

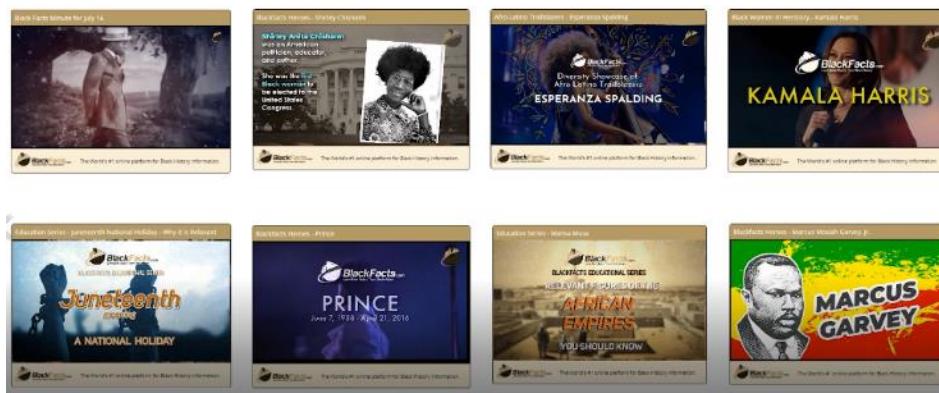
Creating the Future of Black History Education

VIA

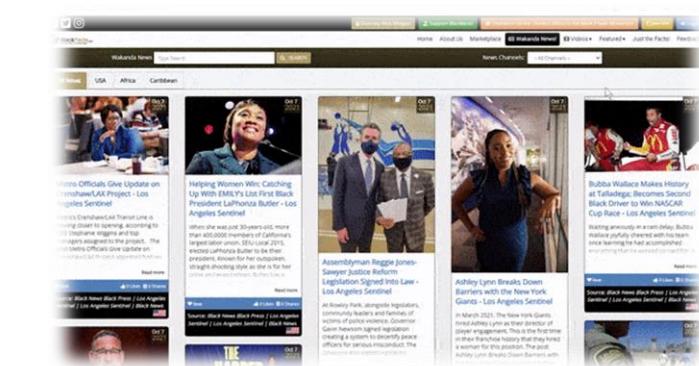
Online Black History



Diverse Historical & Cultural Videos



National & International Diversity Focused News



Investor Pitch Deck
March 2023

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.

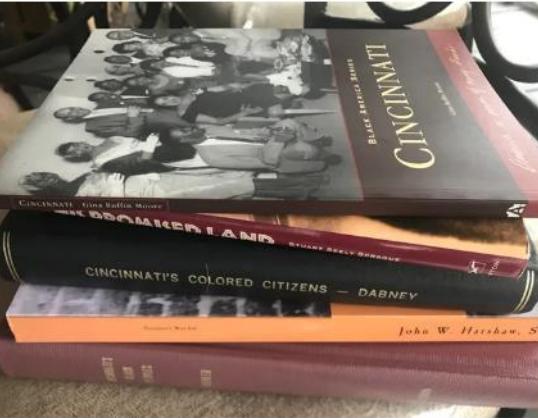




Teachers Seeking Diverse History Resources Are Challenged

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

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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

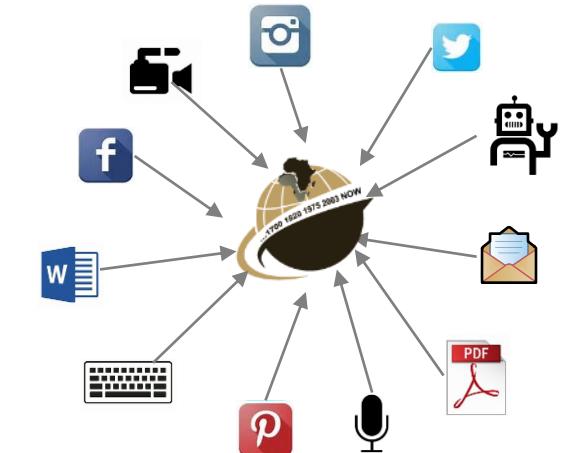
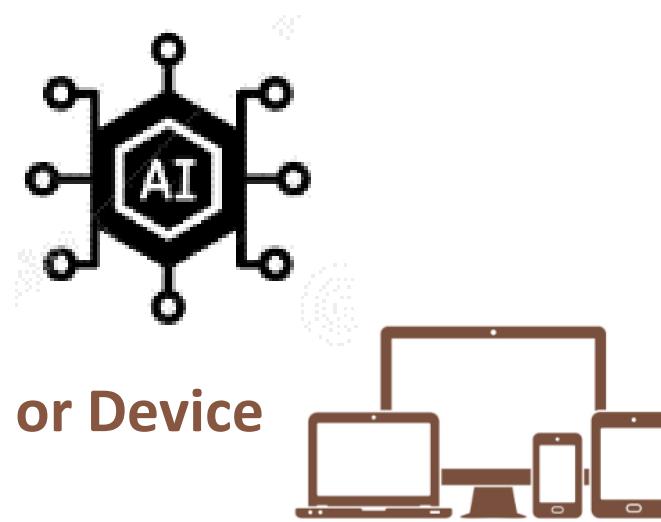
Organizing the Stories using
Artificial Intelligence

3

Publishing the Stories to Any Site or Device

4

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





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 2023.

B2C Products

BlackFacts.com

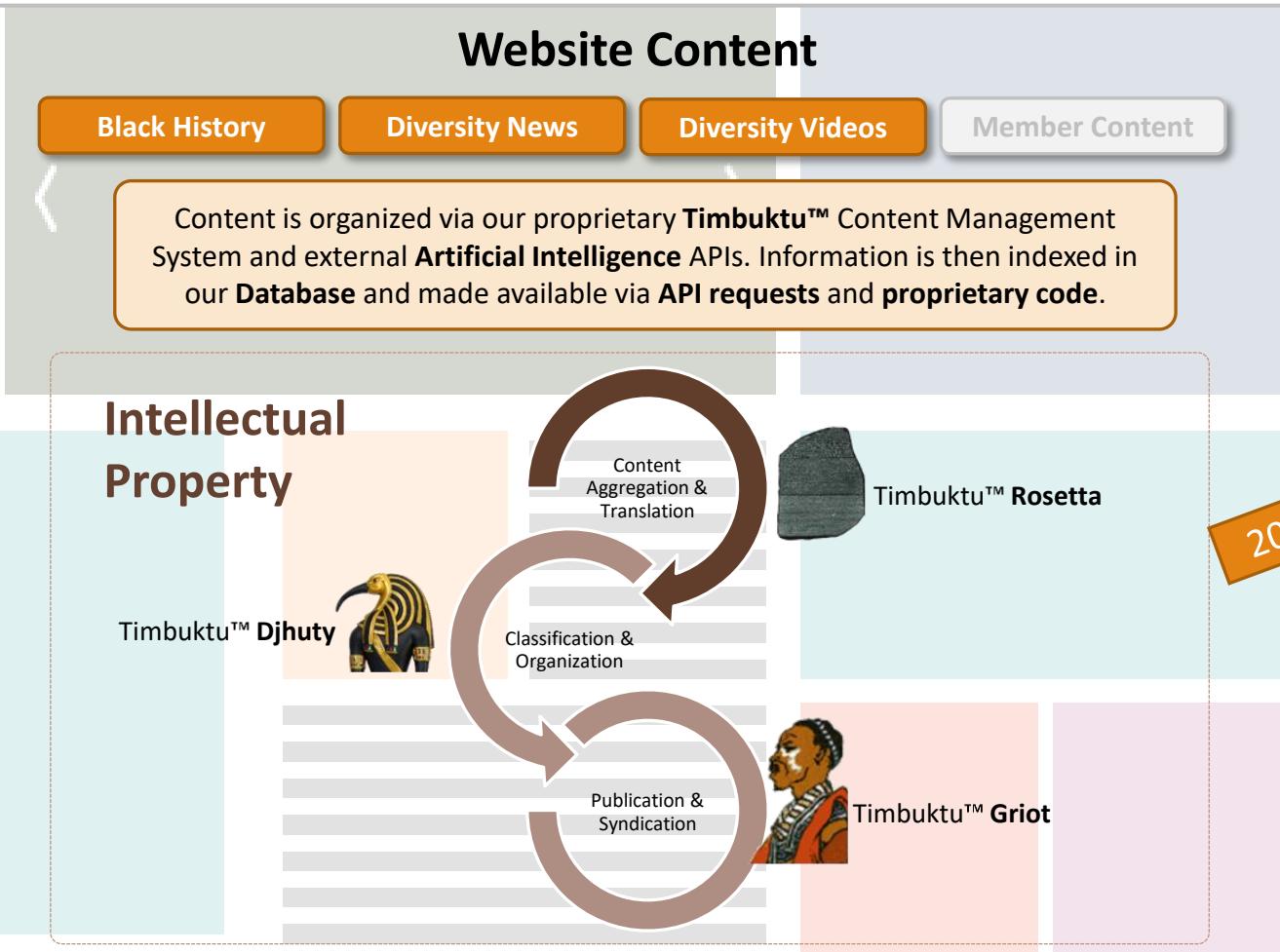
Free

Email / SMS Subscriptions

Free

Social Media Following

Free



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

BlackFacts For Schools

DEI ERGs

Corporate Marketing

\$ \$ \$ \$
Sponsors / Advertisers / Vendors

* Shaded Components Being Launched in 2023



BlackFacts For Schools - Play Our Videos on Any School's Web Site

BlackFacts Diversity Web Widgets™ play any of our 800+ original Black History videos on a school's web site with 2 lines of web code that takes 2 minutes to install.

Black Facts Minute for July 16



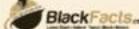
IT IS AN ADAPTATION OF MARC CONNELLY'S PULITZER PRIZE-WINNING PLAY AND DEPICTS STORIES FROM THE BIBLE BY BLACK CHARACTERS.

 The World's #1 online platform for Black History information.

Blackfacts Heroes - Shirley Chisholm



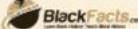
SHIRLEY CHISHOLM

 The World's #1 online platform for Black History information.

Afro-Latino Trailblazers - Esperanza Spalding



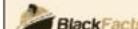
Esperanza Emily Spalding is an American jazz bassist, singer, songwriter, and composer

 The World's #1 online platform for Black History information.

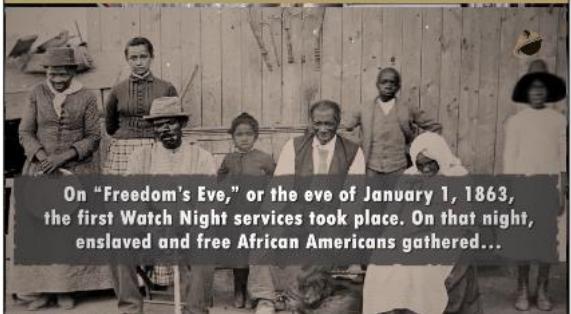
Black Women in Herstory - Kamala Harris



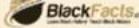
49th vice president of the United States (2021–) in the Democratic administration of Pres. Joe Biden

 The World's #1 online platform for Black History information.

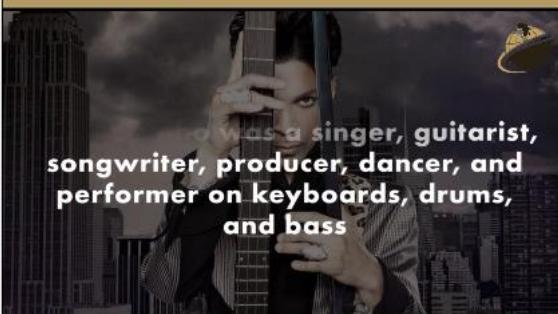
Education Series - Juneteenth National Holiday - Why it is Relevant



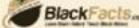
On "Freedom's Eve," or the eve of January 1, 1863, the first Watch Night services took place. On that night, enslaved and free African Americans gathered...

 The World's #1 online platform for Black History information.

Blackfacts Heroes - Prince

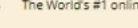


was a singer, guitarist, songwriter, producer, dancer, and performer on keyboards, drums, and bass

 The World's #1 online platform for Black History information.

Education Series - Mansa Musa

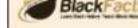


 The World's #1 online platform for Black History information.

Blackfacts Heroes - Marcus Mosiah Garvey, Jr.



MARCUS GARVEY

 The World's #1 online platform for Black History information.



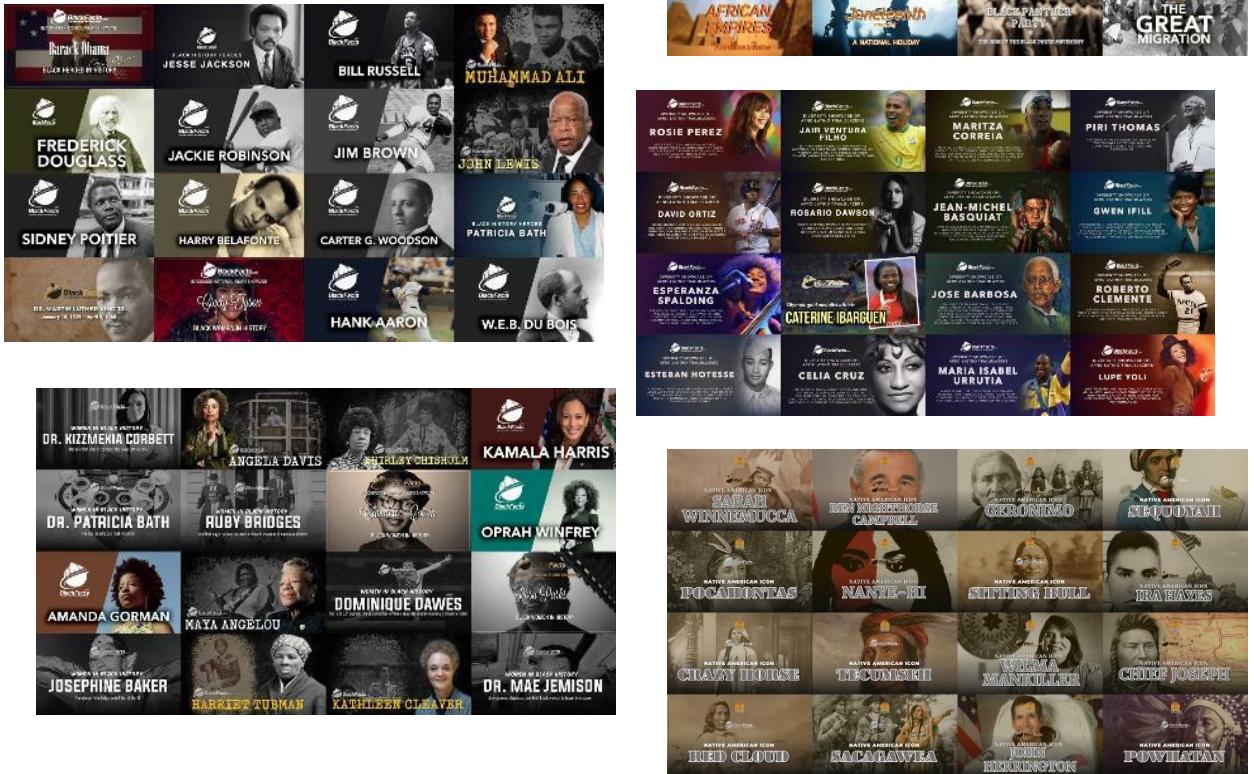
BlackFacts for Schools – Direct Video Access and Class Projects

1

Schools get access to BlackFacts' Entire Video Library of 800+ Episodes in 13 Series, and ALL Future Video Series

2

BlackFacts FutureGriot™ will enable students to research Black History topics and publish them as Class Projects online with videos and contextually linked Fact Cards that are mini-versions of BlackFacts.com





Commercialization and Growth Plan



3 Year Strategic Objectives

- ✓ Focus on our BlackFacts for Schools 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



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



School Marketplace and Target Conversion



Public Schools
100,000
(50M Students)

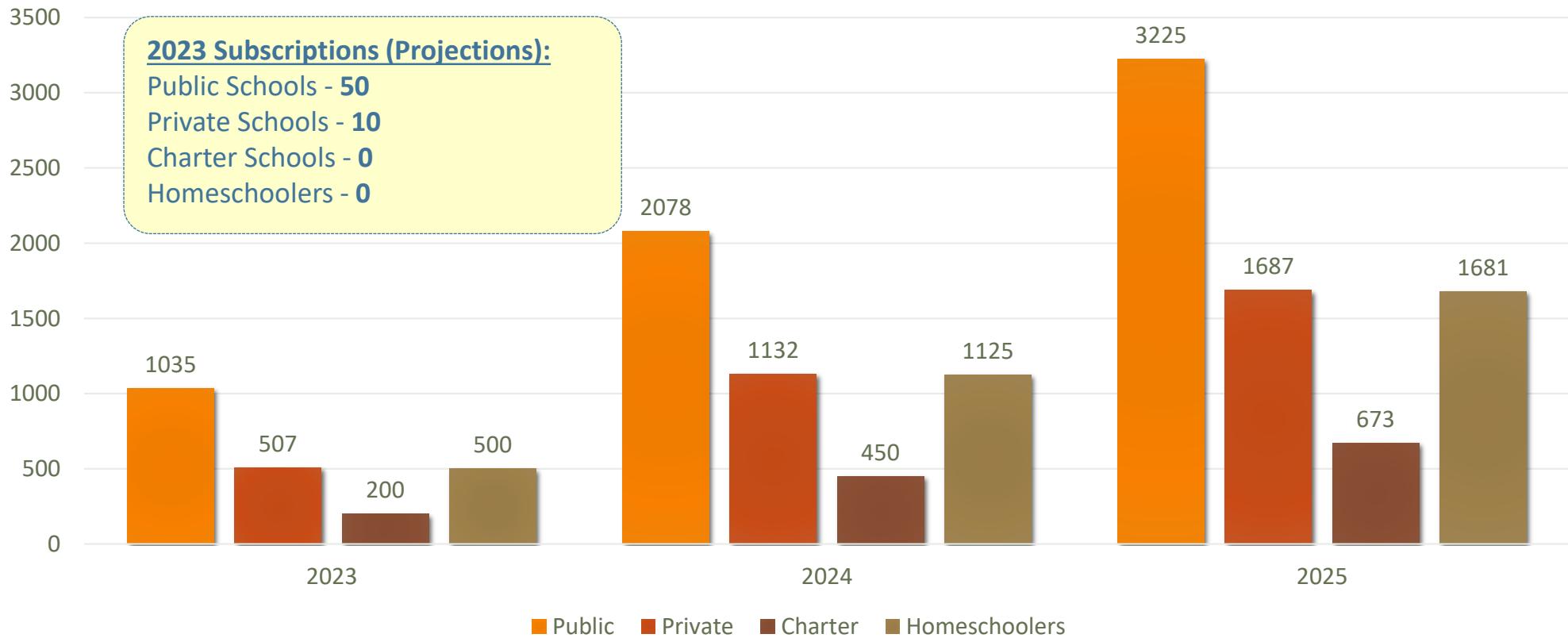
Private Schools
30,000
(6M Students)

Charter Schools
10,000
(3.5M Students)

Homeschoolers
3,500,000
(Students)

Renewal %
70% - 80%

Subscription Volume by Category

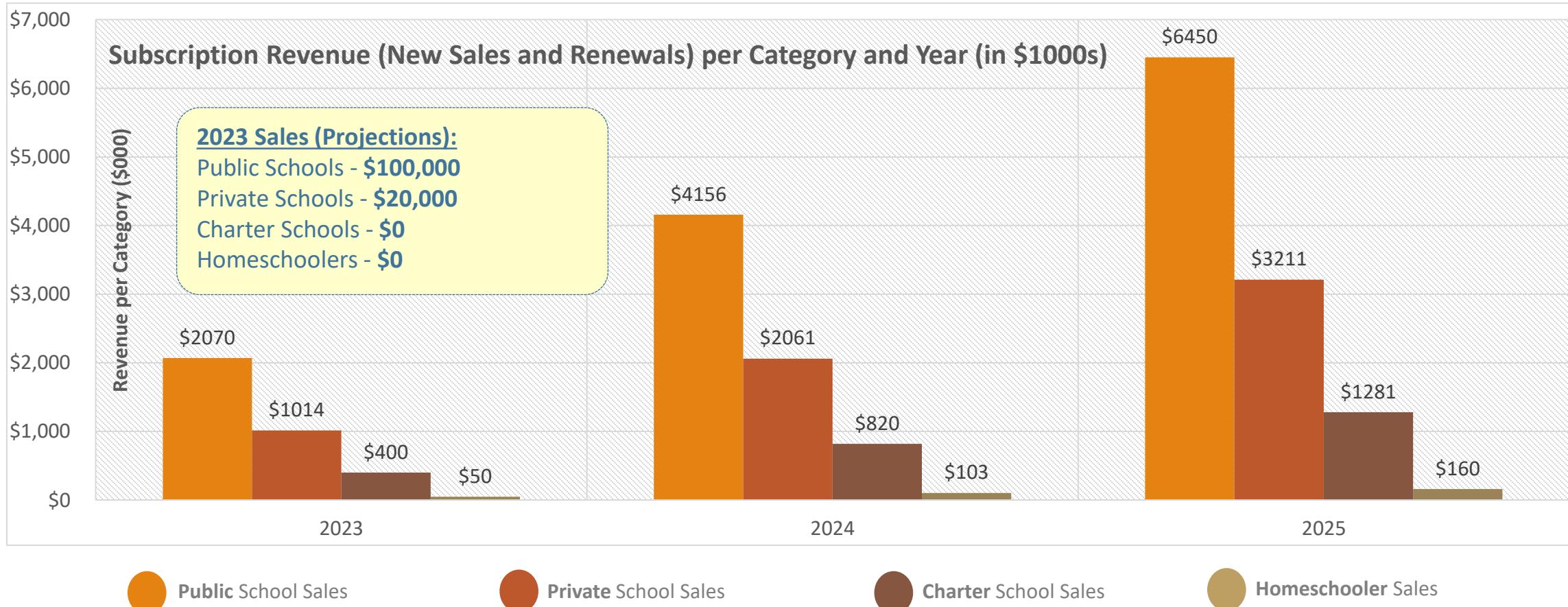




GROWTH PROJECTIONS

BlackFacts for Schools - Sales

New Subscriptions and Renewals





FINANCIAL FORECAST



(In \$1000s)

BlackFacts for Schools

The Path to Profitability

(25% New Sales Growth + 70%-80% Renewals)



	Year - 1 (2023)	Year - 2 (2024)	Year - 3 (2025)
Public School Sales	\$2,070	\$4,156	\$6,450
Private Schools	\$1,014	\$2,061	\$3,211
Charter Schools	\$400	\$820	\$1,281
Homeschoolers	\$50	\$103	\$160
Gross Revenue	\$1,511	\$5,116	\$9,077
Salaries/Wages/Resources	(-\$500)	(-\$1,500)	(-\$3,000)
Marketing & Promotion	(-\$100)	(-\$500)	(-1,500)
Operating Expenses	(-\$50)	(-\$300)	(-\$500)
Net Profit	\$861	\$2,816	\$4,077





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 (\$1MM)

\$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, Diversity Jobs, Black Business Directory. Expand partnership opportunities and invite GRIOTS and content creators

Operational costs for hosting infrastructure and Marketing costs in awareness campaigns on social media with press releases, radio and other targeted platforms

Operations & Marketing (\$2MM)



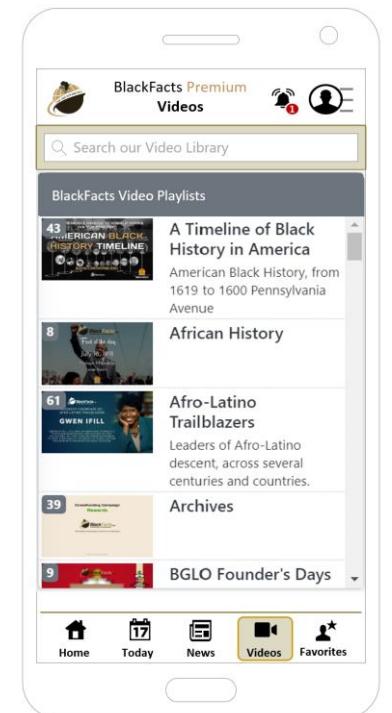
Future Projects



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 25 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.



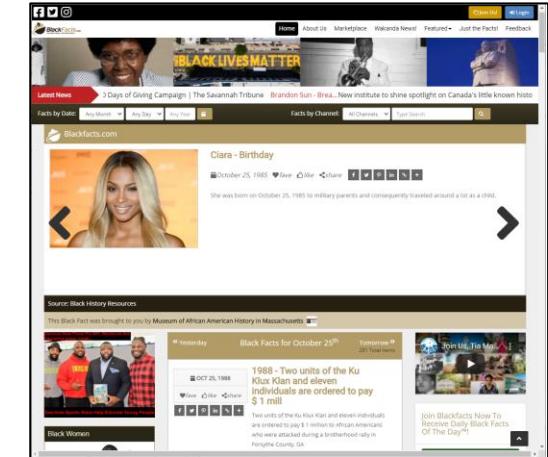
- **Dale Dowdie** – Co-Founder / Chief Executive Officer

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.



- **Hassan Miah** - Vice President, Corporate Development

Strategic adviser in technology, media, artificial intelligence, Blockchain and finance. Co-Founder of Robin8, a social ecommerce platform. Formerly Director of Investments at Intel Capital and Consulting Partner at KPMG working on deals in entertainment and community banking. BBA, University of Michigan, MBA, Stanford Graduate School of Business. CPA.



Contact Us at
bizdev@blackfacts.com

