

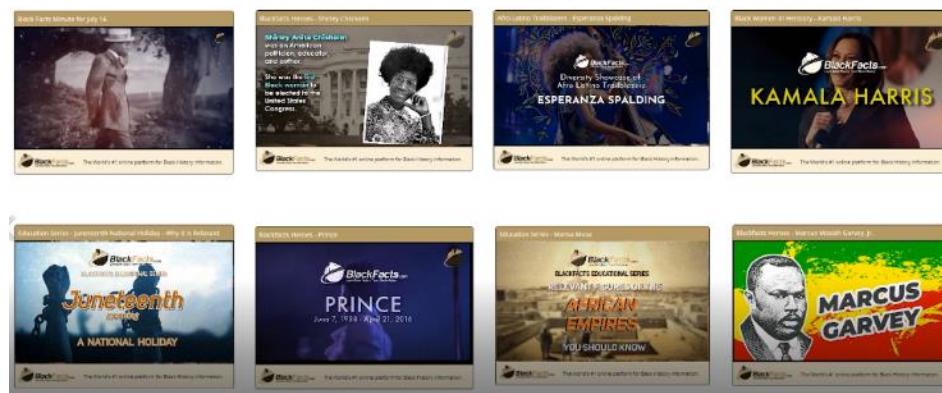
Creating the Future of Black History Education

FOR THE GENERAL PUBLIC, VIA

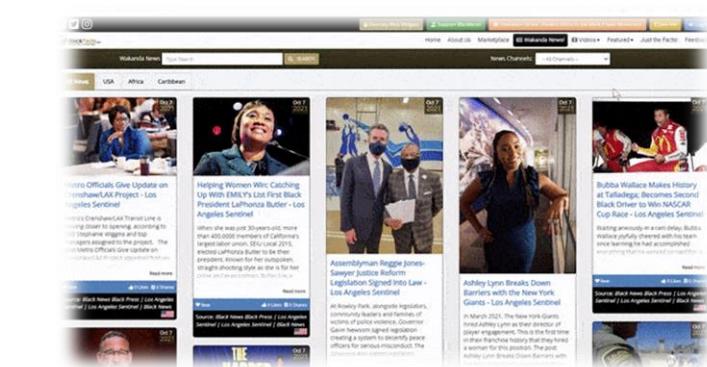
Online Black History



Diverse Historical & Cultural Videos



National & International Diversity Focused News

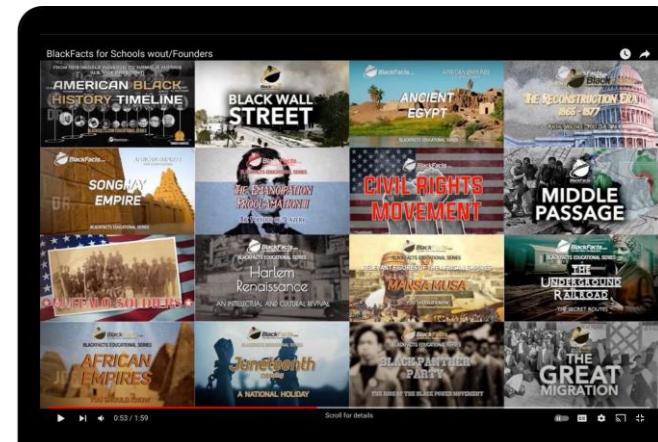
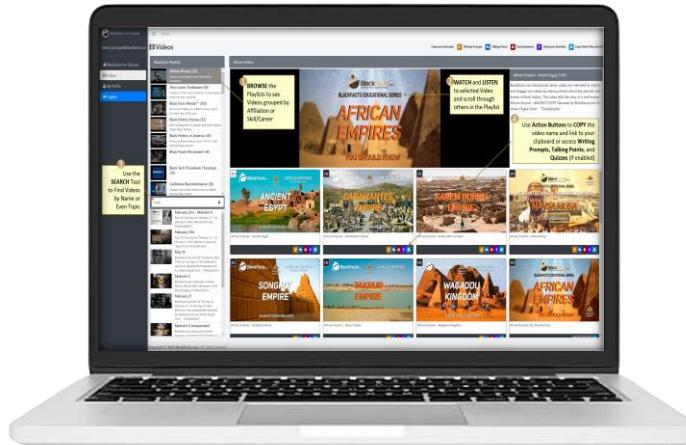


Investor Pitch Deck
Apr 2024

PUTTING BLACK COMMUNITIES IN CONTROL OF OUR NARRATIVES

Creating the Future of Black History Education

AND FOR EDUCATORS, VIA



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.

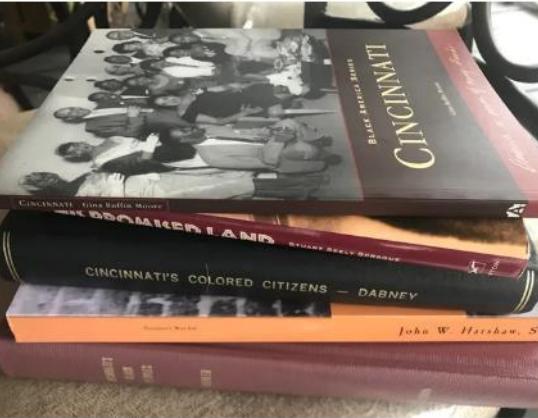




Teachers/Parents Seeking Diverse History Resources Are Challenged

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.

'Amplifying the voices of those muted by history': Challenges of researching Black history



Published 9:51 p.m. ET Feb. 5, 2022 | Updated 5:15 a.m. ET Feb. 6, 2022

[View Comments](#) [Facebook](#) [Twitter](#) [Email](#)

Jeff Suess
Cincinnati Enquirer

Feb. 3, 2022: A collection of books covering Black history in Cincinnati. The Enquirer/Jeff Suess

LaGarrett King
@DrLaGarrettKing

The problem with most K-12 Black history programs is that we ignore Black voices and perspectives. Teaching through Black peoples' experiences, existence, and realities are the essence of Black history.

@literally_cultured

PROBLEM # ___ WITH BLACK HISTORY EDUCATION:
WE TEACH ABOUT BLACK PEOPLE NOT THROUGH BLACK PEOPLE.

Dr. LaGarrett King

7:44 AM - Dec 15, 2020

159 38 Copy link to Tweet

CULTURALLY RESPONSIVE TEACHING

Exploring the Vastness of Black History

Students can learn a lot about the Black experience in America when teachers seek out a variety of resources to supplement their curriculum.

By Rann Miller

January 31, 2022



From left: FHIC 53 / Alamy, Zuri Swimmer / Alamy, Alpha Historica / Alamy

Black Seminoles like Diana Fletcher, John Horse, and Billy Bowlegs III deserve a place in high school history classes.



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

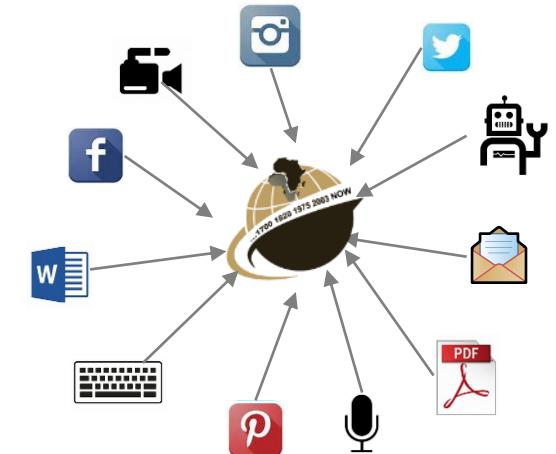
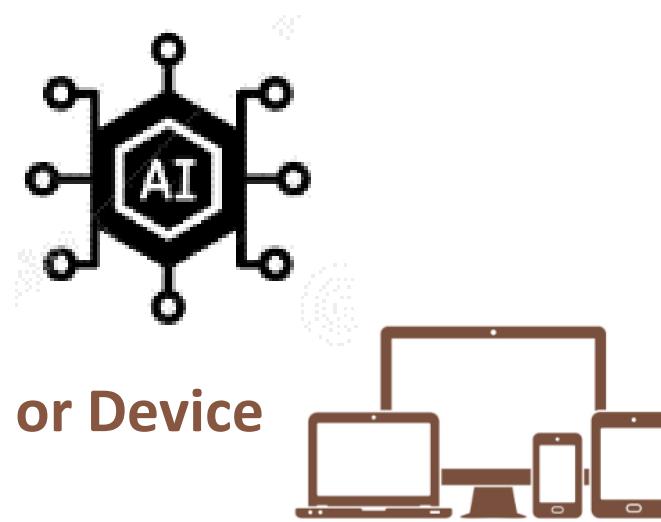
Saving the Stories Forever for Future Generations
on a Platform We Own and Control

5



<https://blackfacts.com>

Creating the Future of Black History Education



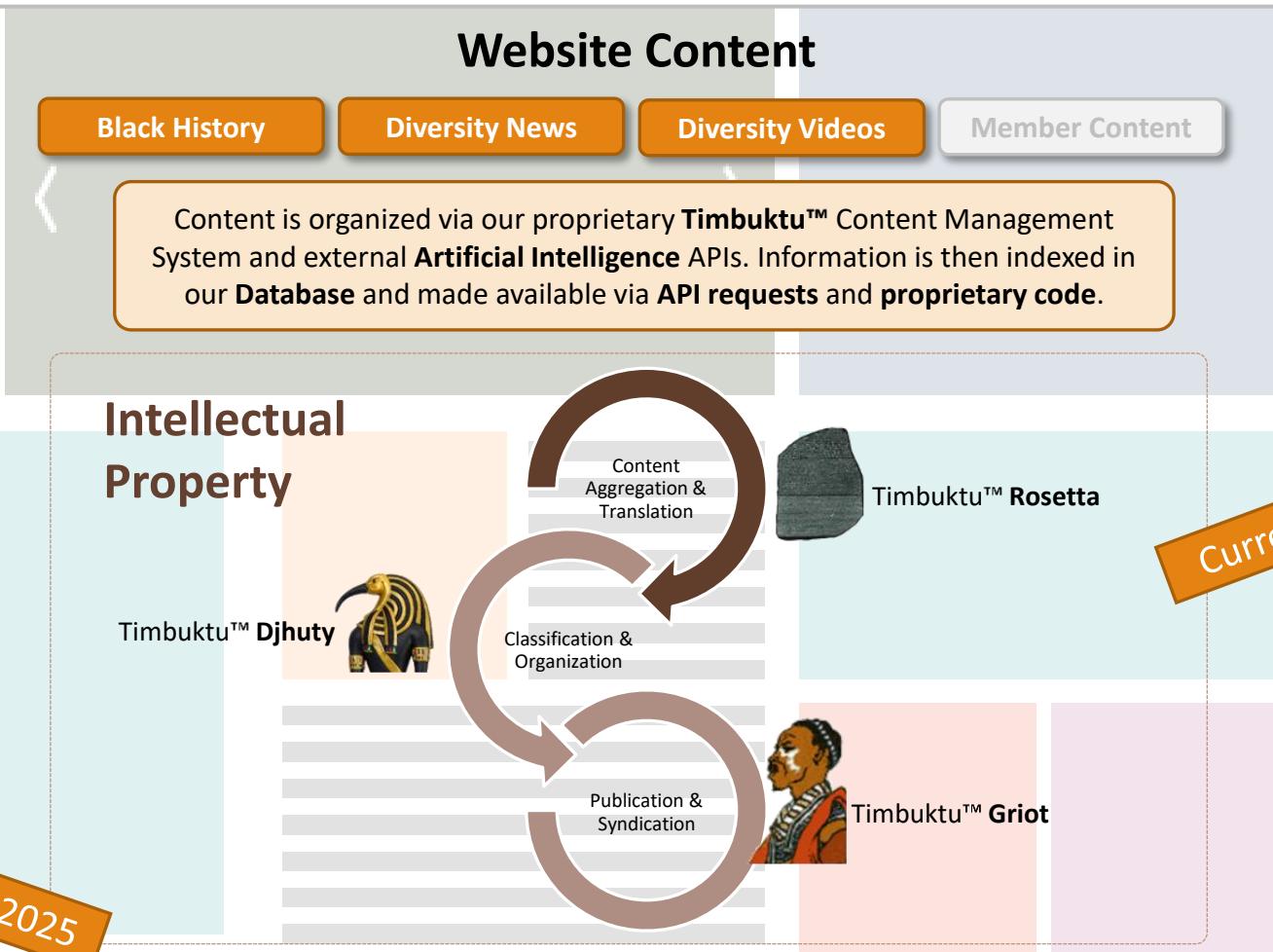
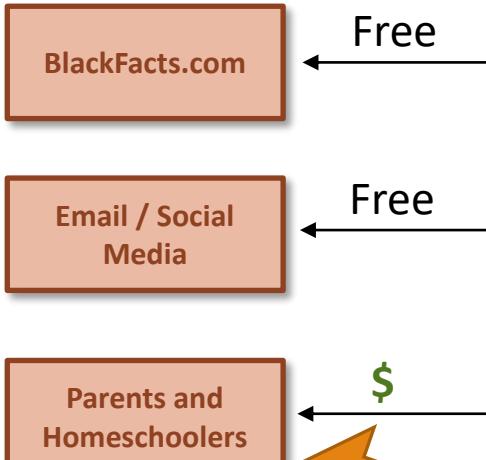


The BlackFacts Technology Platform*



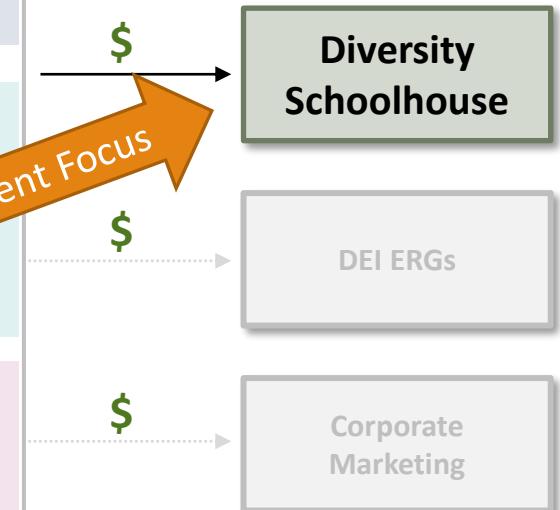
Our B2C content drives hundreds of thousands of monthly visitors, 200K social media following and #1 SEO ranking, but is not being monetized until FY 2025.

B2C Products



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

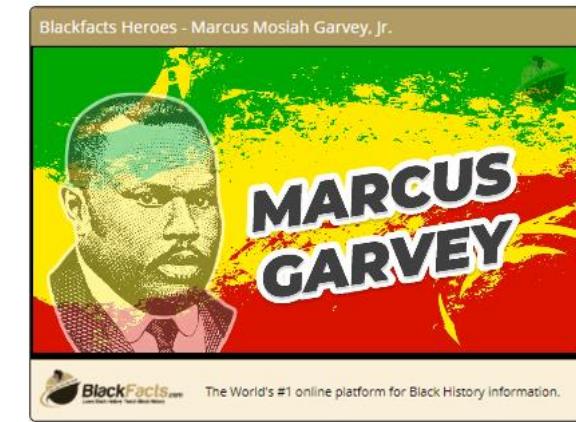
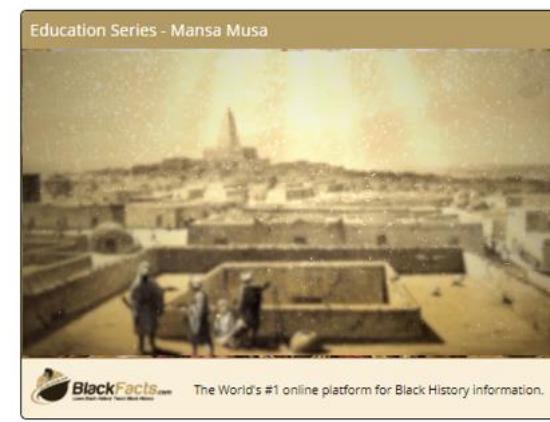
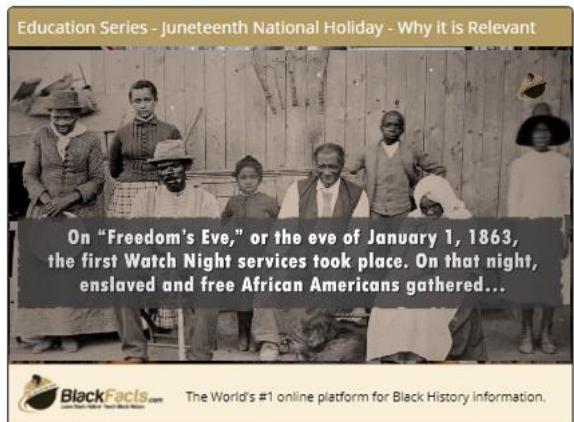


* Shaded Components Being Launched FY 2025



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.





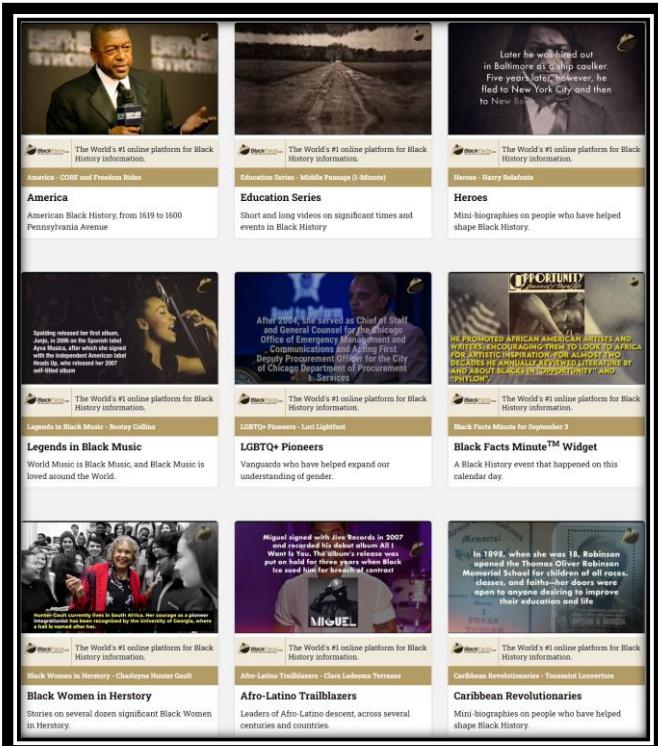
Diversity Schoolhouse

(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.

1 BROWSE the Playlists to see Videos grouped by Affiliation or Skill/Career

2 WATCH and LISTEN to selected Video and scroll through others in the Playlist

3 Use the SEARCH Tool to Find Videos by Name or Even Topic

4 Use Action Buttons to COPY the video name and link to your clipboard or access Writing Prompts, Talking Points, and Quizzes (if enabled)

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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.

**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).

**DAY 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 AIDS 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.

The screenshot displays the BlackFacts Schoolhouse Portal interface. On the left, a sidebar shows 'BlackFacts For Schools' with 'Videos' selected. Below it are 'My Profile' and 'Logout'. A search bar at the top is set to 'mal'. The main content area shows a 'Videos' section with a 'BlackFacts Playlists' sidebar containing various video categories. Three numbered callouts point to features: 1. 'BROWSE the Playlists to see Videos grouped by Affiliation or Skill/Career' (pointing to the playlists sidebar); 2. 'WATCH and LISTEN to selected Video and scroll through others in the Playlist' (pointing to a video thumbnail for 'AFRICAN EMPIRES'); 3. 'Use the SEARCH Tool to Find Videos by Name or Even Topic' (pointing to the search bar). The right side features a grid of video thumbnails for 'AFRICAN EMPIRES' series, including 'ANCIENT EGYPT', 'GARAMANTES EMPIRE', 'KANEM BORNU EMPIRE', 'MANSA MUSA', 'SONGHAY EMPIRE', 'TAKRUR EMPIRE', 'WAGADOU KINGDOM', and 'AFRICAN EMPIRES YOU SHOULD KNOW'. A bottom banner at the bottom of the page reads 'Copyright © 2023 BlackFacts.com. All rights reserved.'



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





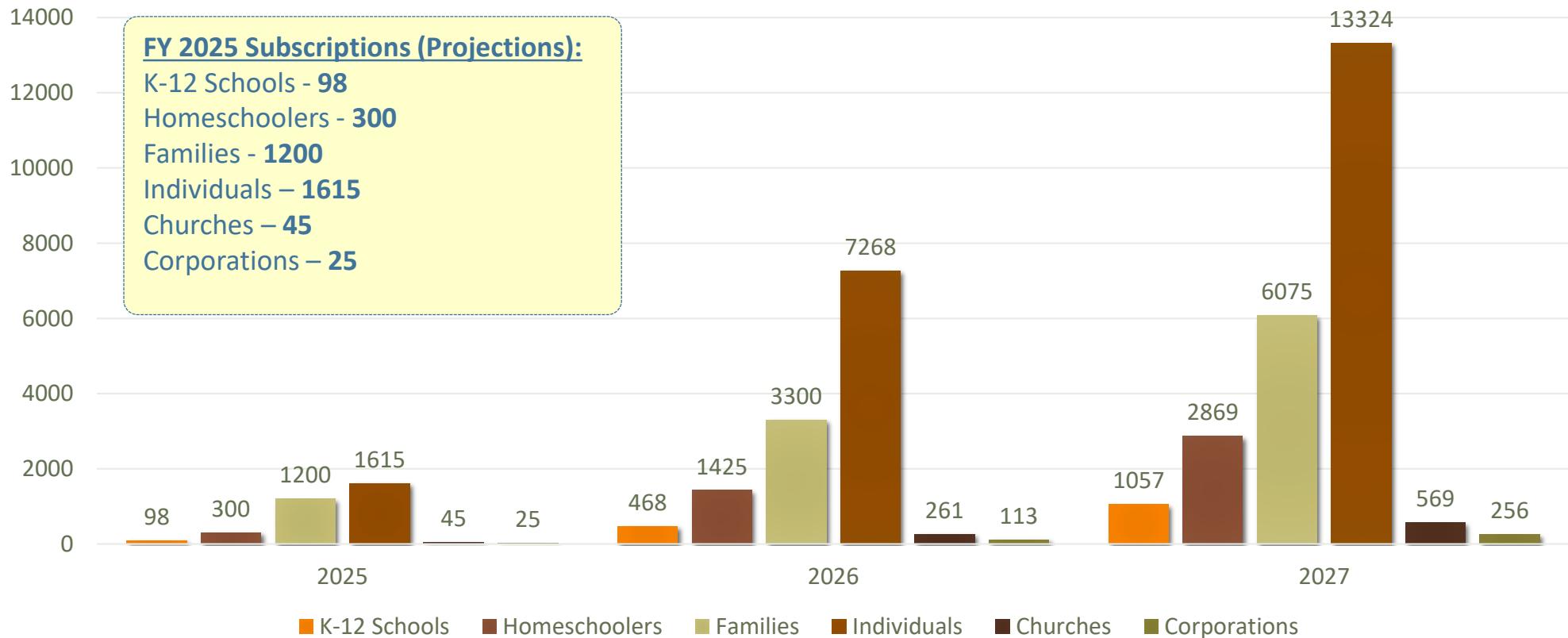
Product Market and Target Conversion

Same Technology, Different Audiences / Feature Sets



Audience	Market Size	Notes
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)

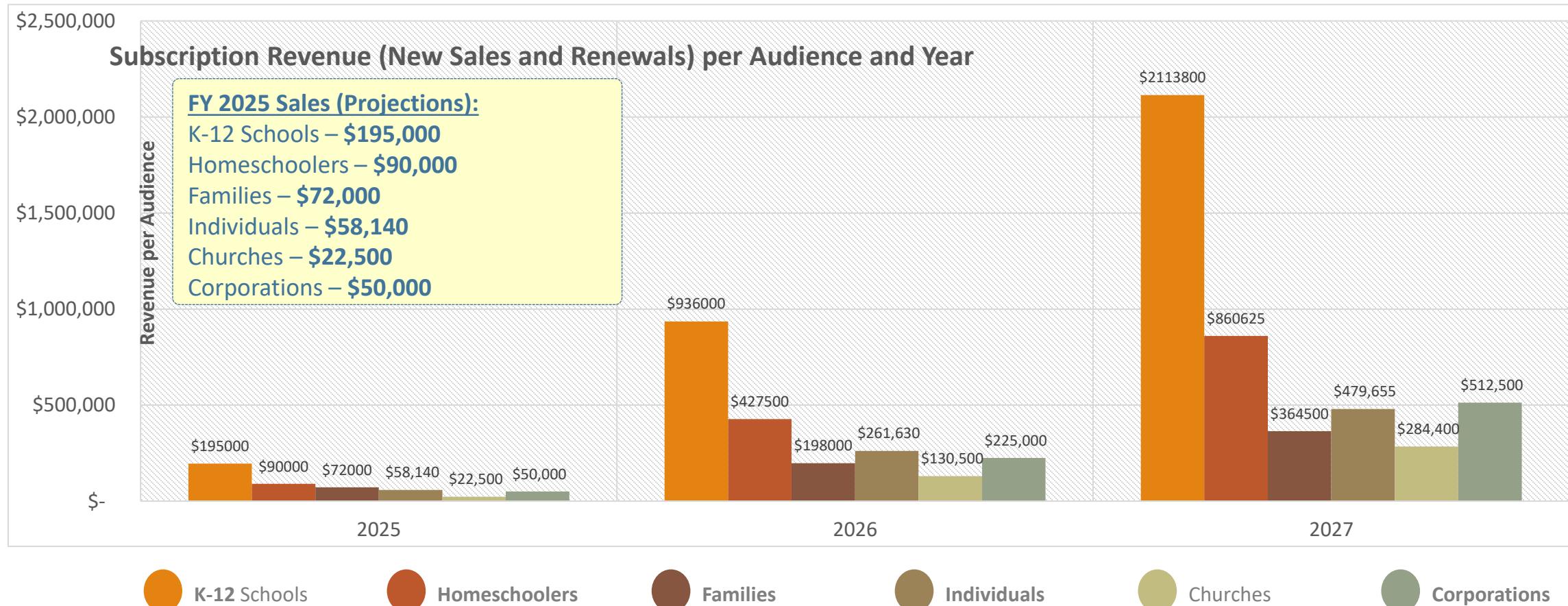
Subscription Volume by Audience





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)

\$5MM
Investment

Outreach & Sales (\$1MM)

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

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

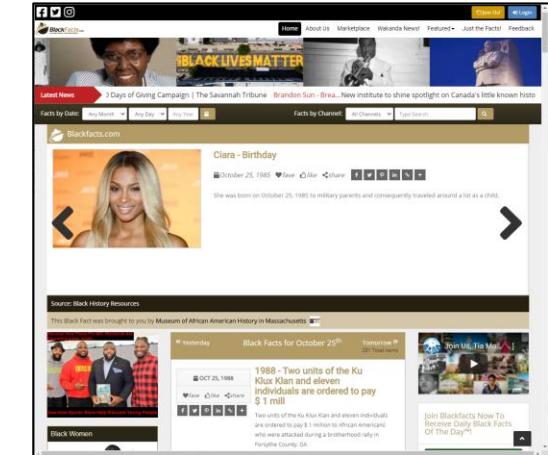


- **Dale Dowdie** – Co-Founder / Chief Executive Officer

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.

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