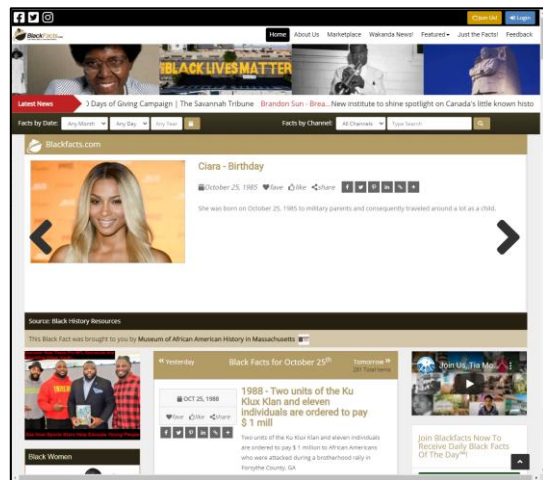
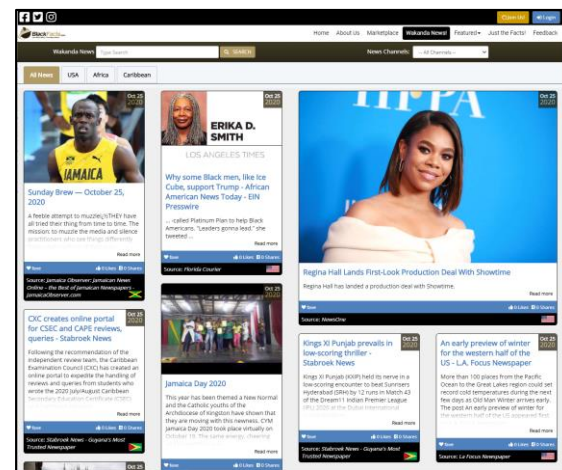


The Internet's First Black History Encyclopedia, Launched in 1997
100% Black Conceived, Created, Controlled and Owned

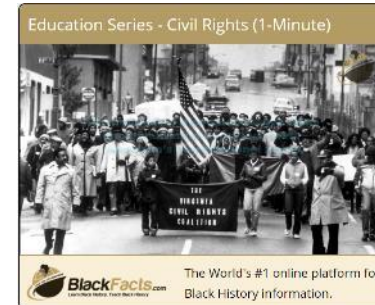
Black History



Black News



Black History Videos



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

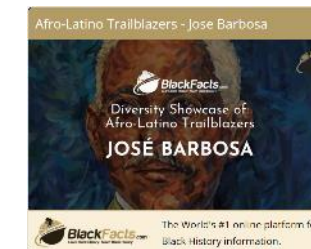
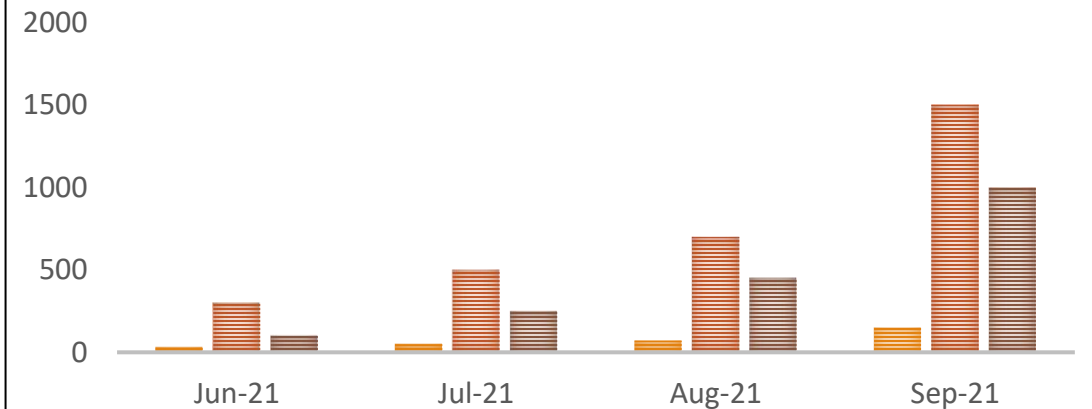
We deliver CONTENT to help EDUCATE, INSPIRE and ENGAGE Employees, Clients and Schools about Black History and Culture, as well as other Diverse Communities.

KEY BENEFITS:

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

DIVERSITY WIDGET UTILIZATION METRICS

Videos Shown Impressions Views



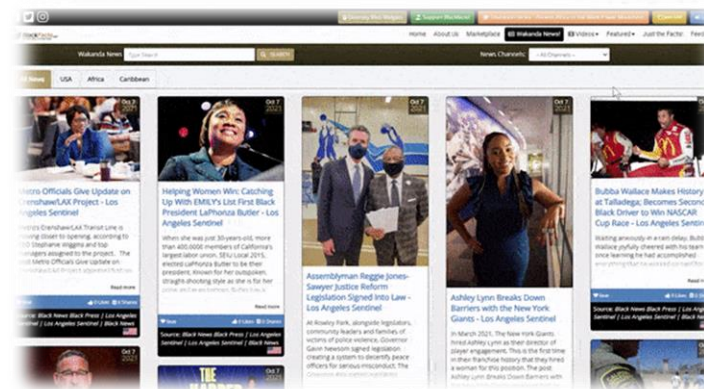


BlackFacts.com Offers:

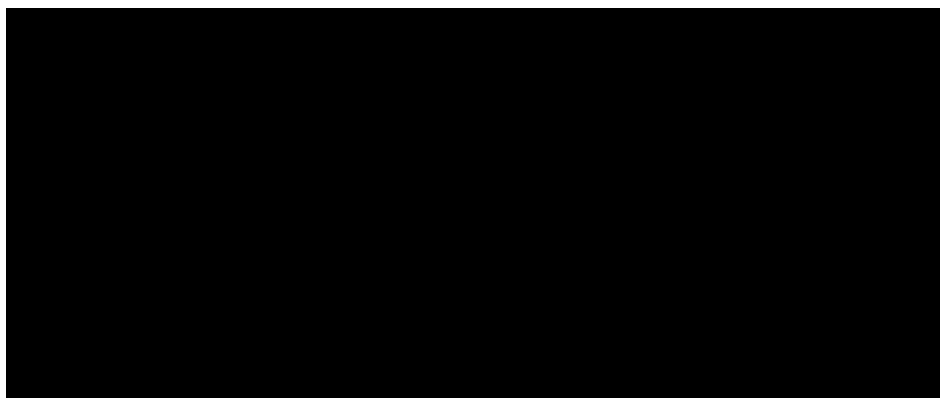
Black History



Black News

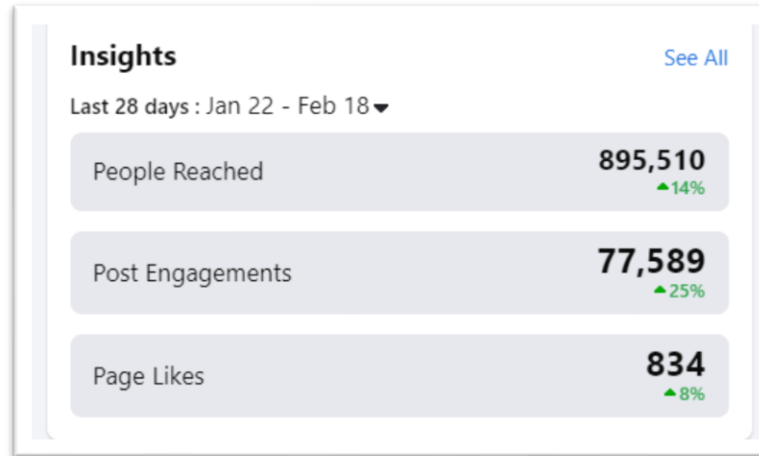
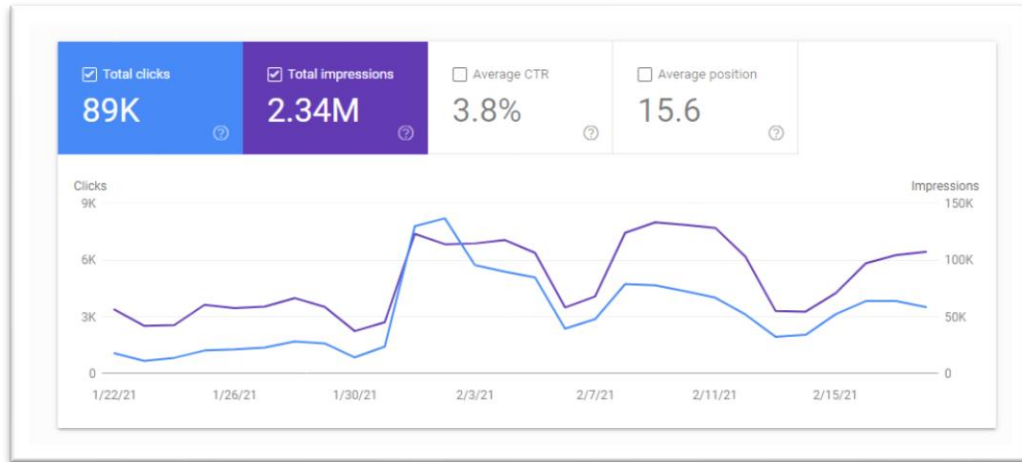


Black History Videos





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 Follow

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





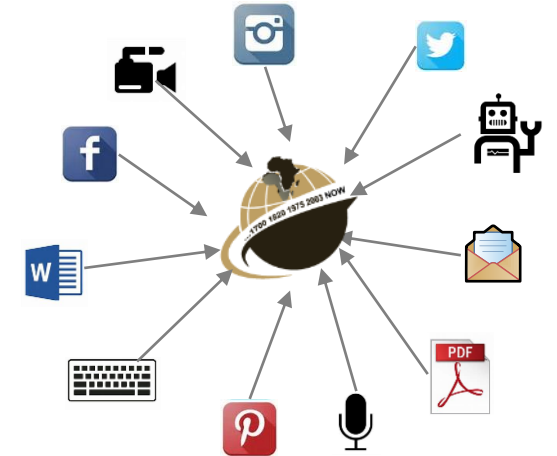
BlackFacts: 'Creating the Future of Black History' by:

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



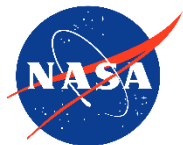


Our Unique Foundation / Qualifications



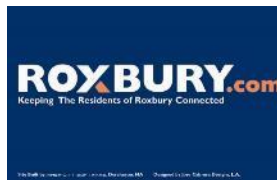
Technical Wizardry

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



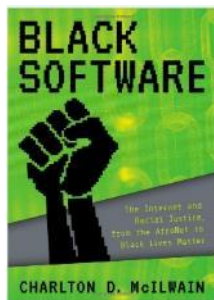
Diversity Technology Pioneers

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



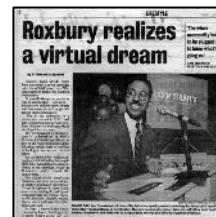
25-Year Track Record

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



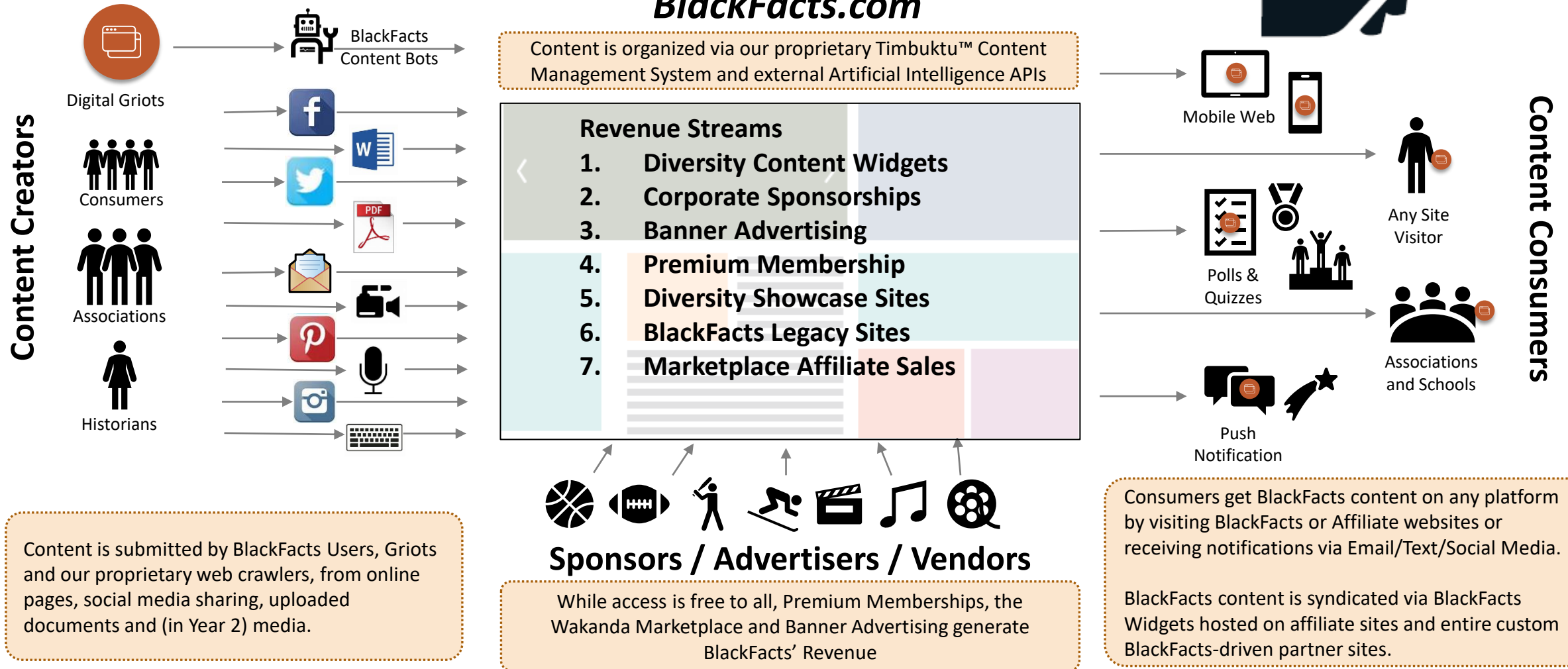
We Have Global Reach

- 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





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!

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: 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

30 Million Unique Visitors/Month
1 Million Premium Members

1 Million Black History Facts
150,000 Black Vendors





GROWTH PROJECTIONS



Sponsors/
Partners /
Advertisers

Marketplace/
Products

Premium
Membership

\$\$

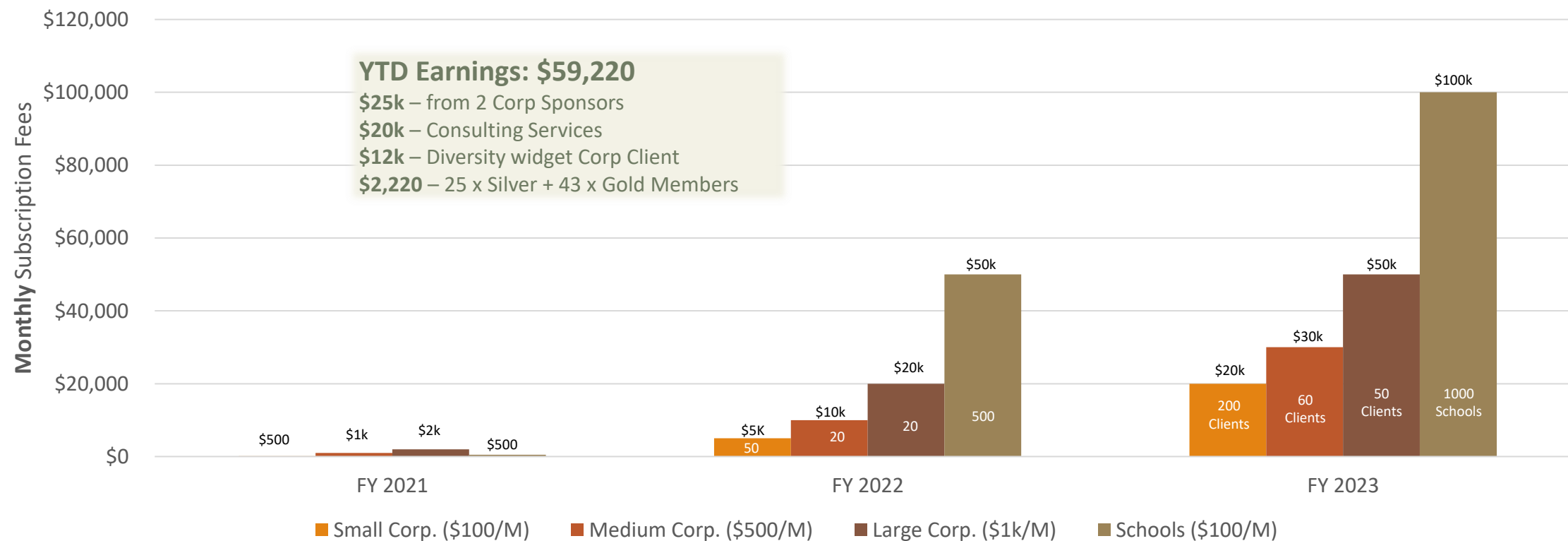


2021 - Focusing on Diversity Content Widgets

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)

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

\$500K
(Seed Investment)

Content Growth (\$24k)

Continue to grow 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 added press releases and targeted news stories

Operations & Marketing (\$68k)





BlackFacts.com Management Team / Staff



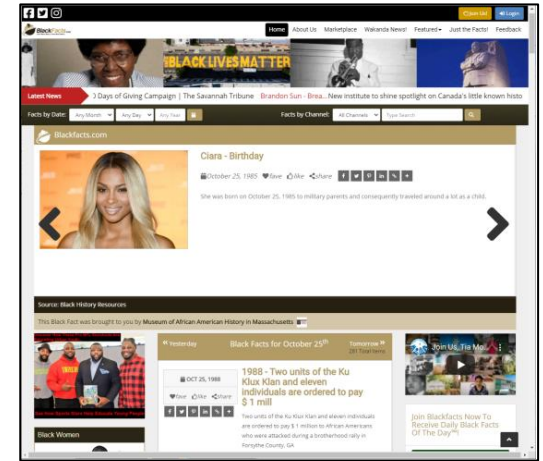
ken@blackfacts.com
857-222-2318

- **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

