



# Ujamaa Community Economics Platform Concept

*To Build and maintain our own stores, Shops and other  
businesses and to Profit from them together*



**Ujamaa**  
Cooperative Economics

01 |

## Reduce the Unbanked

Significantly reduce the over 1 Million unbanked residents in N.Y. which will ultimately increase net available income for Bronx Residents.

02 |

## Incentivize “Buy Local”

Motivate residents to support local Bronx Businesses by use of local-specific loyalty and rewards programs – Keeping dollars within the community.

03 |

## Financial Management

Use of the incorporated Financial App will promote increased savings and assist in better budgeting and financial management for Bronx Residents.

04 |

## Self-Sustaining Model

The proposed model will reduce dependency on high-fees based money transfer tools while improving Residents saving and Bronx Businesses revenue without wholesale changes to normal operations.



# Ujamaa Community Platform | Framework

1.

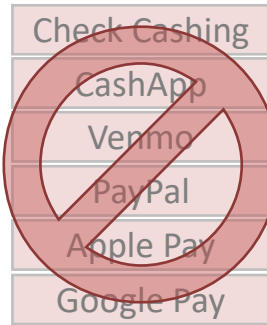
Unbanked Residents use the Ujamaa Resident app or site to make purchases at local businesses via fintech apps.



2.

The Platform provides Residents with features like budgeting and expense tracking tools, loyalty and points programs and location-based product alerts.

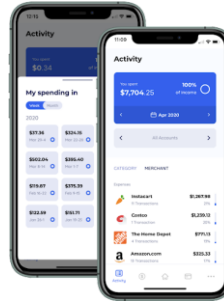
## Ujamaa Resident



Introduce a Peer-to-Peer alternative



## Ujamaa Core



Direct Deposit for Fast Access to Cash

Product Alerts & Loyalty Program

Free Rewards Tokens

Financial Management

Ujamaa Points Manager/Reports

Auto-Savings

## Ujamaa Shopkeeper

Direct Purchase with Debit Card

QR Codes for Members Only Deals

Purchases add to Loyalty Points

Redemption of Rewards/Points



4.

Give Local Businesses the ability to alert local customers of ad hoc specials, create loyalty programs that reward repeat customers, community points programs that businesses within a community can convert to cash, all while using standard debit card transactions.

## Local Businesses



3.

City Government reduces friction and incentivizes use of the platform using Wicket Bank Direct Deposit for City Workers and Other Government Benefit Programs (Direct Deposit gets money 2 days early).

## Non-Profits and Community Support Organizations

- Support Immigrant Population
- Close Community Ties
- Trusted Resources for messaging

BronxConnect

Dreamyard

Bronx Works

New York Cares - Bronx

## Elected Officials and Bronx Civics Leaders

- Employs many of our target demographics (direct deposit)
- Responsible for Government Jobs and Grant Funding
- Megaphone for messaging

Ruben Diaz Jr.  
(Bronx President)

Michael Blacke  
(Assemblyman 79<sup>th</sup> District)

Carmen E. Arroyo  
(Assemblywoman 84<sup>th</sup> District)

Diana Ayala  
(Councilwoman 8<sup>th</sup> District)

## Stakeholders

- Key resource centers within the community
- Direct outreach to parents
- Another trusted source for messaging

Bronx Boys and Girls Club

Knowledge House

Majora Carter Group

Bronx Public Library

## Education System

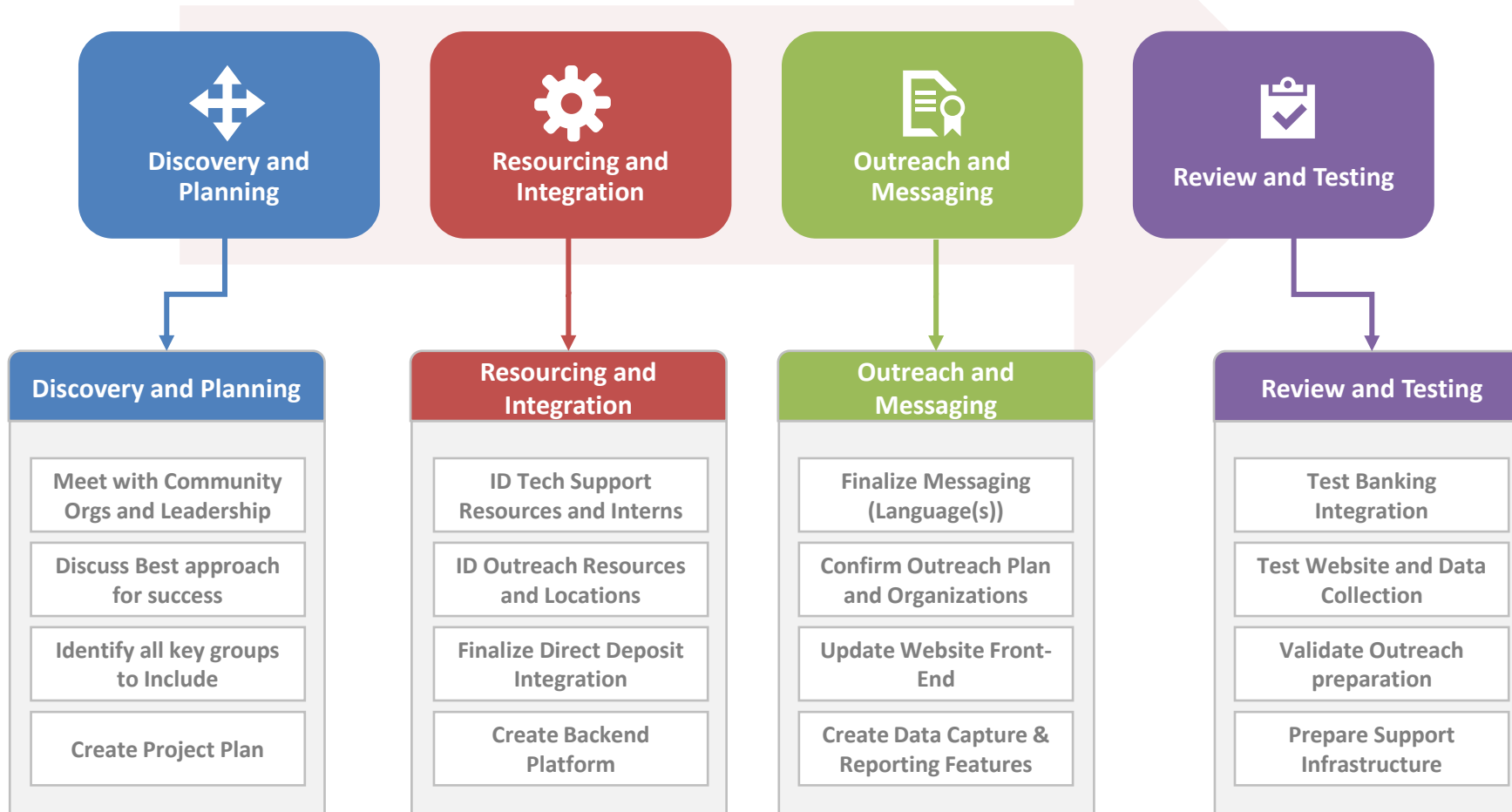
- Outreach to Parents
- Excellent source for technical resources and for community outreach assistance
- Internship Resources

Bronx Public School System

Fordham University

Bronx Community College

Lehman College, CUNY





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## Ken Granderson – BlackFacts.com | Founder/CTO

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>)



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## Dale Dowdie – BlackFacts.com | Founder/CEO

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



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## Hassan Miah – Paybby/Wicket Bank | Founder/CEO

Founded Fintech company to provide Banking Empowerment for the Black & Brown Community. The Company will build the technology and reach to create banking power for communities of color that has previously been unavailable. Paybby acquired the Wicket banking App in January 2021 and now offers mobile only banking solution.



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## Clayton Banks – Silicon Harlem | CEO

Tedx and Global speaker.  
Experienced Executive with strong leadership and strategic skills.  
Recently recognized as the 2013 "Businessperson of the Year" by the Harlem Business Alliance for implementing innovative strategies for non-profit and for-profit clients and exceeding objectives.