



The Internet's First Black History Encyclopedia, Launched in 1997
100% Black Conceived, Created, Controlled and Owned

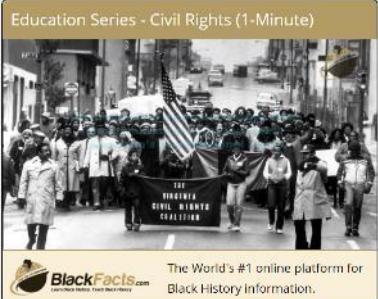
Black History

This screenshot shows the Black History section of the BlackFacts.com website. It features a timeline of events from 1700 to 2003, with a focus on 2003. One entry highlights Clara - Birthday on October 25, 1885. The entry includes a portrait of Clara and a brief description of her life.

Black News

This screenshot shows the Black News section of the BlackFacts.com website. It displays a news feed with various articles. One article about Jamaica includes a photo of a Jamaican athlete and a quote from ERIKA D. SMITH. Another article about Regina Hall includes a photo of her.

Education Series - Civil Rights (1-Minute)



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

Black History Videos

Black Facts Of The Day™ for July 15

Forest Whitaker
Forest Whitaker is an acclaimed American actor, producer and director. He was...

Johnston, Joshua (c.a. 1763 - 1832)
Joshua Johnston, also known as Joshua Johnson, was a portraitist active in...

Herndon, Norris Bumstead (1897-1977) - Birthday
Herndon was born in Atlanta, Georgia, on July 15, 1897, the only child of...

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

Afro-Latino Trailblazers - Pedro Camejo

After seeing the struggles of the freedom fighters, he understood the real purposes of the struggle and opted to join them.

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

Black Women in Herstory - Mahalia Jackson

Mahalia Jackson

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

PUTTING BLACK COMMUNITIES IN CONTROL OF OUR NARRATIVES
WE EMPOWER BLACK PEOPLE THROUGH TECHNOLOGY



What is the Problem?

1

Corporations are challenged to implement and quantify the effectiveness of their **DEI initiatives**.

2

Schools and the communities they serve are grappling with the impact of **Historical Erasure** in increasing levels.

3

Organizations, Academics and Governments are facing questions around **Critical Race Theory** and its impact.

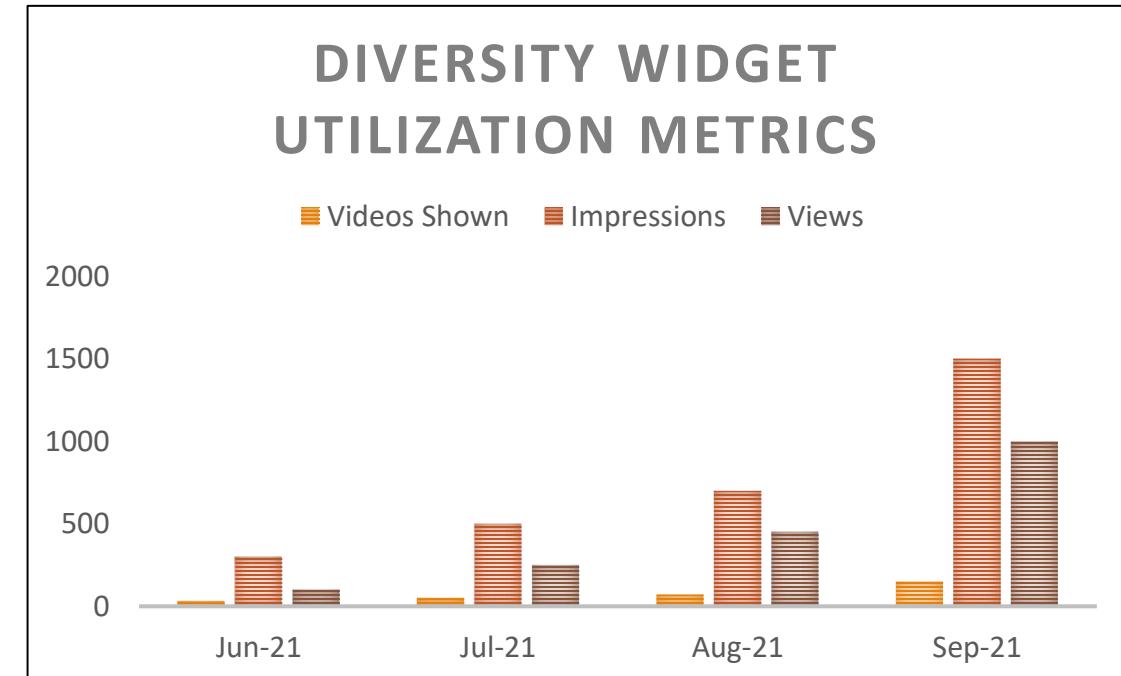
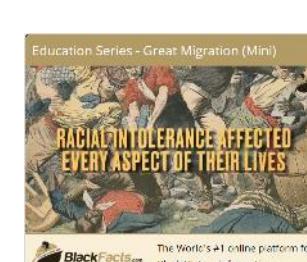
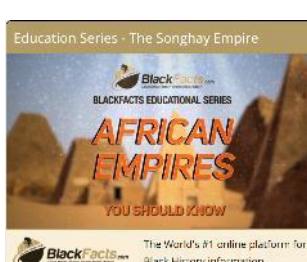


The Solution – BlackFacts Diversity Widgets

We deliver **CONTENT** to help **EDUCATE**, **INSPIRE** and **ENGAGE** Employees, Clients and Schools about Black History and Culture, as well as other Diverse Communities.

KEY BENEFITS:

1. Simple to Use
2. Lots of Variety
3. Subscription Based
4. Trusted Resource
5. Metrics Reporting
6. Custom Branding



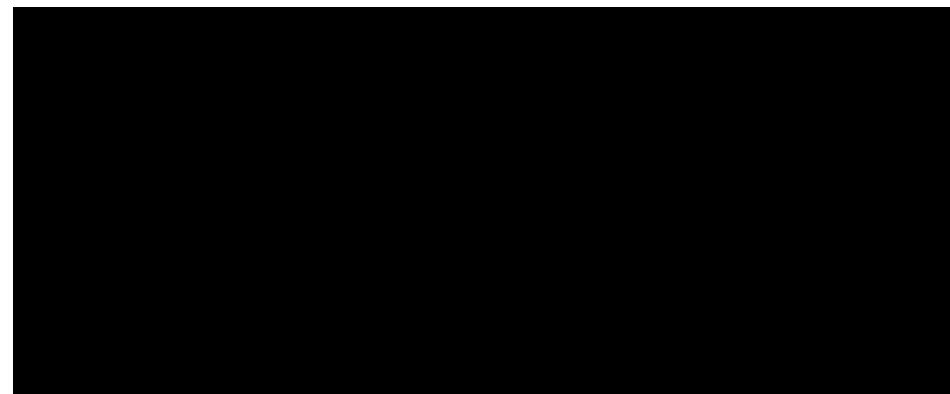


BlackFacts.com Offers:

Black History

The screenshot shows the 'AMERICAN BLACK HISTORY TIMELINE' section of the BlackFacts.com website. The main content area displays a timeline with various historical figures and events, including a prominent image of Kamala Harris. A sidebar on the right provides options to 'Support BlackFacts!' and 'Get The BlackFacts.com Newsletter'.

Black History Videos



Black News

The screenshot shows a news feed on the BlackFacts.com website. It features several news articles with accompanying images, such as 'Metro Officials Give Update on Community AX Project - Los Angeles Sentinel', 'Helping Women Win: Catching Up With EMILY's List First Black Fellow, LaMonica Butler - Los Angeles Sentinel', and 'Assemblyman Reggie Jones-Sawyer Just Signed Legislation Banning Segregation Law - Los Angeles Sentinel'.

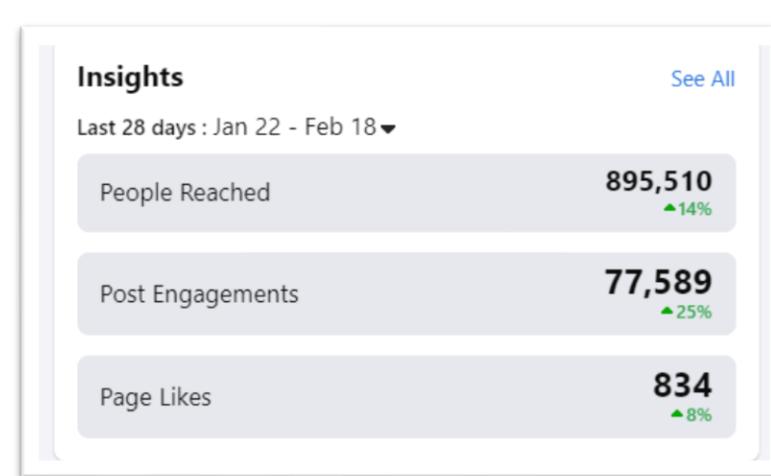
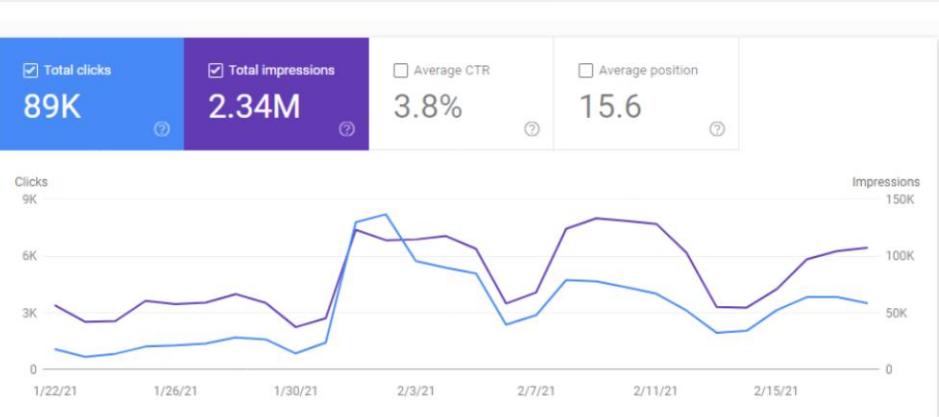


<https://blackfacts.com>

Putting Black Communities In Control of Our Narratives



BlackFacts.com: By The Numbers



About

Enter location

BlackFacts.com is the world's longest running online Black History resource. Learn Black History. Teach Black History. Est. 1997 <http://blackfacts.com>.

104,168 people like this

106,686 people follow this

<http://www.blackfacts.com/>



blackfactsonline

4,914 posts 83.5k followers 699 following

BlackFactsOnline

A platform to INFORM, ENGAGE & INSPIRE, about the wealth of significant historical & cultural contributions of black people. #blackfacts #blacknews
www.blackfacts.com



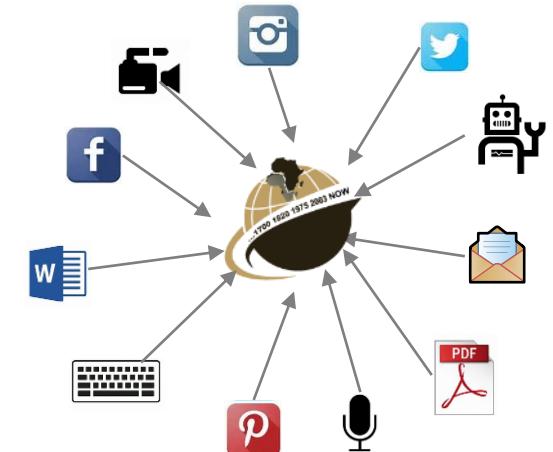
<https://blackfacts.com>

Putting Black Communities In Control of Our Narratives



BlackFacts: 'Creating the Future of Black History' by:

1 **Collecting Our Black History Stories and News Digitally via Our Proprietary Platform**



2 **Organizing Our Stories using Artificial Intelligence**



3 **Publishing Our Stories to Any Site or Device**



4 **Saving Our Stories Forever for Future Generations on a Platform We Own and Control**





Our Unique Foundation / Qualifications



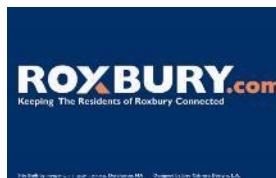
Technical Wizardry

- We Are World-Class Technologists First
- We Are Platform Architects
- We Create Our Own Platforms and IP



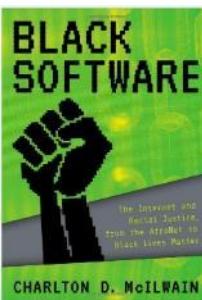
Diversity Technology Pioneers

- 1st Online Urban Communities – 1996
- 1st Online Black History Encyclopedia - 1997
- 1st Self-Published Online Black Newspaper – 2001
- Diversity History / News Web Widgets - Today



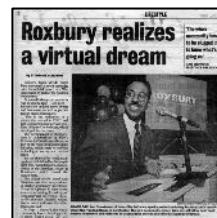
25-Year Track Record

- Building Online Tech Since BBS Days
- Always Stayed True to the Community
- Creating New Solutions Every Month



We Have Global Reach

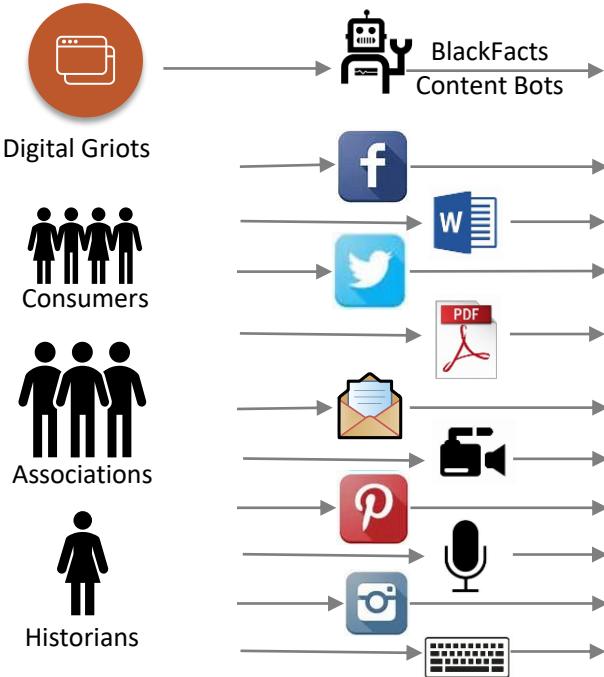
- Built USA Community and Regional Solutions in the 90s
- Put Government of Saint Lucia Online, 2014
- Wakanda News - 200 Black News Sources from 35 Countries





BlackFacts.com Core Business Model

Content Creators



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.

BlackFacts.com

Content is organized via our proprietary Timbuktu™ Content Management System and external Artificial Intelligence APIs

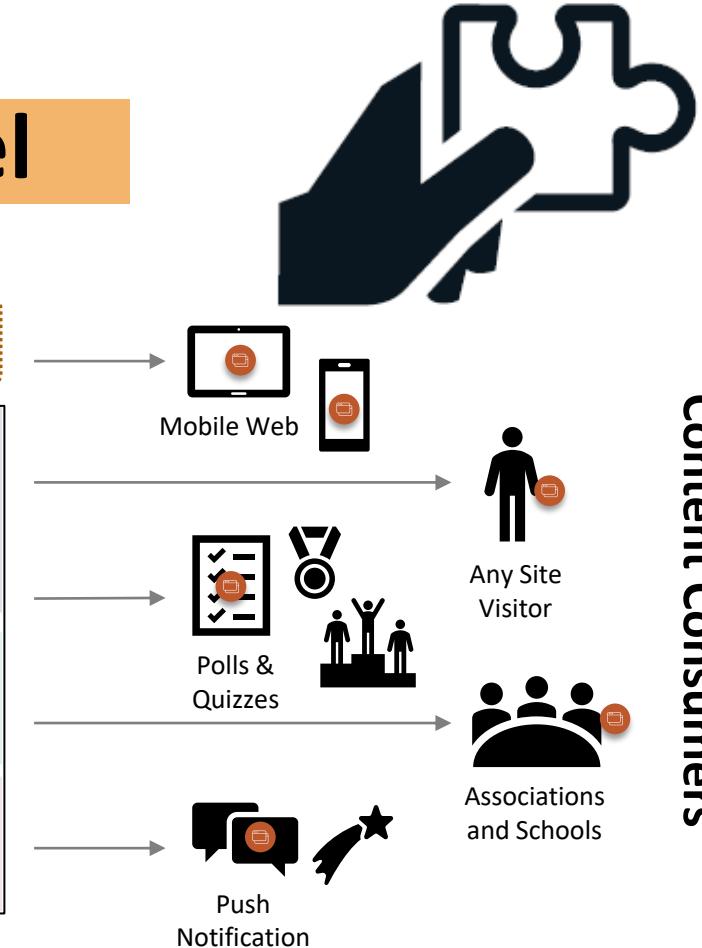
Revenue Streams

1. Diversity Content Widgets
2. Corporate Sponsorships
3. Banner Advertising
4. Premium Membership
5. Diversity Showcase Sites
6. BlackFacts Legacy Sites
7. Marketplace Affiliate Sales

Sponsors / Advertisers / Vendors

While access is free to all, Premium Memberships, the Wakanda Marketplace and Banner Advertising generate BlackFacts' Revenue

Content Consumers



Consumers get BlackFacts content on any platform by visiting BlackFacts or Affiliate websites or receiving notifications via Email/Text/Social Media.

BlackFacts content is syndicated via BlackFacts Widgets hosted on affiliate sites and entire custom BlackFacts-driven partner sites.



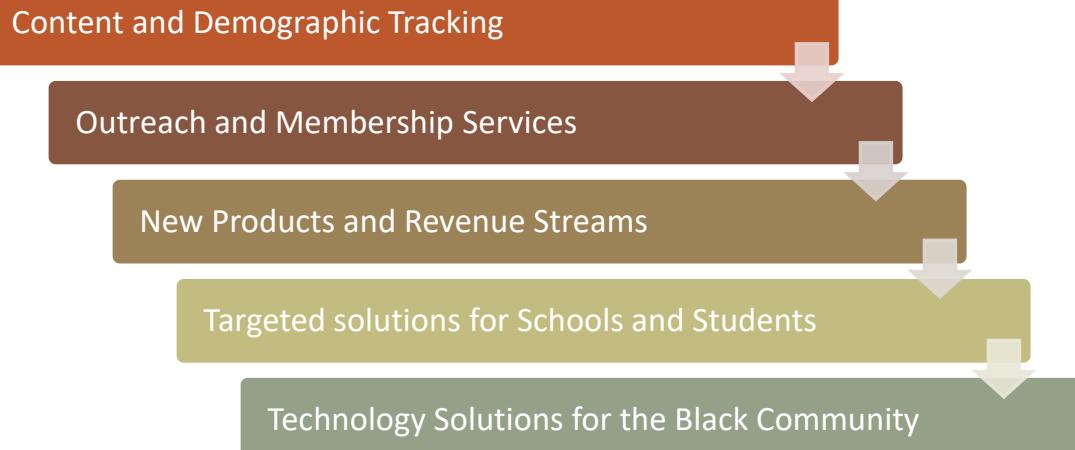
Commercialization and Growth Plan



3 Year Strategic Objectives

To grow our existing platform from being a 'Popular' Black History reference website with a #1 Google/Bing/Yahoo Search position, 1.6MM average monthly impressions and 200K Social Media Following 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 to digitally empower businesses, organizations, schools and communities of color!



30 Million Unique Visitors/Month
1 Million Premium Members

3 Year Tactical Objectives

Year 1: 2021 Portfolio (Grow It!)

- ✓ Expand Content, Features and Products
- ✓ Outreach and Awareness Campaign

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

1 Million Black History Facts
150,000 Black Vendors





Sponsors/
Partners /
Advertisers

Marketplace/
Products

Premium
Membership

\$\$

GROWTH PROJECTIONS

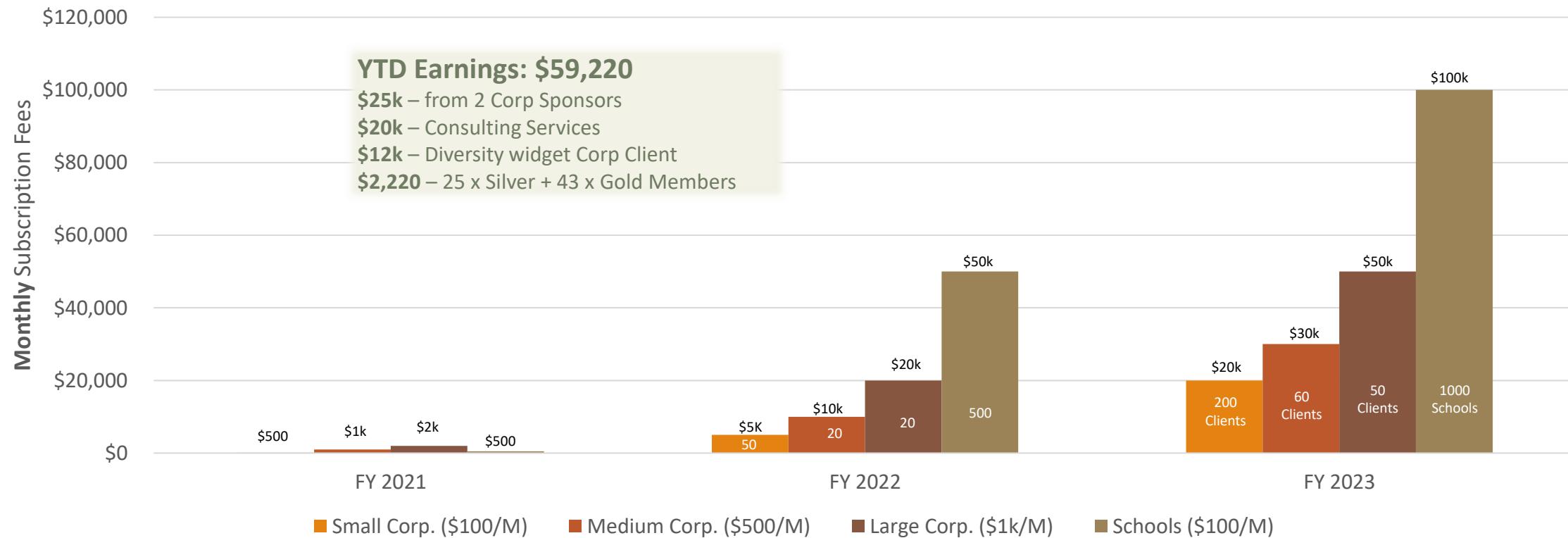
2021 - Focusing on Diversity Content Widgets



Growth Strategy:

Leveraging our Diversity Widgets for
Corporate and School Subscribers

BlackFacts.com Diversity Widget Subscribers Growth Targets





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)

Expand core team of developers and DBA resources to speed up buildout of key features and support expanded membership and ads/sponsor requirements

Technology Services (\$336k)

Outreach & Sales (\$72k)

\$500K (Seed Investment)

Operational costs for hosting infrastructure and Marketing costs in awareness campaigns on social media with added press releases and targeted news stories

Operations & Marketing (\$68k)

Increased budget for business developments resources and Sales teams to reach out to Urban Schools and Sponsors

Continue to grow our Site Content with News, Diversity Jobs, Black Business Directory. expand partnership opportunities and invite GRIOTS and content creators





BlackFacts.com Management Team / Staff



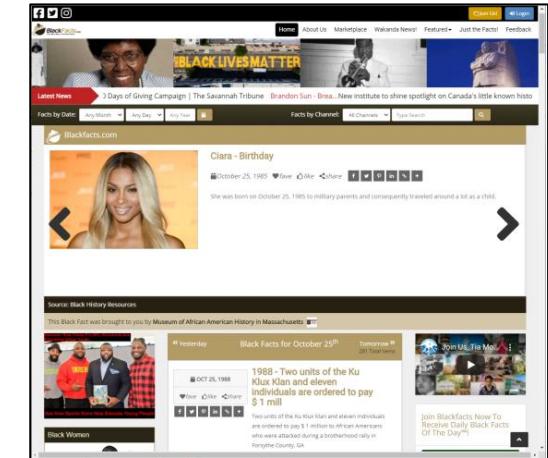
ken@blackfacts.com
857-222-2318

- **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 (<https://kengranderson.com>)



ddowdie@blackfacts.com
781-858-6852

- **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:

Michelle Tutunjian (Business Analyst), Cardwell Washington (Database Management), Gina Milton (Executive Assistant), Sandra Bone (Social Media), Beatriz Callejas (Social Media), Offshore Development Resources in India (Pilots and Product Support)



**BLACK
FACTS
MATTER**

[www.blackfacts.com](https://blackfacts.com)



<https://blackfacts.com>

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