

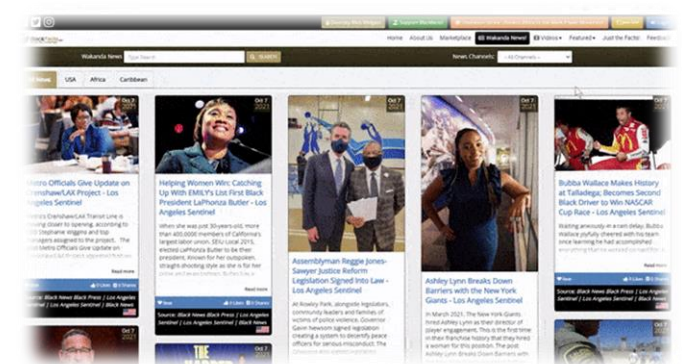
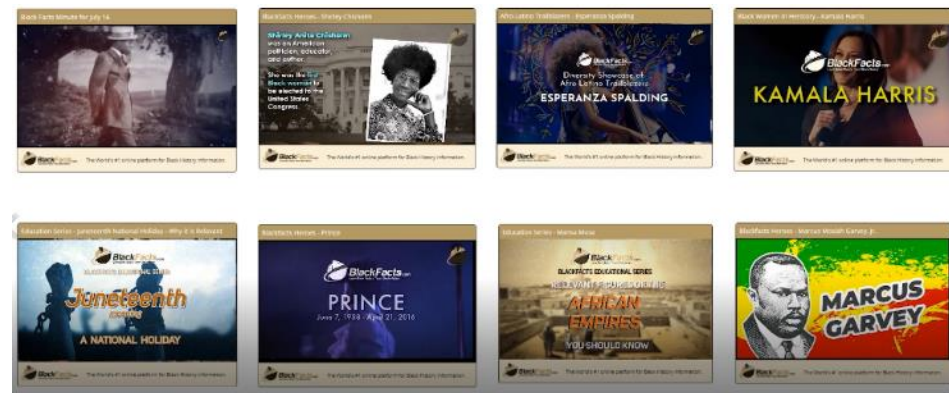
Creating the Future of Black History Education

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

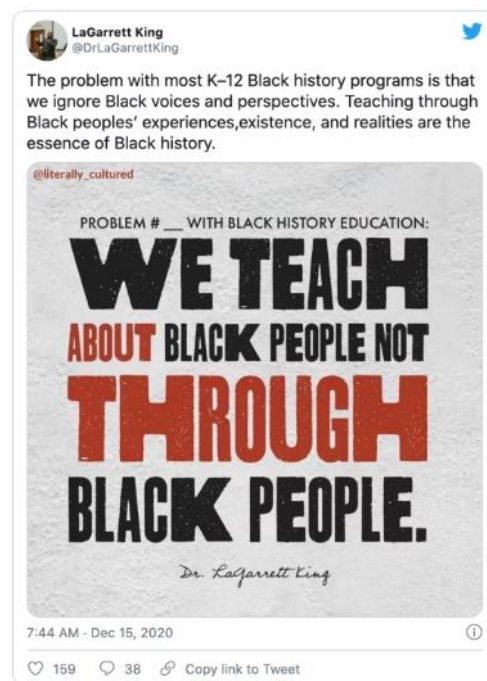
In several US states, schools are being pressured to perpetuate the historical erasure of the stories and experiences of Black and diverse communities by anti 'Critical Race Theory' initiatives.





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.





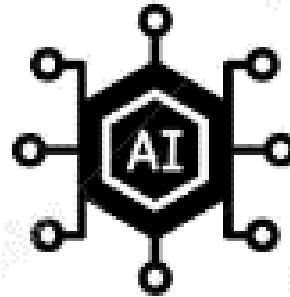
BlackFacts 'Stands in the Gap' to Protect and Preserve Our History by:

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

Website Content

Black History

Diversity News

Diversity Videos

Member Content

Content is organized via our proprietary **Timbuktu™** Content Management System and external **Artificial Intelligence** APIs. Information is then indexed in our **Database** and made available via **API requests** and **proprietary code**.

Intellectual Property

Timbuktu™ Djhuty



Content
Aggregation &
Translation

Classification &
Organization

Publication &
Syndication

Timbuktu™ Rosetta



Timbuktu™ Griot

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

2023 Focus



Sponsors / Advertisers / Vendors

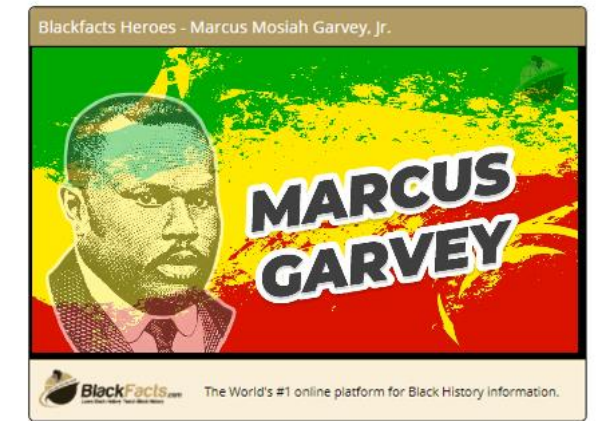
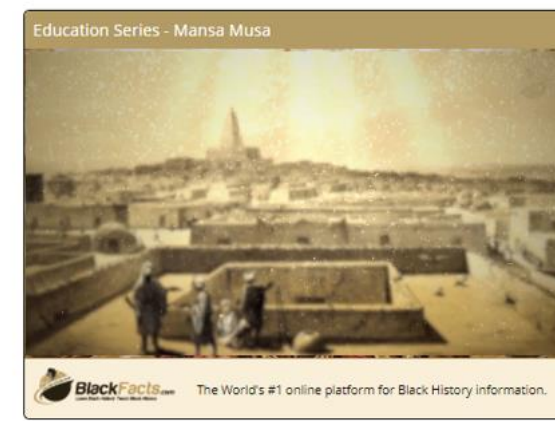
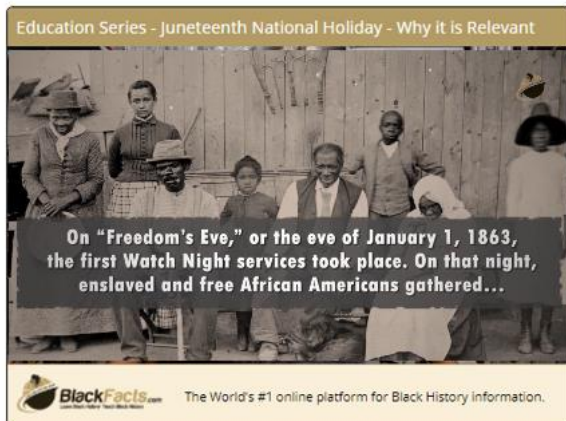
* Shaded Components Being Launched in 2023





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.





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)

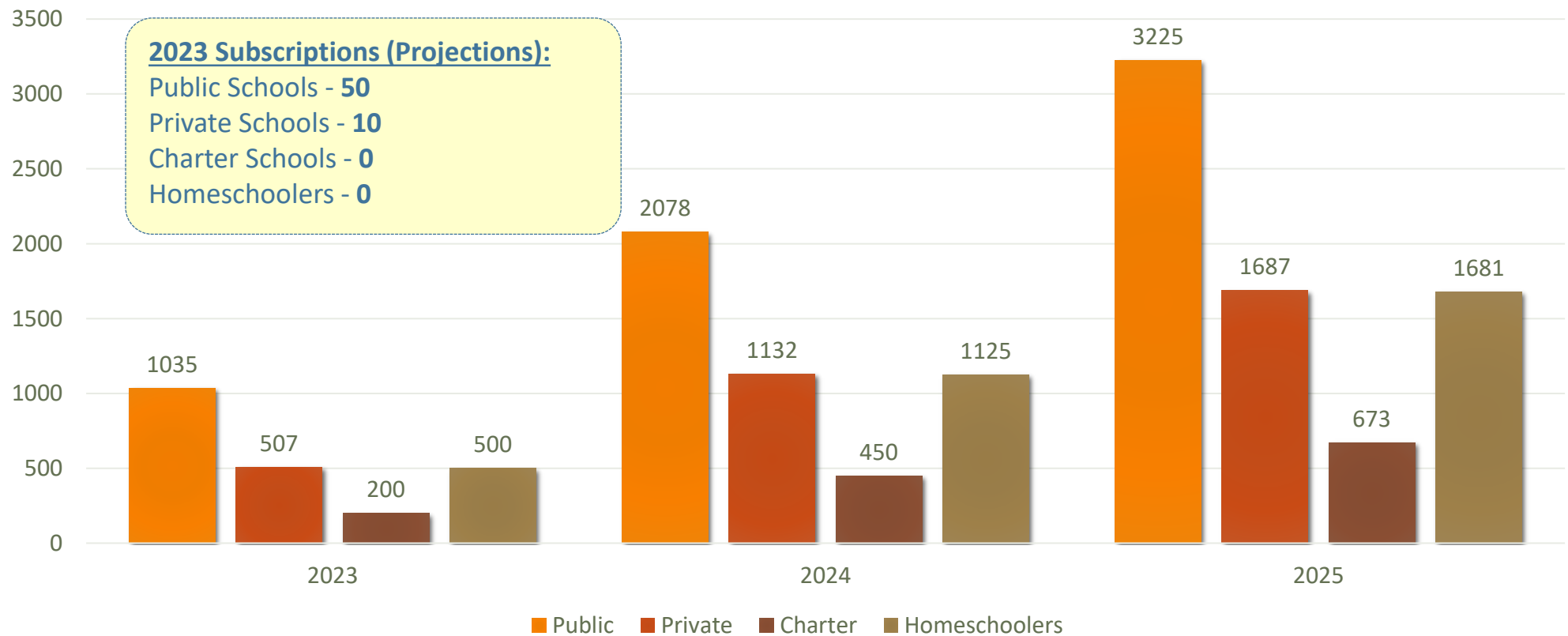
Homeschoolers

3,500,000
(Students)

Renewal %

70% - 80%

Subscription Volume by Category



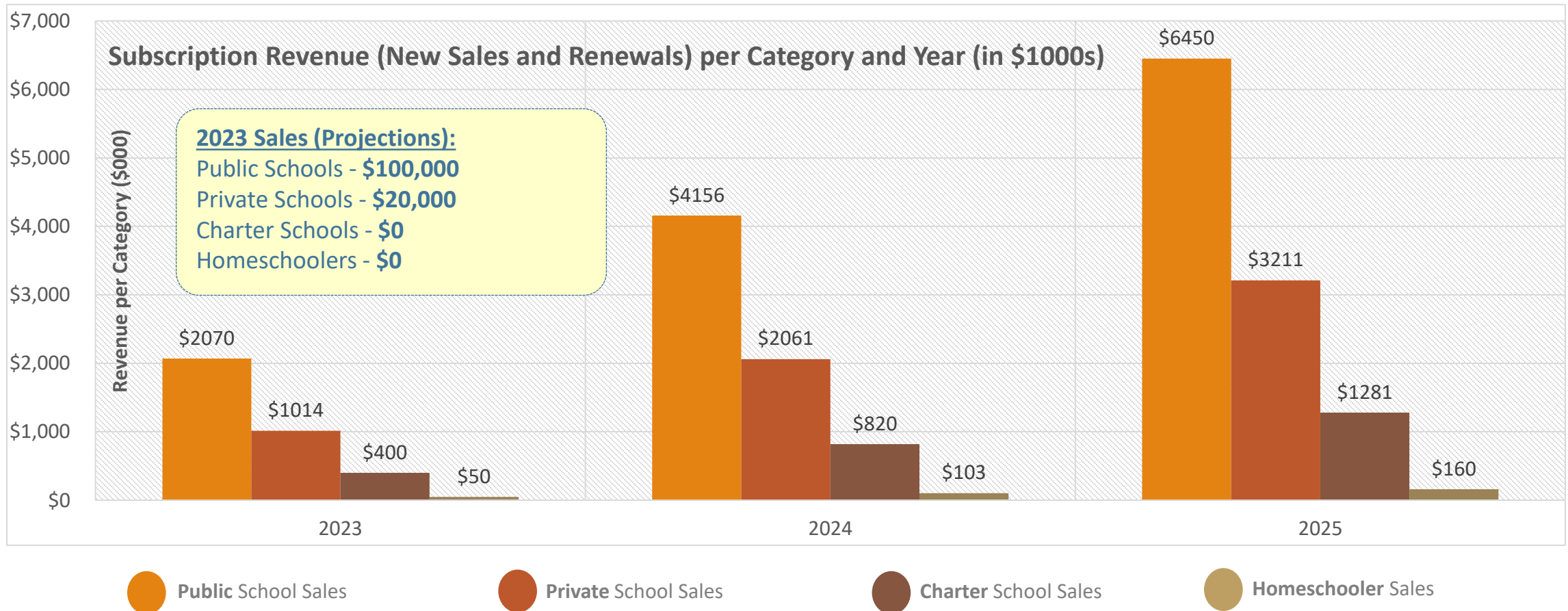


BlackFacts for Schools – Sales

New Subscriptions and Renewals



GROWTH PROJECTIONS





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)

Outreach & Sales (\$1MM)

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

\$5MM Investment

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)



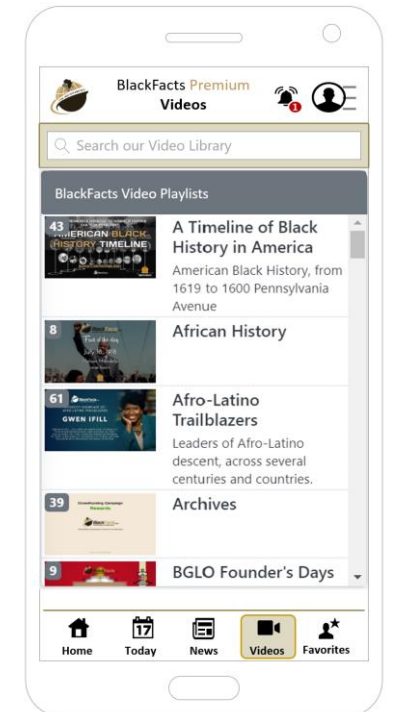
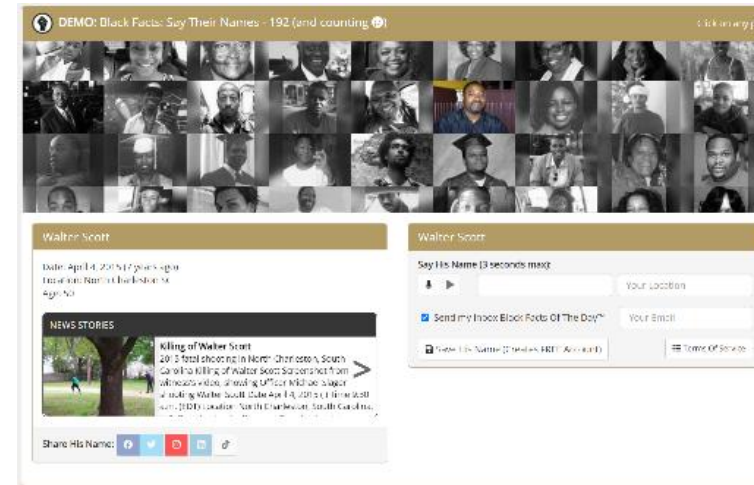


Future Projects



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





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'

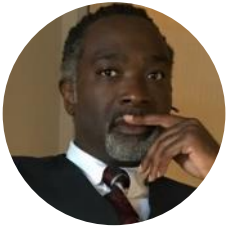




BlackFacts.com Management Team



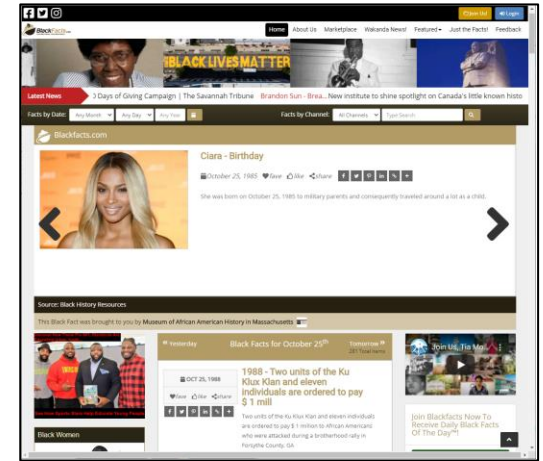
- **Ken Granderson** - Founder / Chief Technology Officer
Creator of Technologies for Communities of Color since 1995. Creator and Founder of Blackfacts.com, the largest online repository of information on Black communities. Put Boston's Communities of Color and Empowerment Zone online over 20 years 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

