DB Specialists to better mine our data for targeted campaigns.

Mgmt. & Technology Services (\$2MM)

Outreach & Sales (\$1MM)

Expanding Sales Team. Targeting Urban Schools, Corporate Sponsors, and Advertisers interested in Diverse Audiences

\$5MM Investment

Content Growth (\$1MM)

Continue to grow & evolve our Site Content with News, Black Business Directory, etc. Expand partnership opportunities and invite GRIOTS and content creators

Operational costs for hosting infrastructure and Marketing costs in awareness campaigns on social media and other targeted platforms

Operations & Marketing (\$1MM)



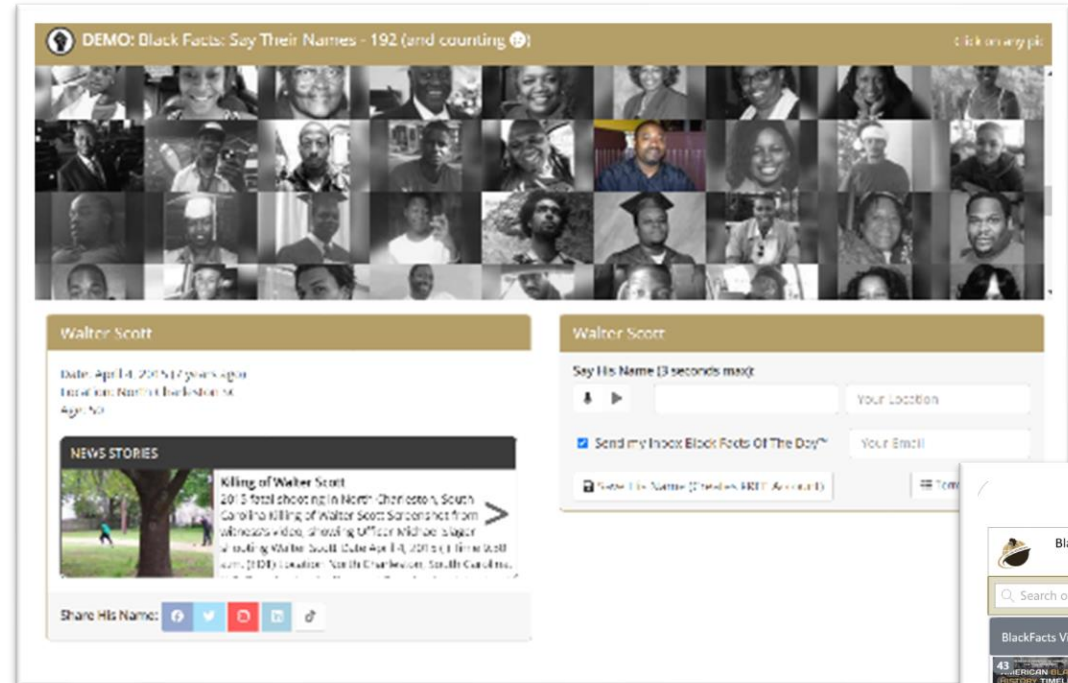


Future Projects

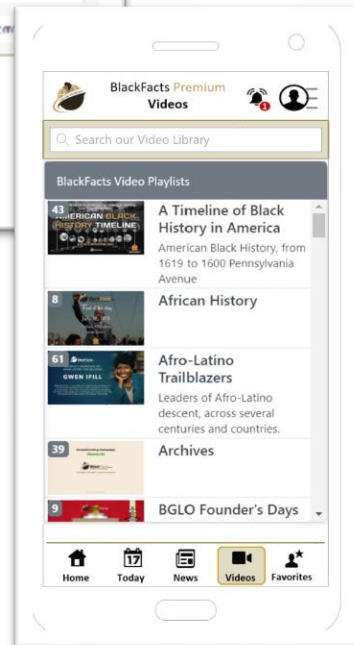


BlackFacts Future Projects Include:

- **BlackFacts Premium Mobile** – Black History Netflix
- **HBCU Video Series** – Videos on all 100+ HBCUs
- **Corporate Opportunities** – Advertising and Sponsorship
- **Wakanda Marketplace** – Buy Black Products
- **Black Business Directory** – 200k+ Businesses
- **Say Their Names** – Memorial against Racial Violence



HBCU
HISTORICALLY BLACK COLLEGES AND UNIVERSITIES





Our 'Unfair Advantage' is US!

We are Black Technologists with Unique Levels of:



VISION

- Created First Black History Software App in 1995
- Put First Black Community Online in 1996
- Created World's First Black History Search Engine in 1997
- 2002 Urban Virtual Community Roxbury.com Had Features Before Yelp / Eventbrite by 2-4 Years



RAW TALENT

- World-Class Technology Experts for 3 Decades
- 'Good Enough' for NASA and MIT



TRACK RECORD



- Put Black Communities Online since the Clinton Administration
- Put Caribbean Government Online in 2014
- BlackFacts has 27 Years of Continuous Service
- Founders Have Always Stayed True to their Personal Missions of 'Using Technology to Uplift the Race'

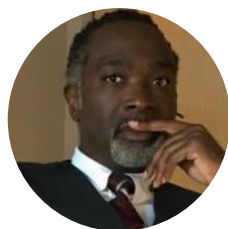






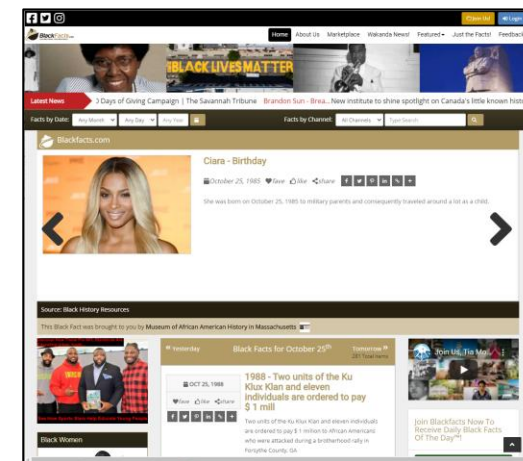
BlackFacts.com Management Team



- **Ken Granderson** - Founder / Chief Technology Officer
Creator of Technologies for Communities of Color since 1995. Creator and Founder of Blackfacts.com, the largest online repository of information on Black communities. Put Boston's Communities of Color and Empowerment Zone online over 20 years ago. Put Government of Saint Lucia online in 2014. Microsoft MVP (Most Valuable Professional). Mensa Society. BS, Electrical Engineering, Massachusetts Institute of Technology.
 <https://linkedin.com/in/kengranderson/>  ken@blackfacts.com



- **Dale Dowdie** – Co-Founder / 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. Computer Science, Boston University.
 <https://linkedin.com/in/dale-dowdie/>  ddowdie@blackfacts.com



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