

Introducing



BlackFacts.com
Learn Black History. Teach Black History

About BlackFacts.com

A quick introduction to the concept, main features and future of Blackfacts.com



BlackFacts.com: 23 Years of Evolution

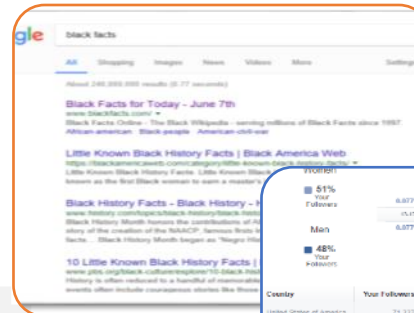


01 1997 (In the Beginning)
Started as a Text-Based Black History Community Project



02 2000-2017
Recognition that we have “Something”!
With Totally Organic Growth & Zero Budget

#1 in Search Engines



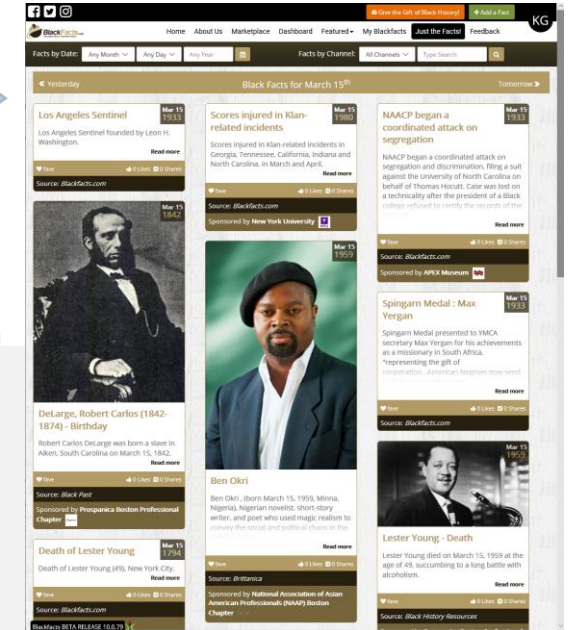
Demographic Data



Amazon
Alexa Skill



03 TODAY
AI – linked Text/Graphic/Video
Historical Facts indexed 7 ways



Today By the Numbers:

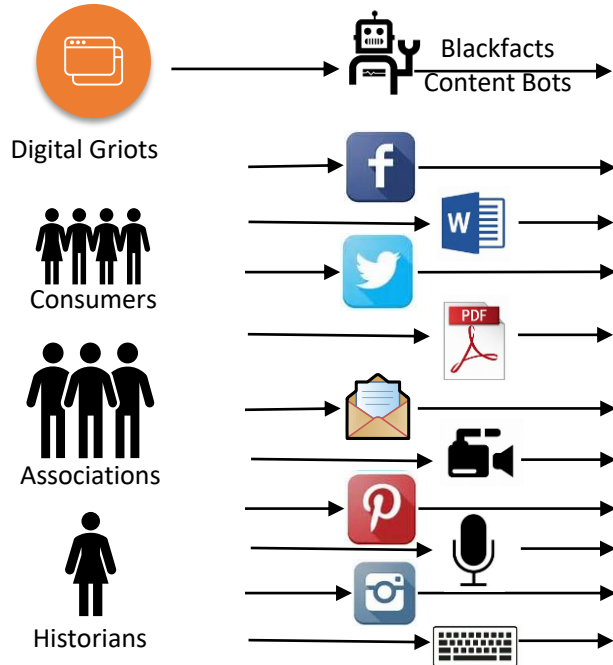
- 50,000 Facts → 100k by end of 2020
- 200k Social Media Followers & 300M Reach
- 500,000 user Email list and growing



BlackFacts.com: How It Works



Content Creators



BlackFacts.com

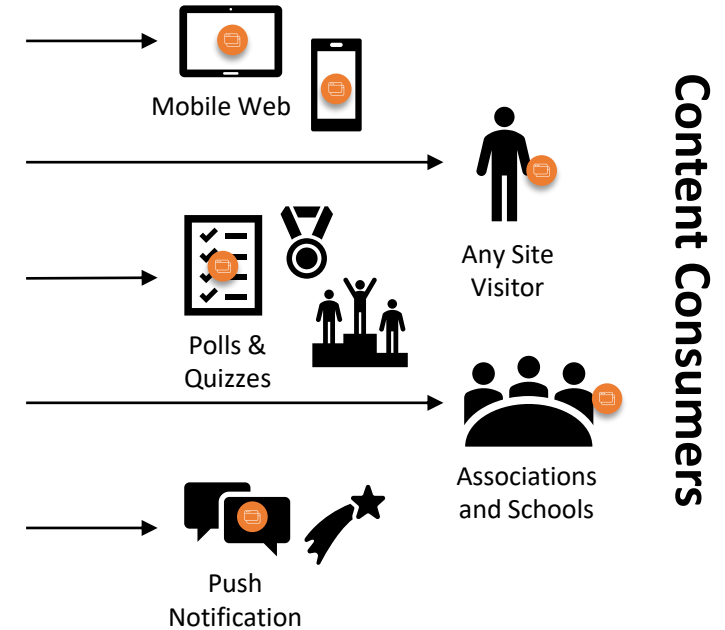
Revenue Streams

1. Premium Membership
2. Premium Virtual Sites
3. Fact Widgets
4. School Sites
5. Blackfacts Legacy Sites
6. Corporate Sponsorship
7. Banner Advertising
8. Marketplace Affiliate Sales



Sponsors / Advertisers / Vendors

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



Content is sourced from Blackfacts Users, Griots and curated Historical and News Sites.

Content comes from online pages, social media sharing, uploaded documents and (eventually) media.

Blackfacts content can be consumed via any platform by visiting the website, participating in Quizzes and Games or receiving push notifications via Email/Text/Social Media.

Blackfacts affiliate features include Blackfacts Widgets hosted on existing affiliate sites and entire custom Blackfacts affiliate sites.



Blackfacts.com: The Big Picture

Technology Benefits for Everyone



All Platforms. Consumer / Community / Commercial. Globally Available.

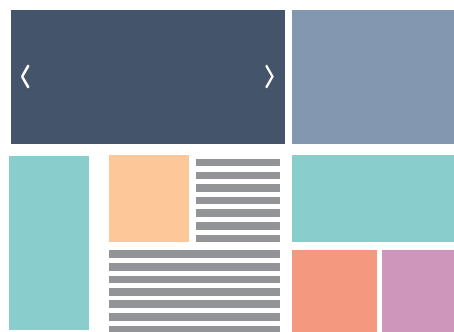
Diverse Demographics

Blackfacts.com is just the initial offering in what will be an entire platform of technology services created to help 'uplift the race' by connecting individuals and communities of color with today's advanced software capabilities.

The platform is called the Wakanda Technology Initiative™ and is based on a 'Black Paper' by Blackfacts' founder Ken Granderson titled [Lessons From Wakanda: Embrace Technology To Protect Your Culture](#).

The Wakanda Technology Initiative™ aims to finally connect communities and organizations of color with today's powerful software capabilities towards the goal of enabling us to be more competitive in every aspect of our lives and fields of endeavor.

Blackfacts.com



Consumers



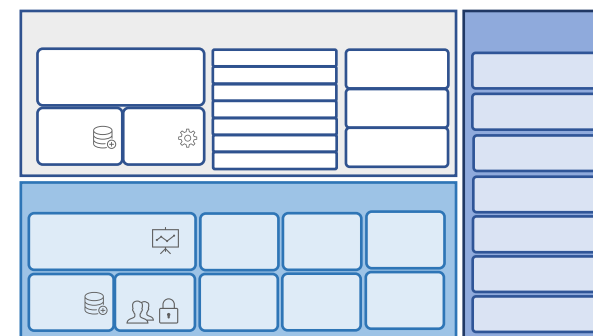
Assns



Historians

- Content Services
- Engage / Inspire / Educate
- Individuals / Educators
- Promote Organization Diversity
- Create / Expand Awareness
- Create / Expand Affiliations

Wakanda Technology Initiative



Businesses
& Start-Ups



Professional
Associations



Entrepreneurs
& Students

- Organization / Business Services
- World-Class Online Presence
- Automation of Key Operations
- Automation of Marketing / Outreach
- Automation of Fund-Raising / Commerce

Universal Platform



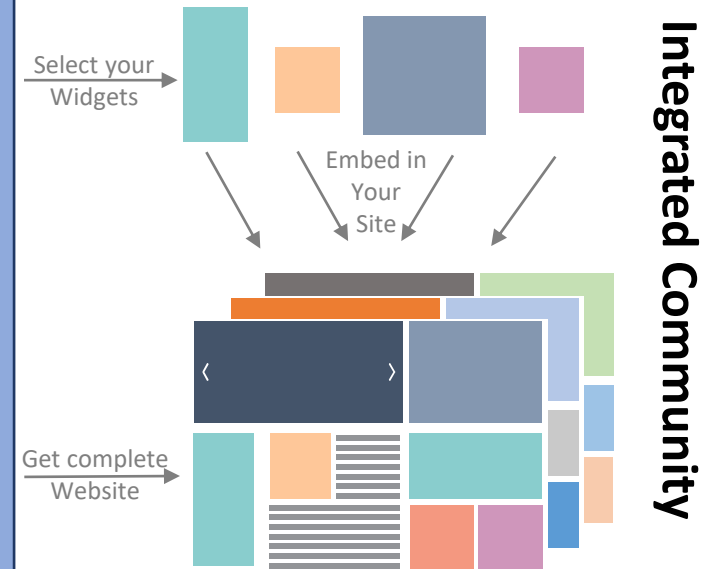
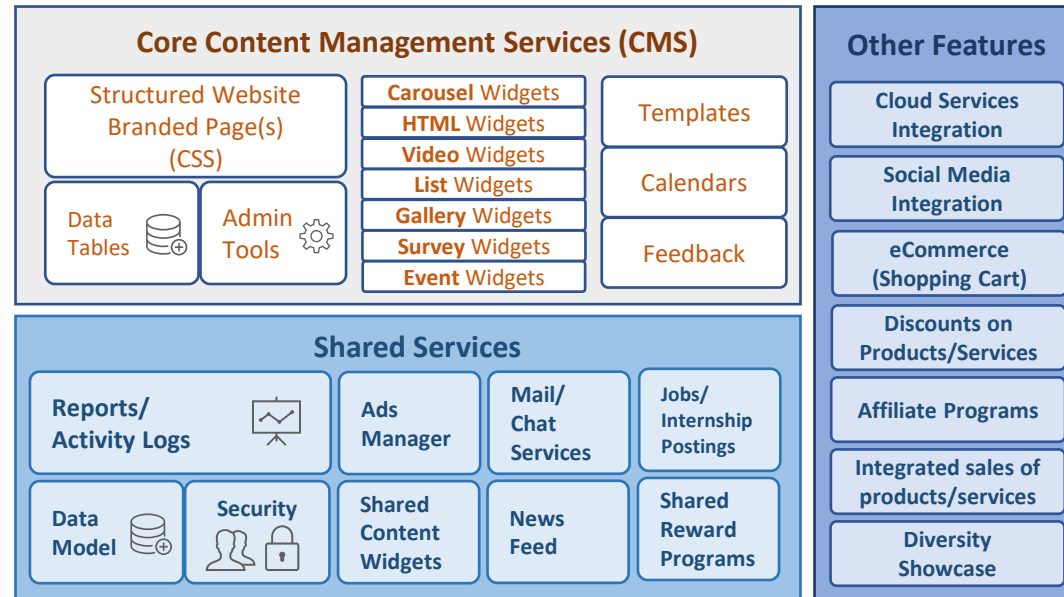
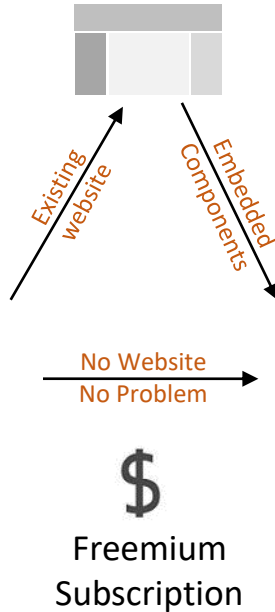
The Wakanda Technology Initiative™

Technology Services Offering for Minority Entrepreneurs, Businesses and Students



Low Cost. Easy to Use. Business/Startup-in-a-Box! Ecosystem

Target Demographics



Integrated Community

Target Demographic: Entities with sub-par or non-existent technology presences - offer a low-cost solution that brings them to a higher quality of functionality

Pricing Structure (NOT YET FINAL):

1. **FREE** for the Introductory Offering
2. **\$19.99/month** for BASIC package
3. **\$49.99/month** for STANDARD package
4. **\$79.99/month** for PREMIUM package
5. **Other services** a la Carte billing

Outcomes: Organizations with credible online presences, digital marketing campaigns, e-commerce for membership and ticket sales, etc. Businesses with online ordering, specials, marketing, loyalty clubs, accounting, human resources, inventory management, etc.



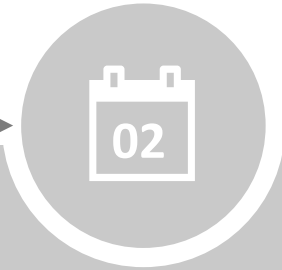
Blackfacts.com: 3 Year Plan*

In order to meet our financial and social interaction goals, we recognize the needs to make several improvements to our current site, particularly for Administration and Support of features for Members, Partners and Sponsors. We must also expand our reach by looking to new sources of content and implementing our strategic marketing plan



2020: New Features

- ❑ Black News
- ❑ Crowdsourced Content
- ❑ Widgets 2.0 (Custom Layouts)
- ❑ Educational Site
- ❑ Diversity Showcase Site



2021: Revenue Builders

- ❖ Marketplace Vendor Catalog
- ❖ Marketplace Self-Service Signup
- ❖ Widgets 3.0 (Ads)
- ❖ Affiliate Self Service Signup
- ❖ Wakanda Initiative Launch
- ❖ Build Strategic Partnerships



2022: Growth and Profitability

- Full Wakanda Business feature set
- Full Wakanda Organization feature set
- Full Marketplace vendor tool set
- Full Premium Membership feature set
- Launch Strategic Partnerships



BlackFacts.com Management Team



- **Ken Granderson** - Founder / Chief Technology Officer
MIT alumnus and Tech Visionary, Creating Ethnic Technologies since 1995, Creator of BlackFacts.com, Roxbury.com, Official Web Site of the Government of St. Lucia



- **Dale Dowdie** - Chief Executive Officer
Enterprise-Level Technical Consultant / Entrepreneur,
Building Online Business Applications and facilitating Tech Transformation since 1980s for Clients including: NASA, Bank of Boston, US Trust Bank, Citizens Bank, Liberty Mutual, Staples, TJX, Phillips, IBM, McCormick, MassHousing, City of New York

Other Resources in Part-Time, Paid and Unpaid Consultant Roles:

Rick Van Rice (Business Development), James Mwihia (QA and Tech Support), Michelle Tutunjian (Business Analyst), Sandra Bone (Social Media), Beatriz Callejas (Social Media), Melanie Semedo (Social Media) and Offshore Development Resources in India (Pilots and Product Support)



Questions?



- **Ken Granderson** - Founder / Chief Technology Officer
ken@blackfacts.com
857-222-2318



- **Dale Dowdie** - Chief Executive Officer
ddowdie@blackfacts.com
781-858-6852



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