Introducing

BlackFacts.com

Learn Black History. Teach Black History

BlackFacts.com: Commercialization and Growth Strategy

MOVING TO ***INFORM***, ***ENGAGE*** AND ***INSPIRE*** ABOUT THE WEALTH OF SIGNIFICANT HISTORICAL AND CULTURAL CONTRIBUTIONS OF PEOPLE OF COLOR; AND BECOMING THE GATEWAY PLATFORM FOR MINORITY BUSINESSES, STUDENTS, SCHOOLS AND ENTREPRENEURS TO INTEGRATE AS A GLOBAL COMMUNITY. BLACKFACTS.COM LEVERAGES TECHNOLOGY (AI, CONTENT AGGREGATION, CATEGORIZING AND NATURAL LANGUAGE RECOGNITION) TO PRESERVE AND SHOWCASE OUR CULTURE

THE PROBLEM,
THE OPPORTUNITY

Why is Black Facts Necessary, and Right Now?

- **Black History is not taught in Most Schools**
- **BlackFacts can Reach Anyone, Anywhere**
- **Black History is Being Lost Every Day**
- **Digitizing Our History Saves It Forever**
- **Legacy Black media sources are disappearing**

Preservation of Our Culture

Fast Facts

- ✓ Millennials / Gen-Zs have very little connection to the Past as positive images of cultural achievements are lost or not available in a way they can consume and relate to.
- ✓ Black ICONS that "Lived" through the challenges of the past are aging with no way of passing on what they experienced to the next generation. So many stories lost.
- ✓ Black Newspapers closing at unprecedented Rate.
- ✓ Ebony and Jet likely to shut down – yet another example of Iconic brands that once preserved our culture are being subsumed or disappearing.
- ✓ Millennials more likely to get their information online and with 43% of the 75 million Millennials in the U.S. identify as African American, Hispanic or Asian if a brand doesn't have a multicultural strategy it doesn't have a growth strategy.
- ✓ African Americans are 44% more likely than non-Hispanic white peers to interact with brands on social media or user social networks to support companies and brands.

"Our research shows that Black consumer choices have a 'cool factor' that has created a halo effect, influencing not just consumers of color but the mainstream as well…" - Cheryl Grace, Senior Vice President of U.S. Strategic Community Alliances and Consumer Engagement, Nielsen

BlackFacts.com: 22 Years of Evolution

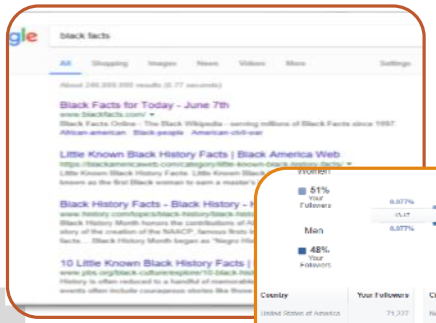
01 **1997** (In the Beginning)

Text-Based Black History Community Project, First of Its Kind on the Internet

02 **2000-2017**

Totally Organic Growth & Zero Budget

#1 in Search Engines



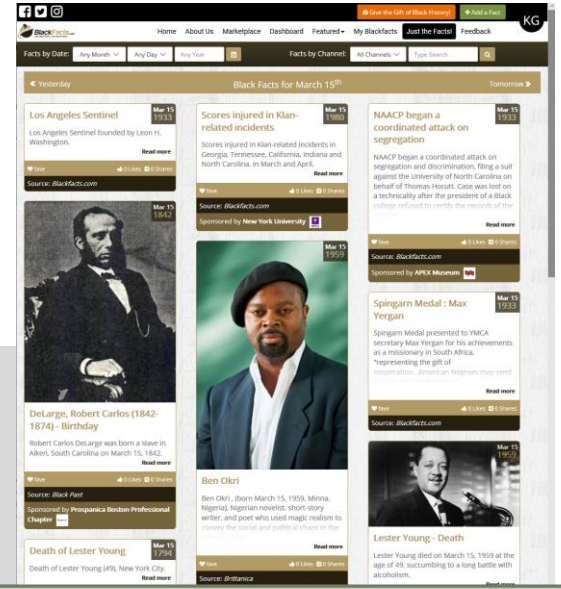
Demographic Data

Amazon Alexa Skill

alexa

03 **TODAY**

AI – linked Text/Graphic/Video Historical Facts indexed 7 ways



Today By the Numbers:

- 50,000 Facts → 100k by end of 2020
- 185k Social Media Followers & 500M+ Reach
- 500,000 user Email list and growing

Commercialization and Growth Plan

3 Year Strategic Objectives

To grow our existing platform from a black history reference website to THE #1 online source for **Black History and Black Cultural Impact, Contributions and News and Resources.** Thus becoming the de facto digital resource for Black Culture, Products and Services.

Then leveraging our Technology Platform as the #1 toolset to empower and integrate businesses, 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: 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

Fast Facts

- ✓ Official Black History Month celebrations in USA / UK / Canada
- ✓ African American Studies Ph.D. programs in 50% of the Ivy League
- ✓ 1 Million Visitors in the first 4 months of the new National Museum of African American History & Culture (2.4MM visitors to date)
- ✓ Major companies spend millions each Black History month on Sponsorships and Advertising
- ✓ Companies look for access to the $$Trillion black consumer market
- ✓ Growing awareness of political activity in black communities drives both consumer and business interest

BlackFacts.com Core Business Model

Content Creators

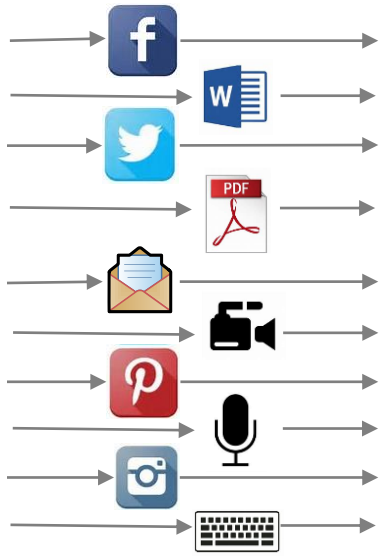
Digital Griots

Consumers

Associations

Historians

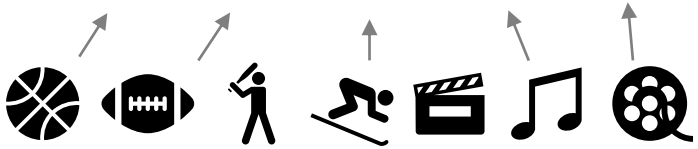
BlackFacts Content Bots



BlackFacts.com

Revenue Streams

1. Premium Membership
2. Premium Virtual Sites
3. Fact Widgets
4. School/Diversity Sites
5. BlackFacts Legacy Sites
6. Corporate Sponsorship
7. Banner/Email/Social Advertising
8. Marketplace Affiliate Sales



Sponsors / Advertisers / Vendors

Mobile Web

Any Site Visitor

Polls & Quizzes

Associations and Schools

Push Notification

Content Consumers

Content is submitted by BlackFacts Users, Griots and our proprietary web crawlers (news & relevant content), from online pages, social media sharing, uploaded documents and media.

While access is free to all, Premium Memberships, the Wakanda Marketplace, Corporate/School Sponsorships and Advertising generate BlackFacts' Revenue

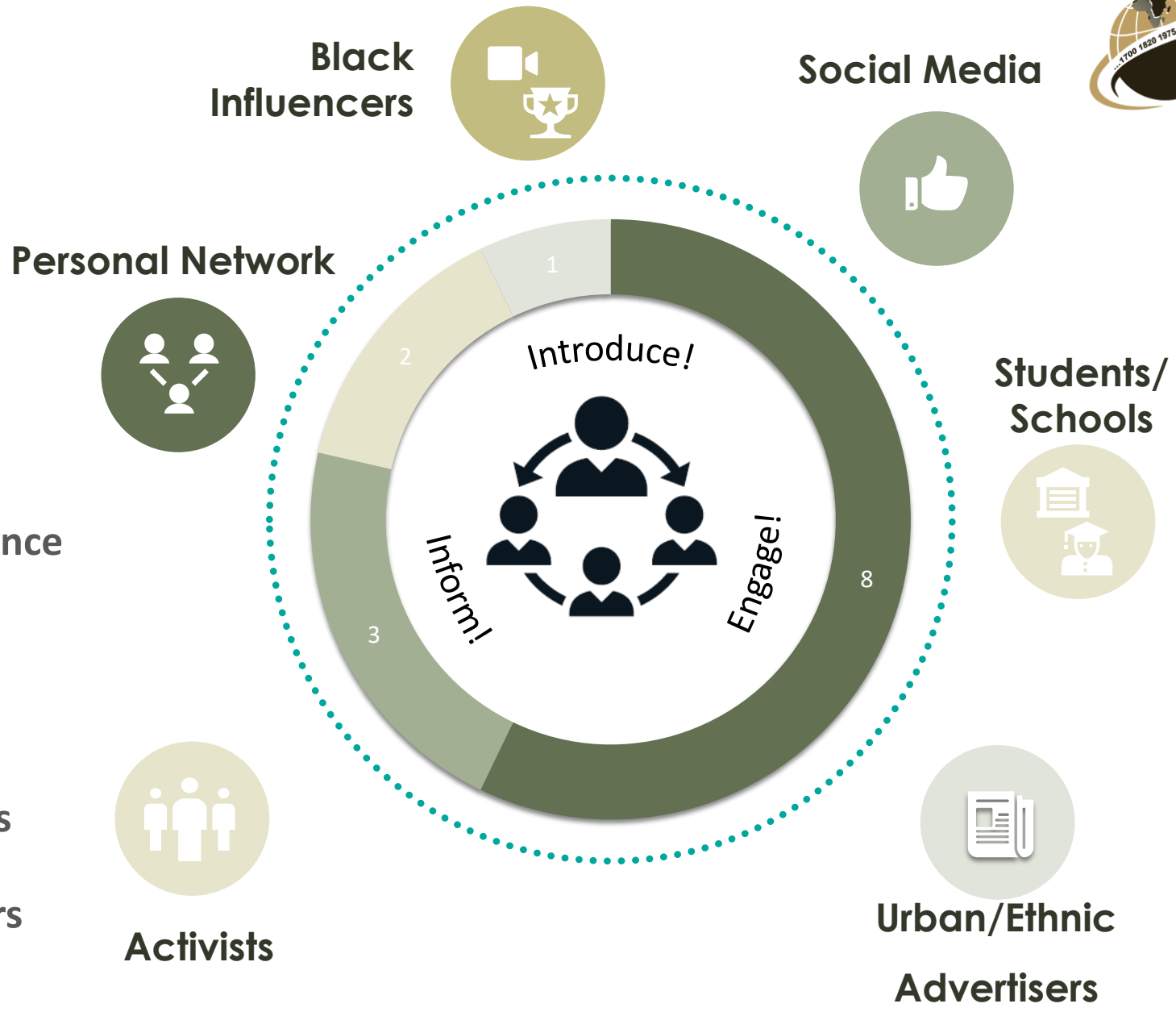
Consumers get BlackFacts content on any platform by visiting the website or receiving push notifications via Email/Text/Social Media.

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 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 structure that can easily be customized and plugged into any website, or online platform.

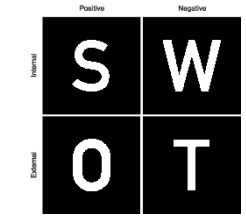
Wakanda Marketplace

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 (but no product sales)

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.

BlackFacts.com S.W.O.T. Analysis



STRENGTHS

- #1 Result on ALL Search Platforms
- Superior Technology
- Highly Scalable and Automatable
- Content never gets stale
- Daily Content = Stickiness
- Favorable Demographic
- Efficient Operations
- Increasing Returns to Scale
- Social Media / Share – Friendly
- Niche Audience Targeting
- Personal / Site History = Unique Competitive Advantage

WEAKNESSES

- No Revenue – Therefore limited Focus to date
- Content needs scrubbing and enhancement with more rich data
- No real case Studies to compare
- No marketing and limited outreach
- No dedicated resources

OPPORTUNITIES

- Bringing world-class technology to the Black Online Space
- Leveraging Professional Associations
- Leveraging Schools and Greeks
- Do Micro-targeted research
- Target other Demographics easily
- Can white-label and sell the Technology
- Wealth of IP (Intellectual Property that may be applicable to multiple industries.

THREATS

- Content Crowdsourcing strategy failure
- Redefining / Merging Cultural Boundaries
- Sustained Cyber Attacks

BlackFacts.com Management Team

- **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

- **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:
Peter Conroy and Rick Van Rice (Business Development), James Mwihia (QA and Tech Support), Michelle Tutunjian (Business Analyst), Sandra Bone (Social Media), Beatriz Callejas (Social Media), Melanie Semedo (Social Media) and Offshore Development Resources in India (Pilots and Product Support)

BlackFacts.com – The Ask!

$10 Million

Technology Services/ Staffing ($3M)

Having a focused Team and to build new features and Technology Infrastructure to support expanded site membership

Outreach & Marketing ($6M)

Increased budget for marketing of our solutions with a focus on Outreach via Social Media and Educators/Schools

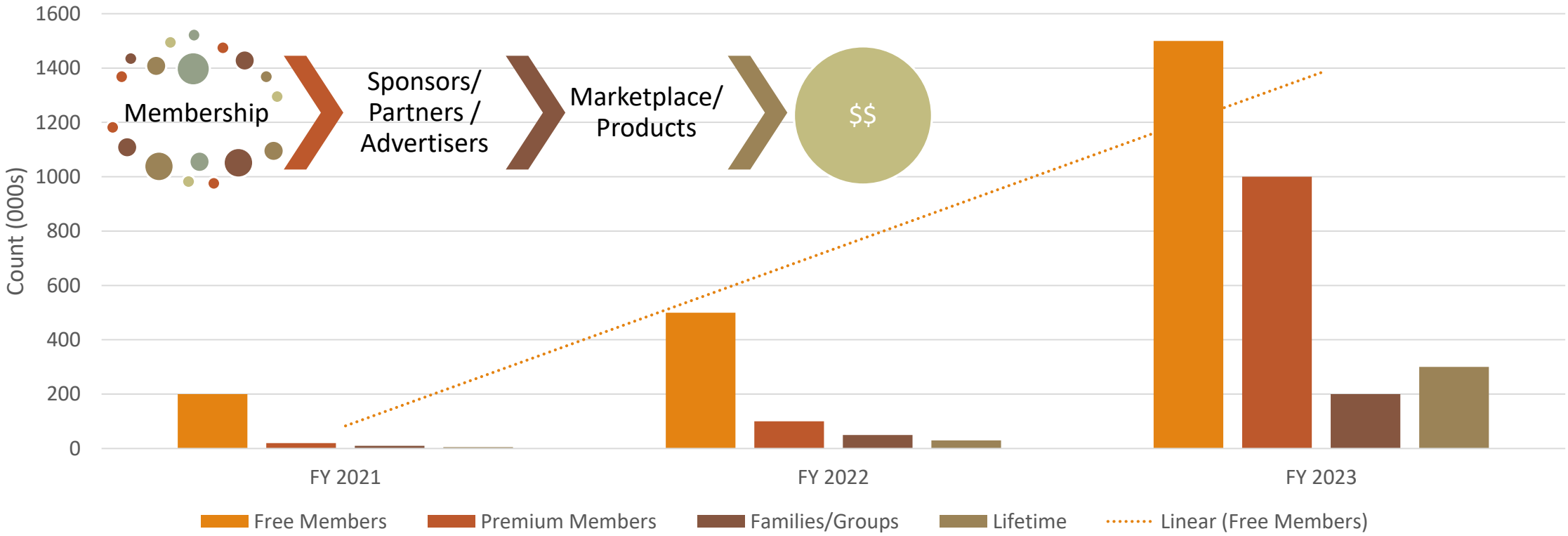
Content Growth ($1M)

Resources to grow our Site Content with News, Diversity Jobs, Black Business Directory and more!

GROWTH PROJECTIONS

Focusing on Membership Growth!

Growth Strategy:
Converting Free Members to Premium Offerings.



FINANCIAL FORECAST

The Path to Profitability

30 Million Unique Visitors/Month
1 Million Premium Members

	Year - 1 (2021)	Year - 2 (2022)	Year - 3 (2023)
Member Subscriptions	$150,000	$3,000,000	$80,000,000
Sponsorship & Schools	$150,000	$5,000,000	$40,000,000
Product/Service Revenue	$50,000	$3,000,000	$30,000,000
Advertising Revenue	$150,000	$4,000,000	$50,000,000
Gross Revenue	**$500,000**	**$15,000,000**	**$200,000,000**
Salaries/Wages/Resources	(-$1,000,000)	(-$3,000,000)	(-$8,000,000)
Marketing & Promotion	(-$3,000,000)	(-$6,000,000)	(-10,000,000)
Operating Expenses	(-$300,000)	($-700,000)	($-2,000,000)
Net Profit	**($-3,800,000)**	**$8,000,000**	**$180,000,000**

1 Million Black Facts
150,000 Black Vendors

Blackfacts.com: 3 Year Plan*

In order to meet our goals, we recognize the needs to make several improvements to our current site, particularly for Administration and Support of features for Members, Partners and Sponsors. We must also expand our reach by looking to new sources of content and implementing our strategic marketing plan. These features are being built/tested now for rollout in 2021.

2021: New Features

- ❑ Black News Syndicate
- ❑ Business & HBCU Directory
- ❑ Widgets 2.0 (Custom Layouts)
- ❑ Educational Showcase Sites
- ❑ Diversity Showcase Sites
- ❑ Enhanced Content Relevance

2022: Revenue Builders

- ❖ Marketplace Vendor Catalog
- ❖ Marketplace Self-Service Signup
- ❖ Widgets 3.0 (Ads)
- ❖ Affiliate Self Service Signup
- ❖ Wakanda Initiative Launch
- ❖ Build Strategic Partnerships

2023: Growth and Profitability

- ➢ Full Wakanda Business feature set
- ➢ Full Wakanda Organization feature set
- ➢ Full Marketplace vendor tool set
- ➢ Full Premium Membership feature set
- ➢ Launch Strategic Partnerships

Future: Black Wikipedia

BlackFacts.com – What's Next?

What are the key tasks to get BlackFacts.com ready for the Feb 2021 kickoff

AREAS OF FOCUS	DESCRIPTION	STATUS	ACTION
	Increased Membership Functionality	In Process	With our new membership model now available we must fine-tune and improve on the underlying functionality needed to support those members
	Update Administrative Tools	In Process	New Website Design, Branding and Technology will be a BIG part of our rollout and preparation for 2021
	Kick-off Marketing Campaign	In Process	Our Marketing campaign is a series of Email Campaigns using our email lists and social media outreach
	Begin Programs that drive revenue (ads, products, etc.)	Not Started	We have already had requests for Advertisement and Products Sales/Affiliate programs. We need to Pilot these offerings to enable them on the site
	Kick Off – Feb 2021 Event	No Started	Black History Month 2021 is the Event that signals the start of the next evolution for BlackFacts.com

Questions?

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  857-222-2318

- **Dale Dowdie** - Chief Executive Officer
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BlackFacts.com
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BlackFacts Underlying Technical Framework

Low Cost. Easy to Use. Business/Startup-in-a-Box! Ecosystem

Target Demographic

- Businesses & Start-Ups
- Professional Associations
- Entrepreneurs & Students

Existing website

Embedded Components

No Website
No Problem

Subscription Sevices

Core Content Management Services (CMS)

- Structured Website Branded Page(s) (CSS)
- Data Tables
- Admin Tools
- **Carousel** Widgets
- **HTML** Widgets
- **Video** Widgets
- **List** Widgets
- **Gallery** Widgets
- **Survey** Widgets
- **Event** Widgets
- Templates
- Calendars
- Feedback

Share Services

- Reports/ Activity Logs
- Ads Manager
- Mail/ Chat Services
- Jobs/ Internship Postings
- Data Model
- Security
- Shared Content Widgets
- News Feed
- Shared Reward Programs

Other Features

- Cloud Services Integration
- Social Media Integration
- eCommerce (Shopping Cart)
- Discounts on Products/Services
- Affiliate Programs
- Integrated sales of products/services
- Diversity Showcase

Select your Widgets

Embed in Your Site

Get complete Website

Integrated Community

Problem Addressed: Black businesses and organizations cannot afford to hire 6-figure top tech talent, and thus have sub-par or no online presences / technology leverage

Features / Revenue Streams:

1. Web Presences
2. E-Commerce Capability
3. Online Marketplace
4. Business SaaS Services
5. Business Promotion
6. Job Postings
7. Custom Consulting

Value Proposition: Rich online presences and business services made available to small to national businesses and organizations at affordable costs, generating profit by scaling.