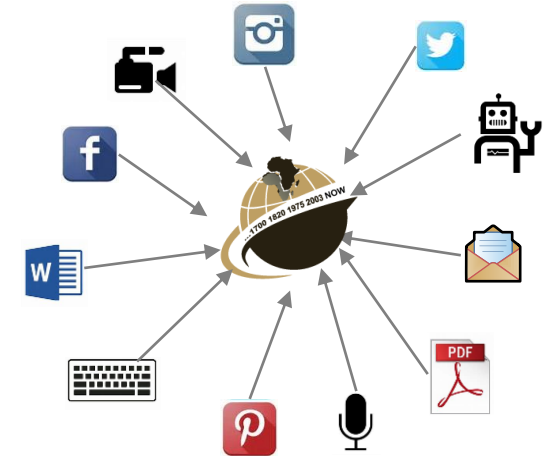Discover, Share, Celebrate and Preserve Black Culture

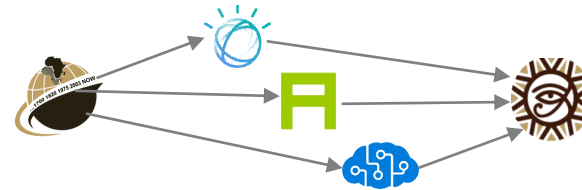# WE CREATE TECHNOLOGY TO UPLIFT THE RACE

BlackFacts.com: Creating the Future of Black History by:

1 Collecting Our Black Stories and News Digitally
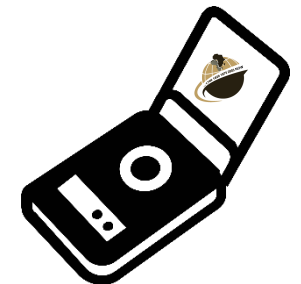
2 Organizing the Stories using AI

3 Publishing the Stories to Any Device

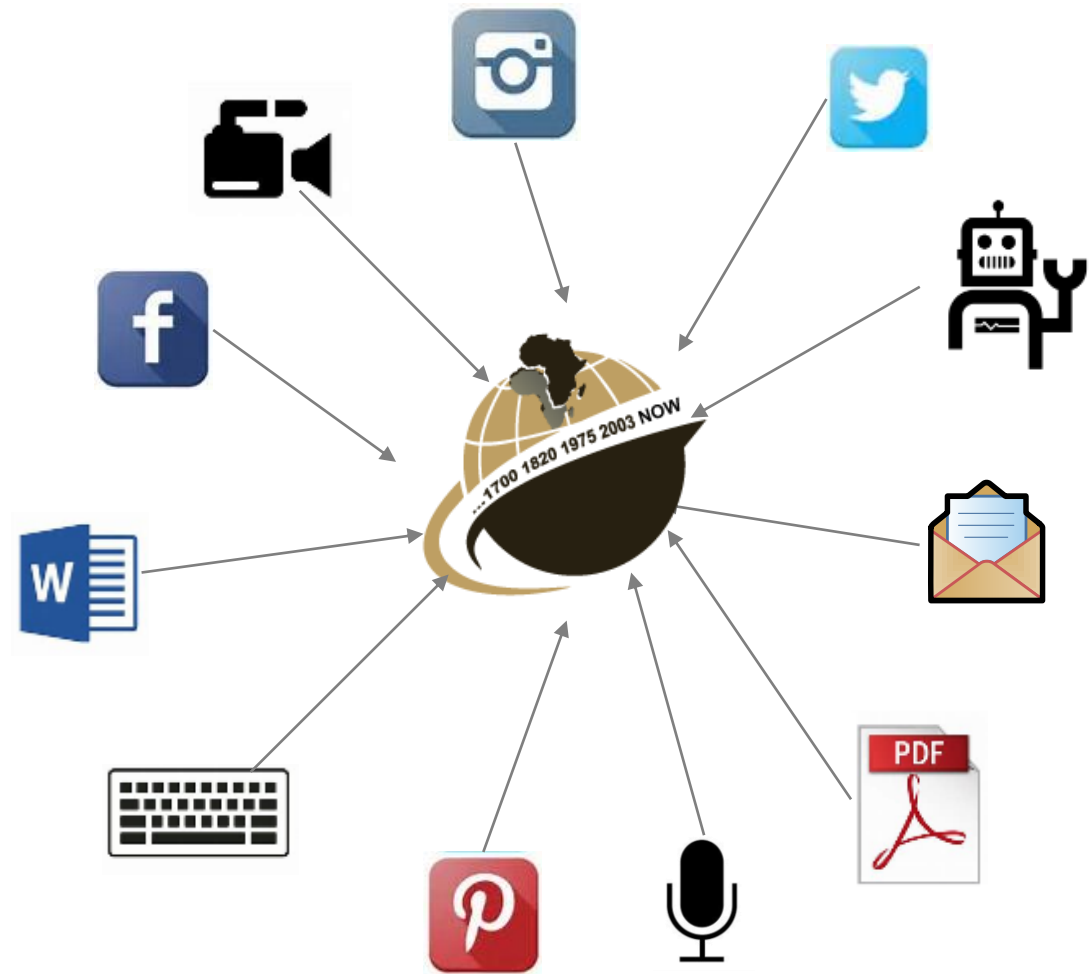**4** Saving the Stories Forever for Future Generations

Collecting Stories Digitally

- 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 the Stories using AI

BlackFacts Uses our proprietary AI-aware Engine
(code-named **Timbuktu™**) to Link Stories Based On:
- People
- Events
- Places
- Concepts
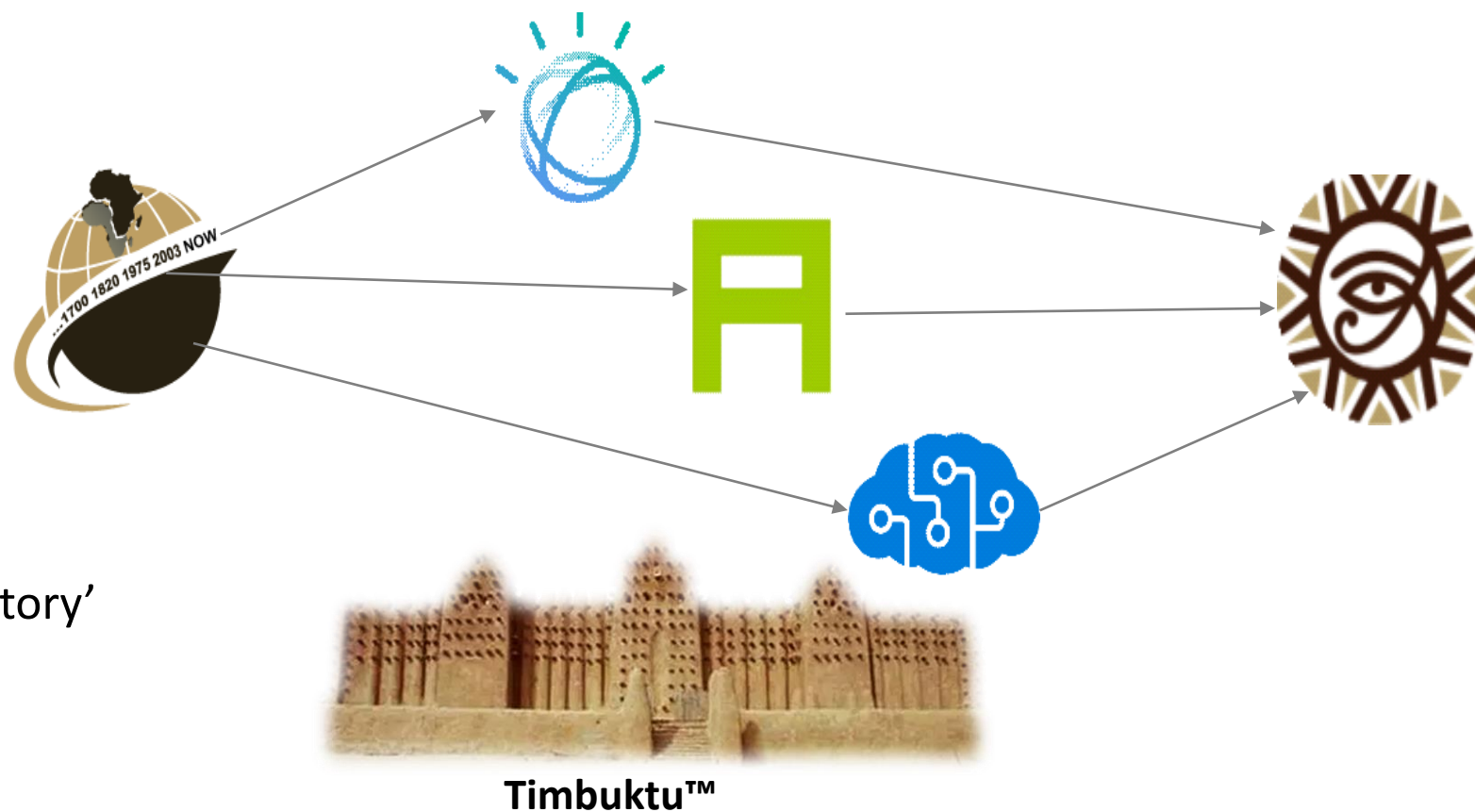- Keywords
- Hashtags

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)
- 100K Facebook Following
- 76K 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
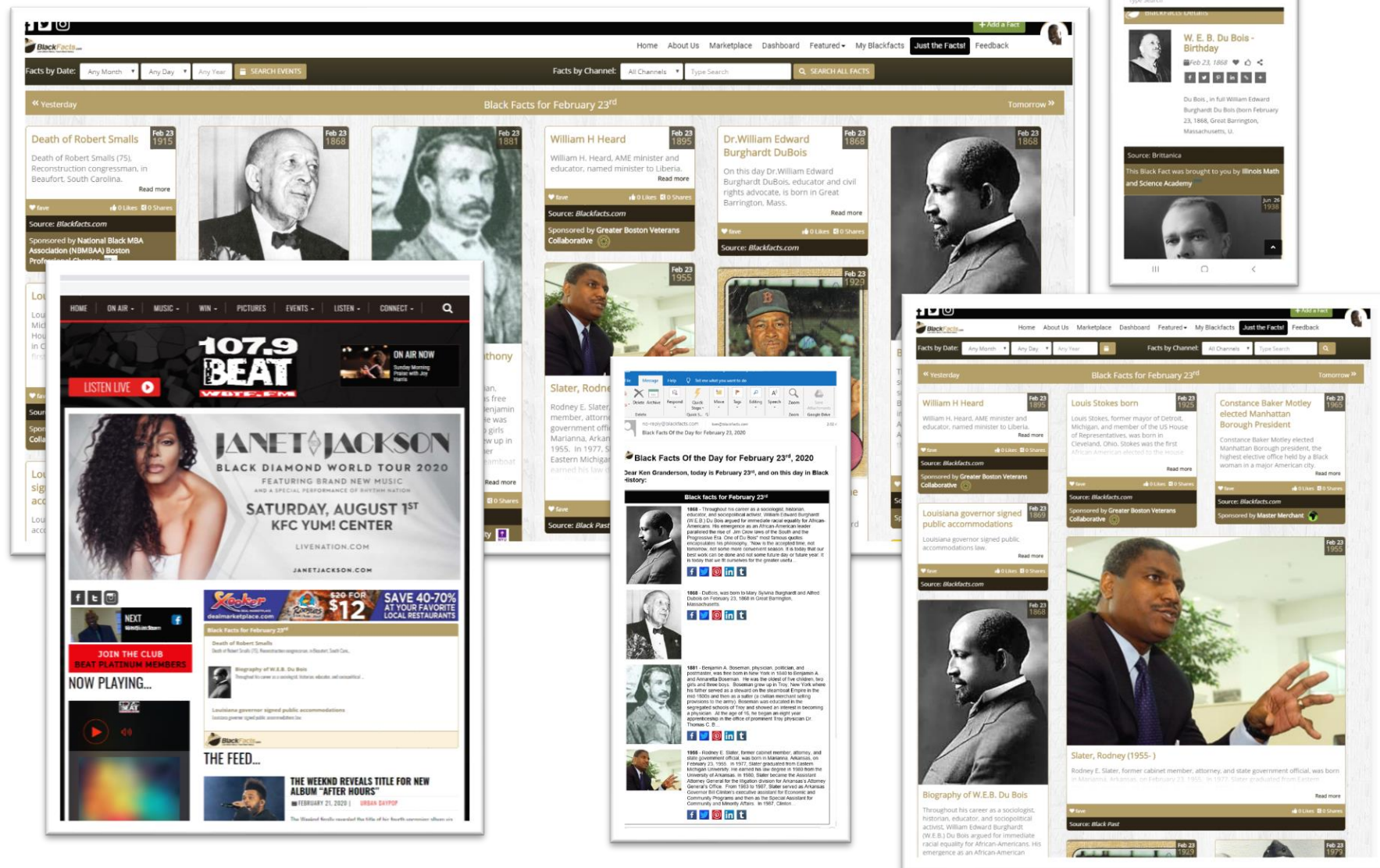
Saving the Stories Forever for Future Generations

Blackfacts.com is the realization of the lifelong dream of international scholar **W.E.B. DuBois** that he called the 'Encyclopedia Africana.'

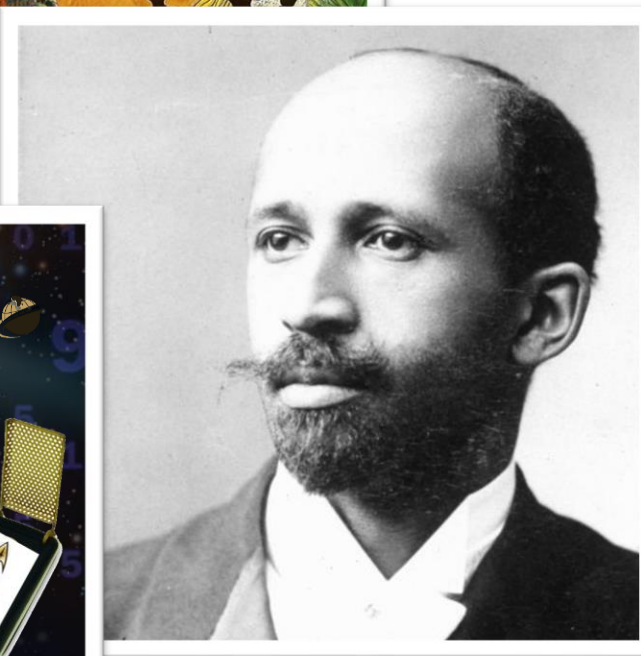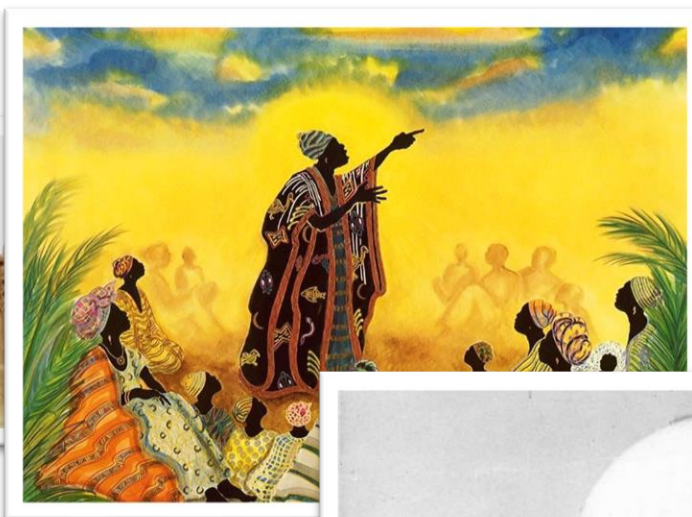But even DuBois could not have realized that while libraries can burn, and griots die, digitized history is FOREVER, and now can be written by anyone, not just the victors of cultural battles.

Commercialization and Growth Plan

3 Year Strategic Objectives

To grow our existing platform from 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 BLACK WIKIPEDIA.

Then leveraging our Technology Platform as 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
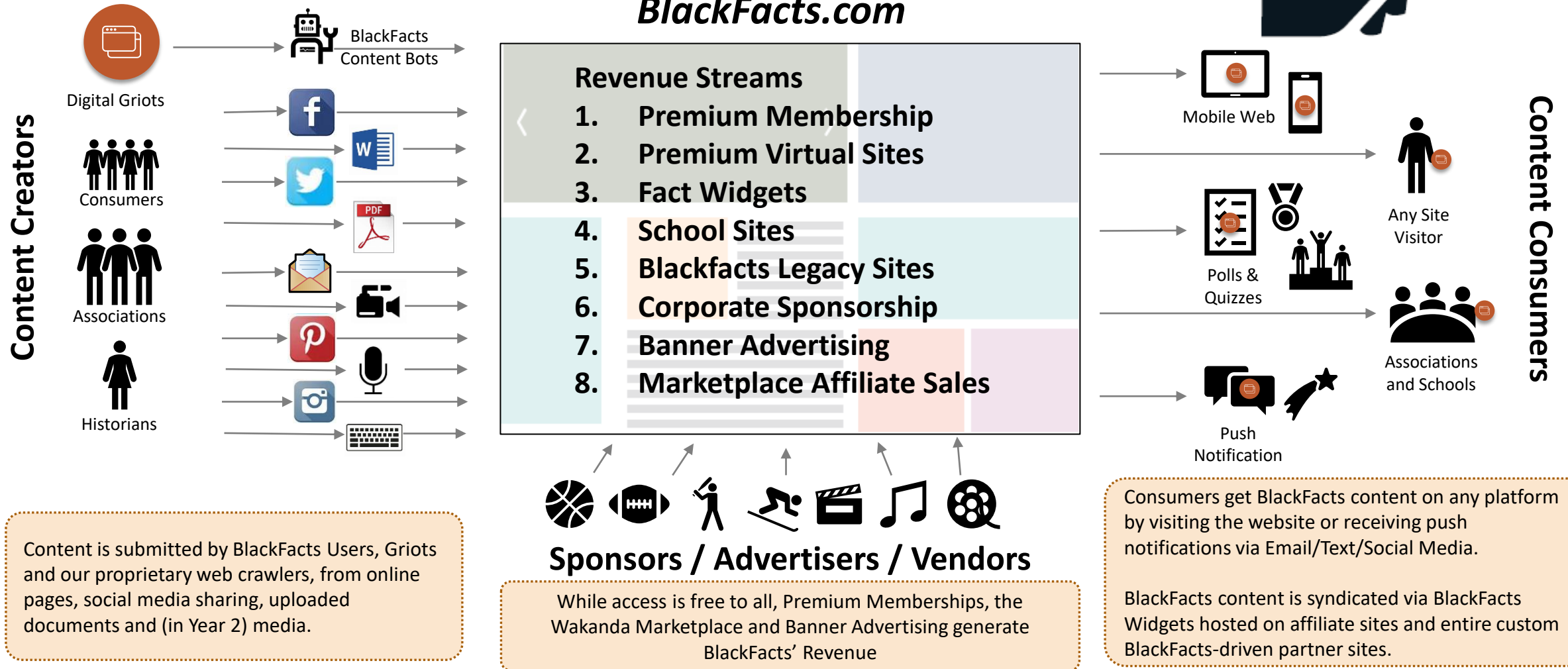
TARGET DEMOGRAPHICS

Who's interested in Black Facts?

- Consumers – Millennials and Beyond

- Academia – Students, Teachers & Schools

- Businesses / Professional Organizations

- Sponsors & Advertisers

BlackFacts.com Core Business Model

BlackFacts.com

Content Creators

Digital Griots

BlackFacts Content Bots

Consumers

Associations

Historians

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 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.
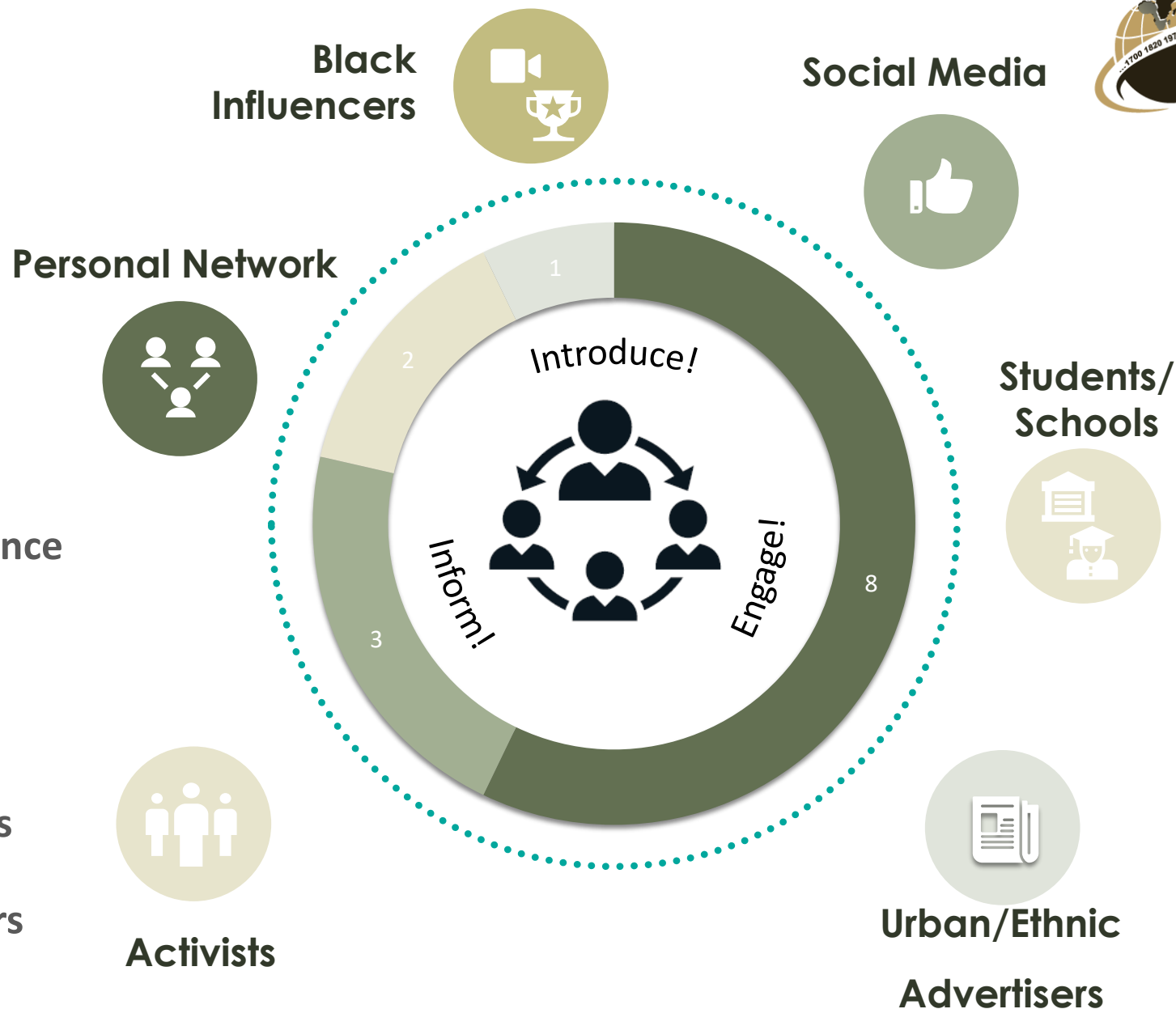
MARKETING
Strategy

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

Black Influencers

Social Media

Personal Network

Students/ Schools

Introduce!

Inform!

Engage!

1

2

3

8

Activists

Urban/Ethnic 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)
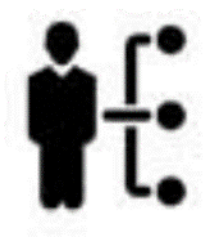
Subscription Services

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 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! : Angel

Ken G. Sr Developer – FT ($150k)

Full Stack Developer – FT ($100k)

Dale D. Management – PT ($50k)
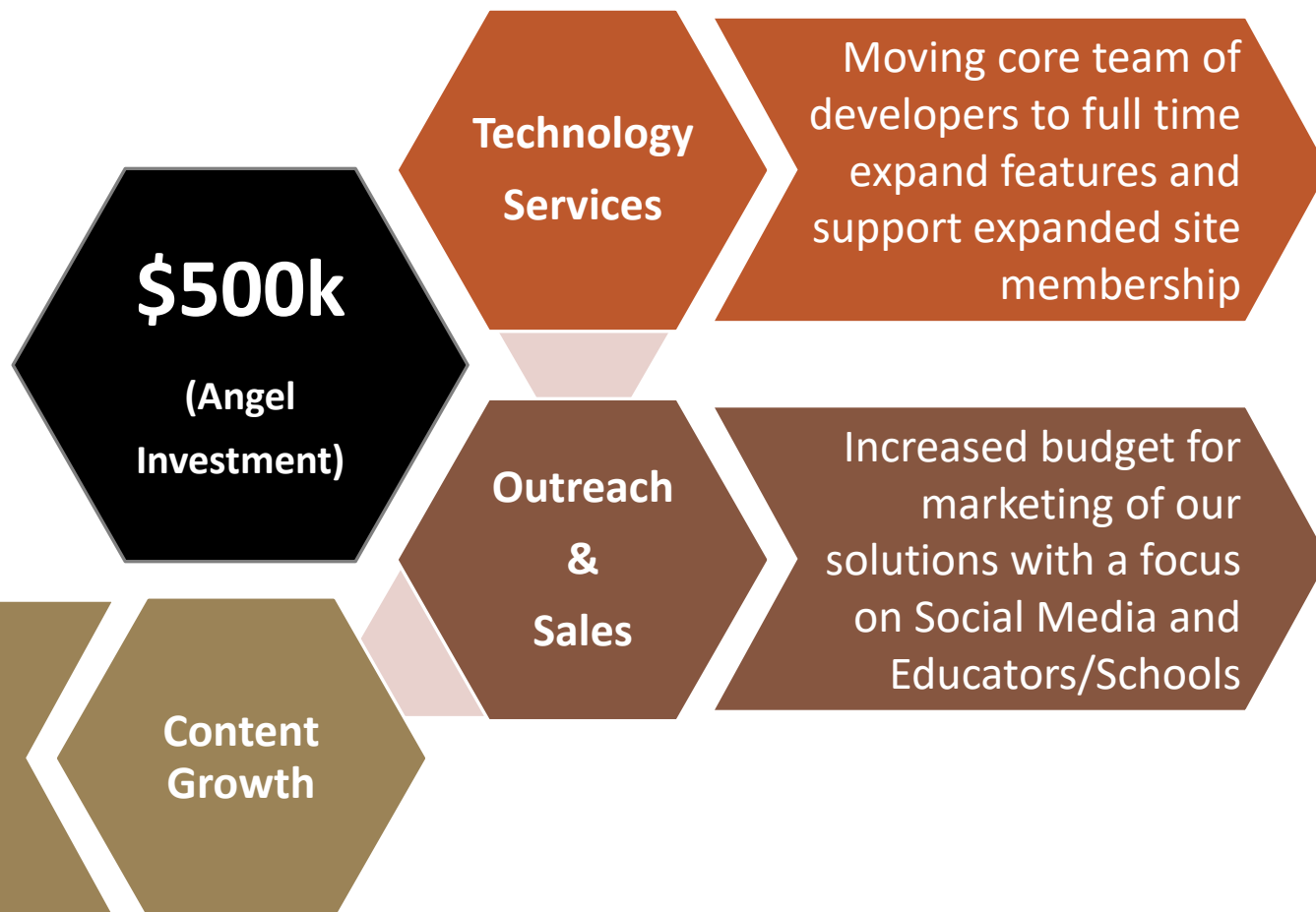
DBA – PT ($36k)

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)

$500k
(Angel Investment)

Technology Services

Moving core team of developers to full time expand features and support expanded site membership

Outreach & Sales

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

Content Growth

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

Questions?

- **Ken Granderson** - Founder / Chief Technology Officer
  ken@blackfacts.com
  857-222-2318

- **Dale Dowdie** - Chief Executive Officer
  ddowdie@blackfacts.com
  781-858-6852

BlackFacts.com
Learn Black History. Teach Black History