



BlackFacts.com

Discover Black History · Share Black History · Create Black History

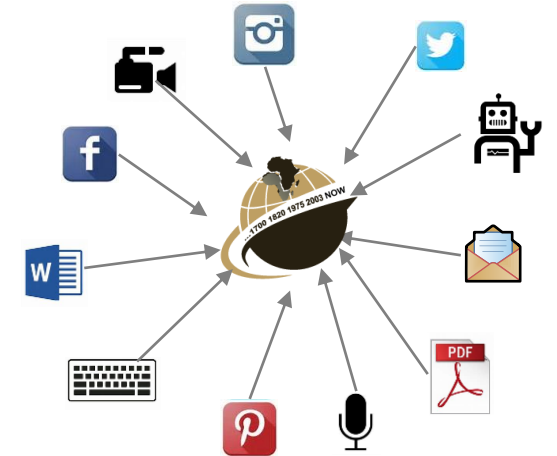
Discover, Share, Celebrate and Preserve Black Culture

**WE CREATE TECHNOLOGY TO UPLIFT THE
RACE**

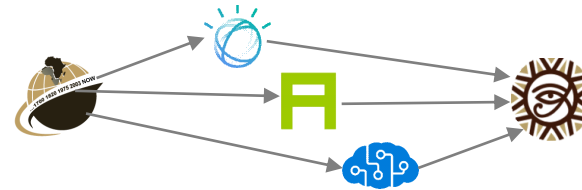


BlackFacts.com: Creating the Future of Black History by:

1 Collecting Our Black Stories and News Digitally



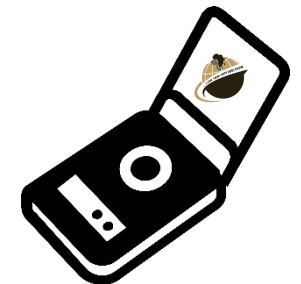
2 Organizing the Stories using AI



3 Publishing the Stories to Any Device



4 Saving the Stories Forever for Future Generations

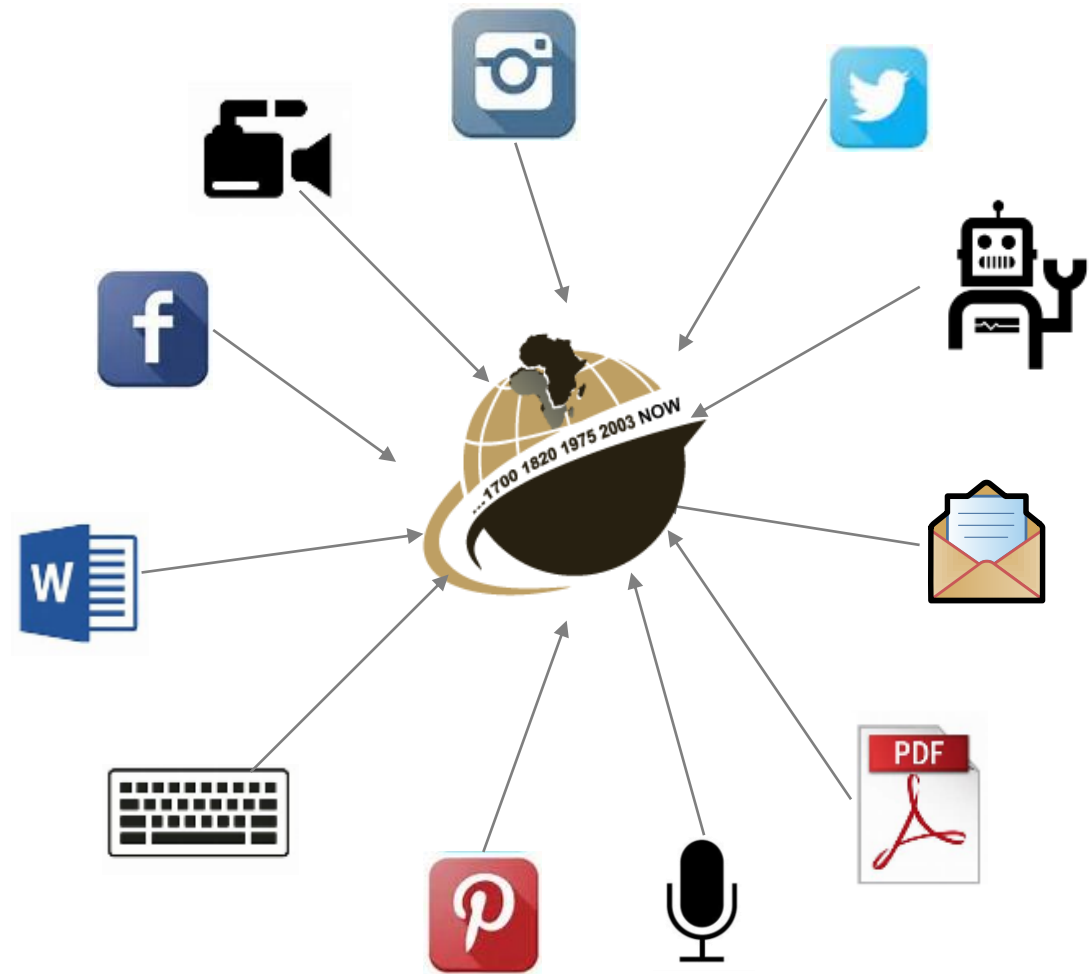




Collecting Stories Digitally

- 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’

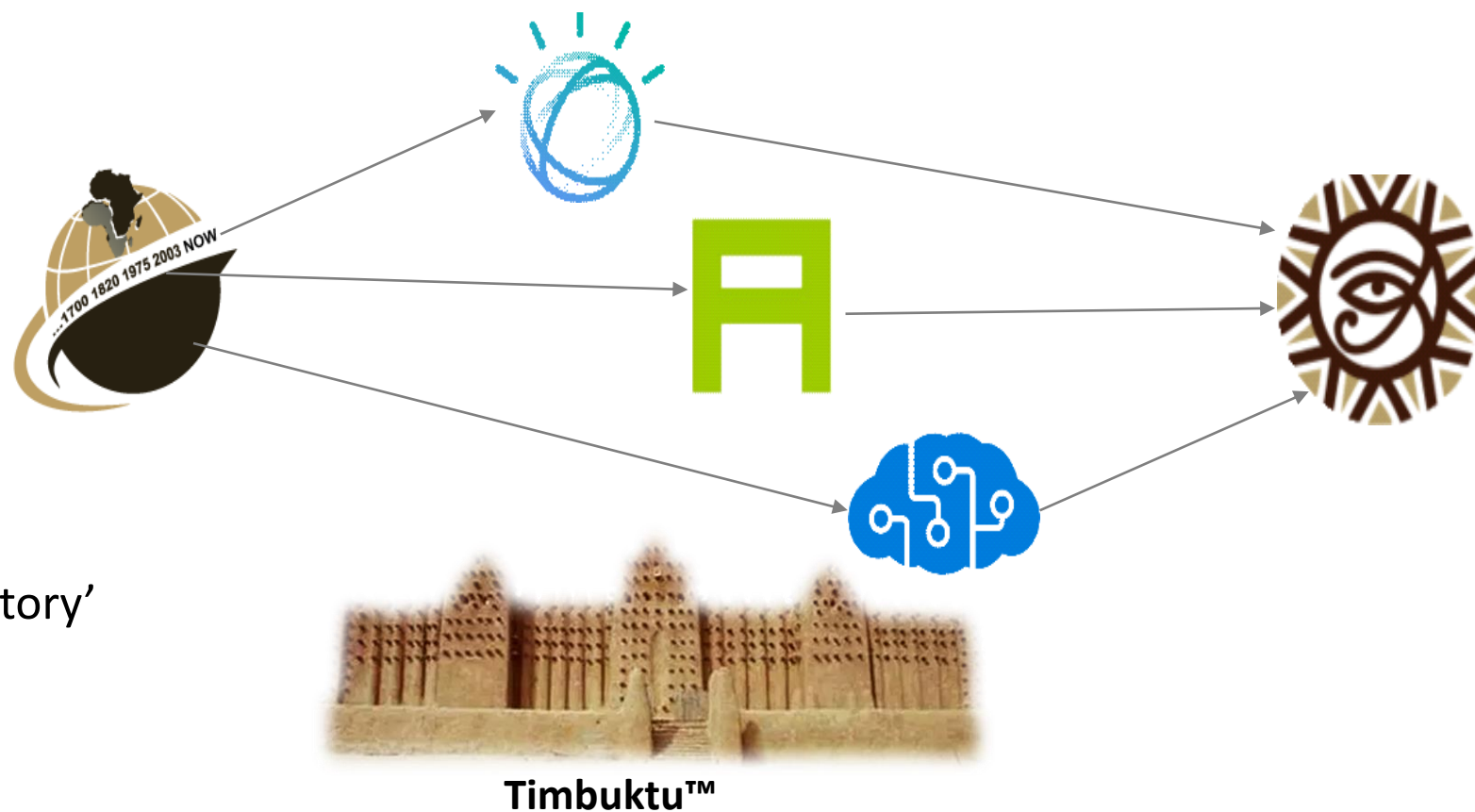
‘Also About Malcolm X’

‘The Black Church Throughout History’

‘Other Female Inventors’

‘Other Black LGBT Pioneers’

...etc.





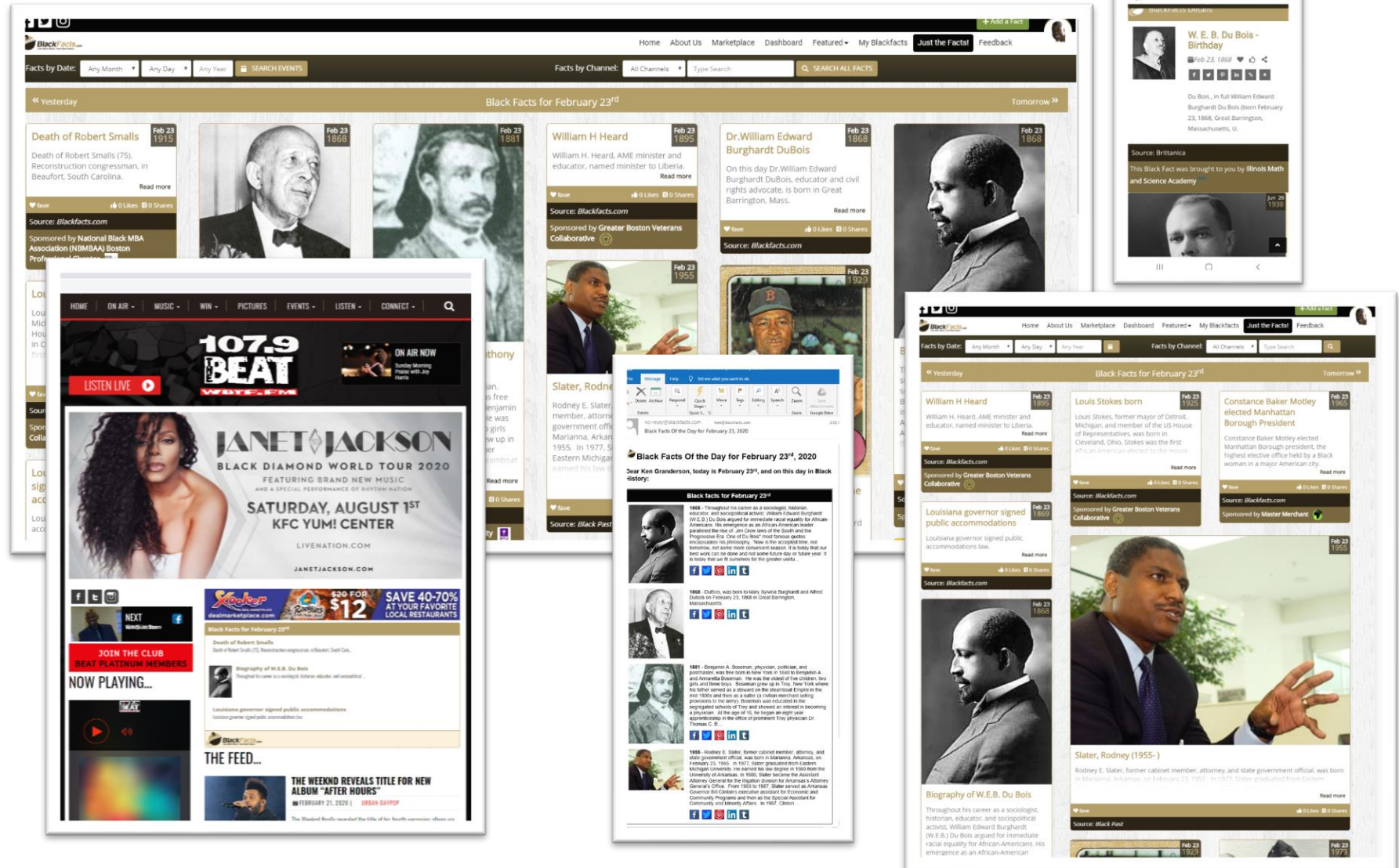
Publishing the Stories to Any Device

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

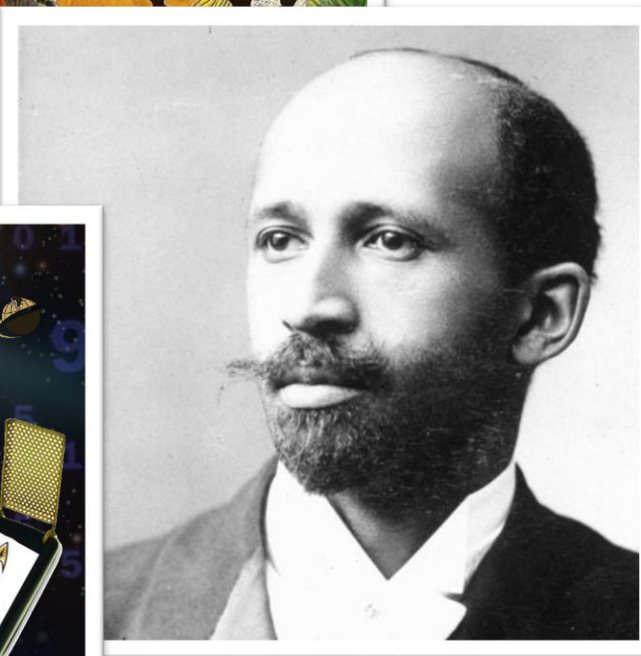
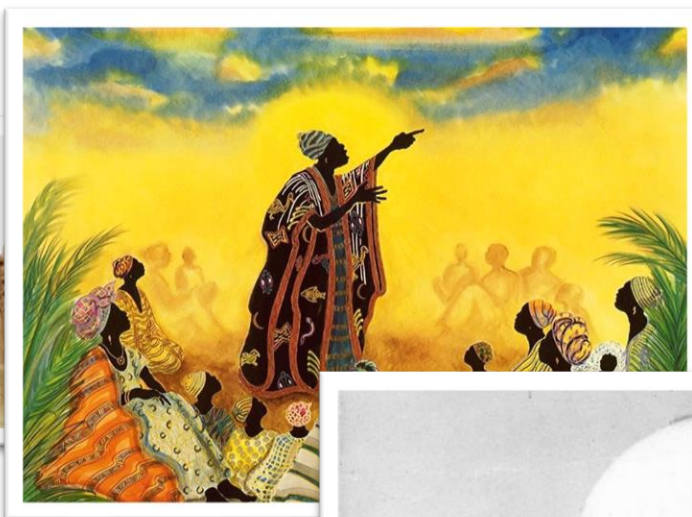




Saving the Stories Forever for Future Generations

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



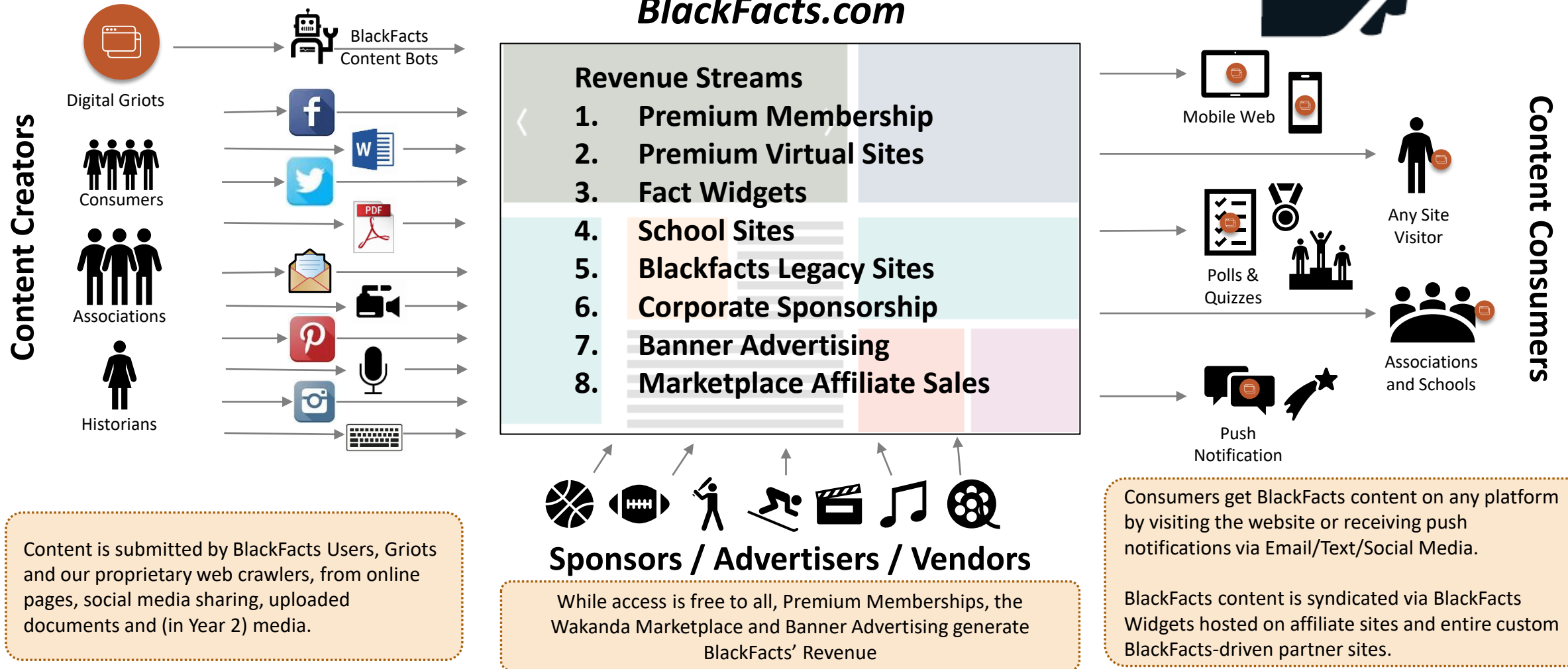
Who's interested in Black Facts?

- Consumers – Millennials and Beyond
- Academia – Students, Teachers & Schools
- Businesses / Professional Organizations
- Sponsors & Advertisers





BlackFacts.com Core Business Model





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

Personal Network



Black
Influencers



Social Media



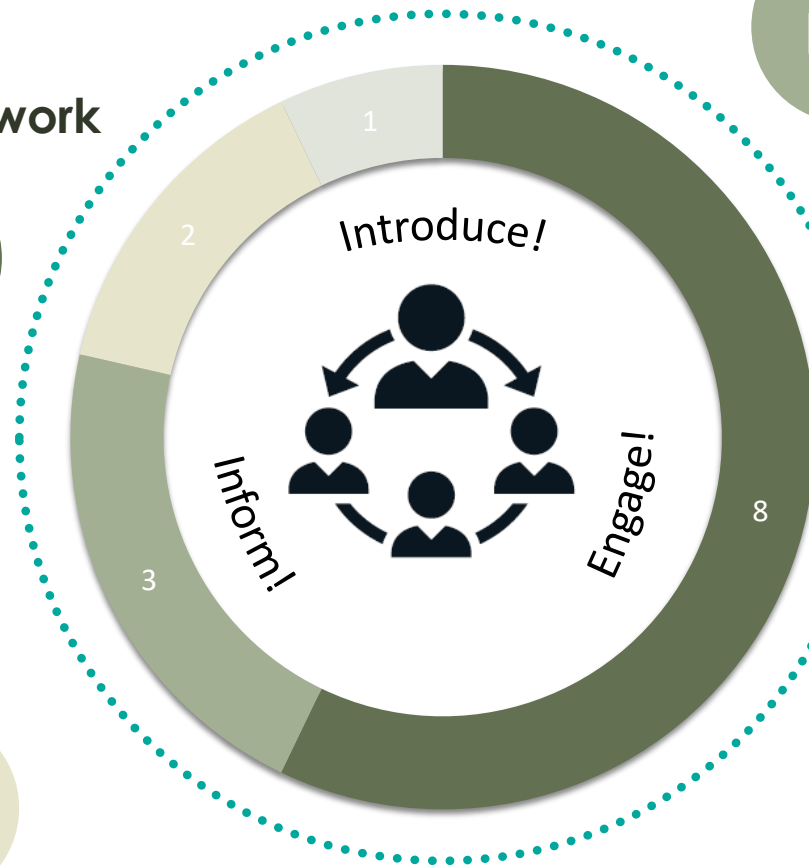
Students/
Schools



Urban/Ethnic
Advertisers



Activists





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! : Ambitious



Ken G. Sr Developer – FT (\$250k)

Dale D. Management – FT (\$350k)

Full Stack Developer – FT (\$100k)

DBA – FT (\$150k)

Data Scientist – FT (\$150k)

4 x Sale/Business Dev – FT (\$60k x 4)

Graphics Designer – FT (\$75k)

Sales/Marketing Mgr – FT (\$100k)

Social Media Marketing – FT (\$75k)

Content Mgr/Historian – FT (\$80k)

Operations/Marketing cost (\$3,4M)

\$5M
(Growth Investment)

Technology Services

Increase all Key Staffers to Full Time at the executive and IT Level

Outreach & Sales

Expand Sales team and add a manager of that team to increase outreach and focus on Educational market

Content Growth

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





Questions?



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- **Dale Dowdie** - Chief Executive Officer
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BlackFacts.com
Learn Black History. Teach Black History

