

Black / Urban Business Directory Projects by the folks at BlackFacts.com



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PDF Version of this Presentation available at:
<http://docs.blackfacts.com/kengranderson/business-directories.pdf>

PPSX Version of this Presentation available at:
<http://docs.blackfacts.com/kengranderson/business-directories.ppsx>



26 Years of Diversity Technology Solutions

Today, several major search, mapping and business listing companies are adding features to help users locate Black-owned businesses.

We have not yet seen announcements of similar features in Bing, and as we have experienced Microsoft as a leader in supporting socially conscious technology initiatives since the mid 90s (see

<http://docs.blackfacts.com/kengranderson/26-Years-Of-Diversity-Tech-Solutions-powered-by-the-ms-stack.pdf>), we are hoping that there is some level of interest in adding something similar to Bing.

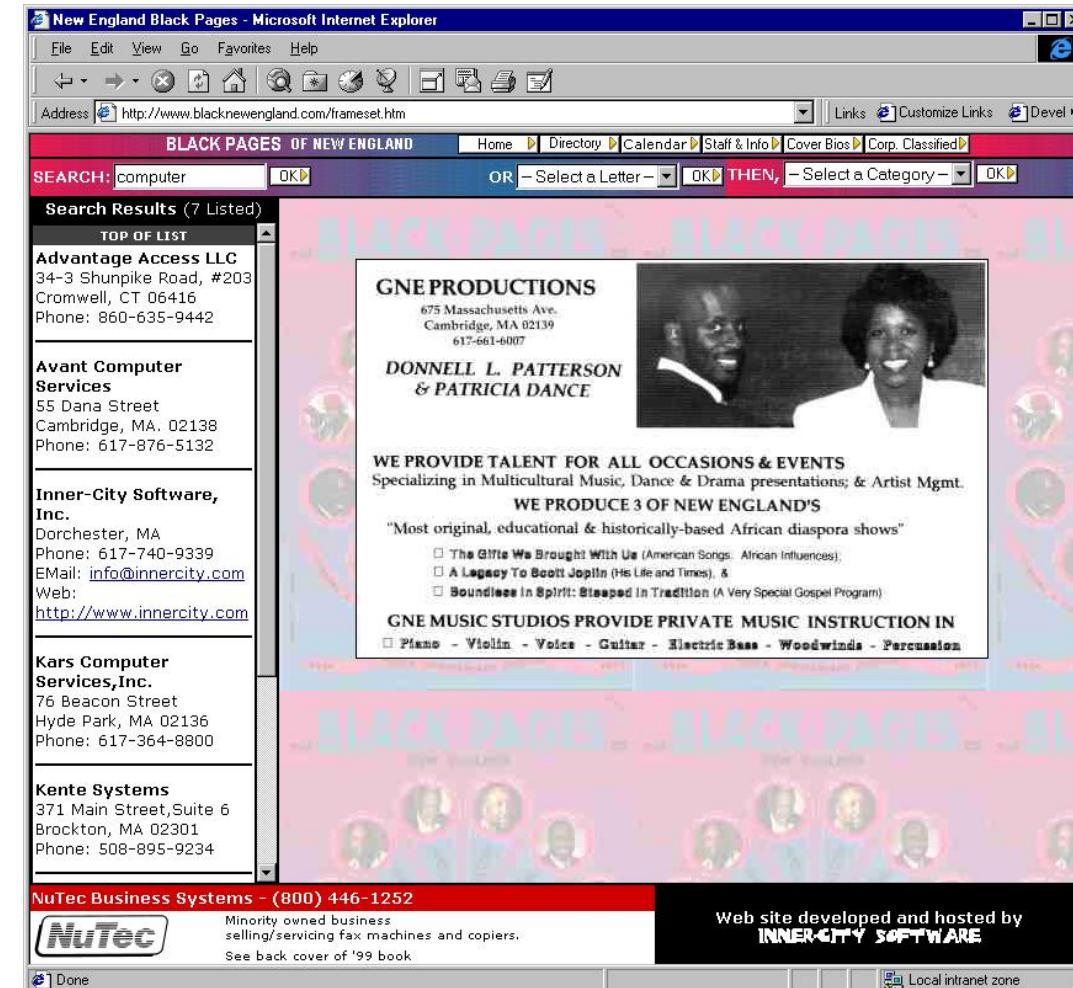
And as Microsoft platform developers since 1992, who built and run the World's First and Largest Online Black History Encyclopedia at <https://blackfacts.com> since 1997, and are launching a platform of business tools and services in 2022 primarily targeting the Black business community, which will include an estimated 120,000 Black Business Listings, we wanted to see if we might be able to help out.



••• New England Black Pages

1998

We transformed New England's Black Business Directory from an annual print business to year-round by putting them online with a an ASP Classic / SQL Server / IIS web site in 1998 at
<http://www.blacknewengland.com>



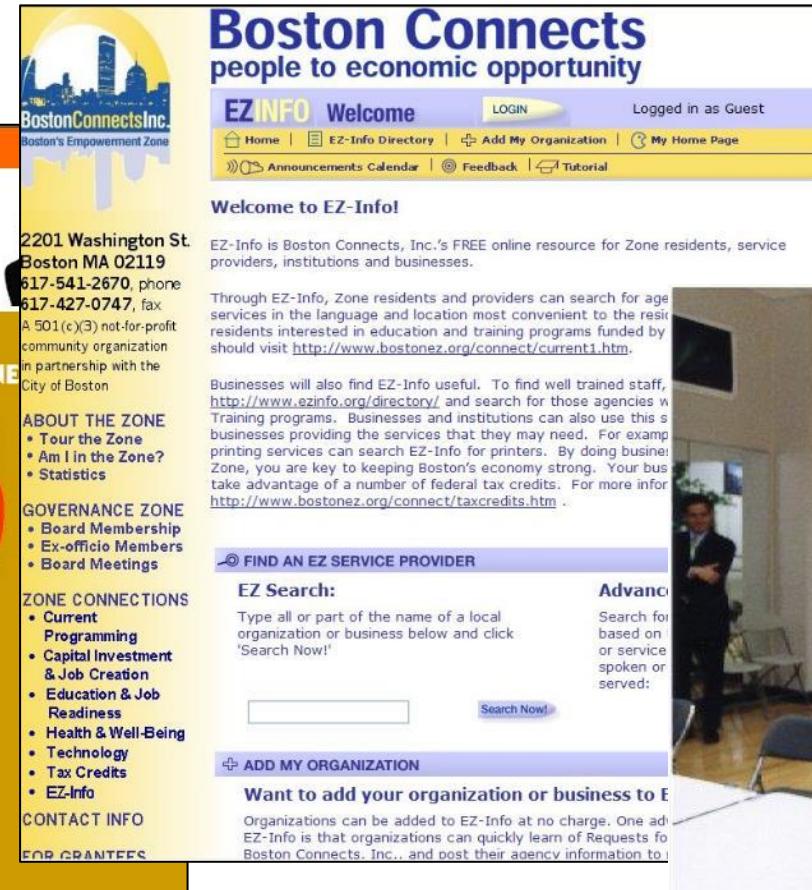


Boston's Empowerment Zone

1999



The screenshot shows the homepage of EZ-Info. At the top, there's a search bar with a 'GO' button and a 'Type in Keyword' placeholder. Below the search bar is a banner featuring a diverse group of people. The main title 'WELCOME TO BOSTON'S EMPOWERMENT ZONE' is in bold capital letters. The central feature is a large, stylized 'EZ-Info' logo with 'EZ' in red and 'Info' in blue. To the left of the logo are two buttons: 'Click Here to Add Your Business' with a pencil icon and 'Click Here To Start' with a pair of sneakers icon. Below the logo, a text block states: 'EZ-Info provides information on organizations, businesses and programs located in and around Chinatown, Dorchester, Jamaica Plain, Mattapan, Mission Hill, Roxbury, South Boston and the South End'. On the right side, there are three columns: 'ABOUT THE ZONE' (with links to 'Tour the Zone', 'Am I in the Zone?', and 'Statistics'), 'GOVERNANCE ZONE' (with links to 'Board Membership', 'Ex-officio Members', and 'Board Meetings'), and 'ZONE CONNECTIONS' (with links to 'Current Programming', 'Capital Investment & Job Creation', 'Education & Job Readiness', 'Health & Well-Being', 'Technology', 'Tax Credits', and 'EZ-Info'). At the bottom, there's a 'CONTACT INFO FOR GRANTEES' section.



The screenshot shows the 'EZ-INFO Welcome' page of Boston Connects. The header features the Boston Connects logo and the tagline 'people to economic opportunity'. The top navigation bar includes 'LOGIN' and 'Logged in as Guest' along with links for 'Home', 'EZ-Info Directory', 'Add My Organization', 'My Home Page', 'Announcements Calendar', 'Feedback', and 'Tutorial'. The main content area is titled 'Welcome to EZ-Info!' and includes a brief description of EZ-Info as a free online resource for Zone residents, service providers, and businesses. It highlights the service's purpose in connecting people to economic opportunity through various programs and services. Below this, there are sections for 'FIND AN EZ SERVICE PROVIDER' (with a search bar and 'Search Now!' button) and 'ADD MY ORGANIZATION' (with a sub-section for adding organizations to EZ-Info).



We put Boston's Empowerment Zone online with the Boston Connects site of the Empowerment Zone office operation, and EZ-Info, which was an online directory of businesses throughout the Empowerment Zone, a pet project of Vice-President Al Gore.



2002

Roxbury.com

ROXBURY.COM Need to find good AD space? 

Sunday, November 04, 2001
Logged in as kennyg@innercity.com

YOU ARE HERE: [Home](#) > [Local Directory](#) > [Restaurants](#)

BUSINESS DIRECTORY Search **GO**

CATEGORIES

- [Restaurants](#)
- [Banks/Financial](#)
- [Child Care](#)
- [Schools](#)
- [Markets/Grocery](#)
- [Restaurants](#)
- [Sports & Recreation](#)
- [Other Businesses:](#)
 - Architects

Restaurants

- [28 1/2](#)
28 1/2 Waren St, Roxbury, MA, 02119
- [A Chau](#)
1429 Dorchester Ave., Dorchester, MA, 02122
- [A Strong Cup of Coffee](#)
112 Stoughton Street, Upham's Corner, MA, 02125
- [Abi's](#)
2360 Washington St, Roxbury, MA, 02119
- [Abi's Ice Cream & Hot Dog](#)
2360 Washington St, Roxbury, MA, 02119

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ROXBURY.com
Keeping The Residents of Roxbury Connected

Site Built by INNER-CITY SOFTWARE, Dorche

ROXBURY.COM Need to find good AD space? 

Sunday, November 04, 2001
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BUSINESS DIRECTORY

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- [Restaurants](#)
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 - Architects

Back to Restaurants / Soul Food

Bob The Chef's
604 Columbus Avenue, 
Boston, 02118

Telephone: (617)536-6204 

A unique restaurant featuring southern and Cajun cooking, live performances by local musicians, unbelievable Sunday Jazz & Gospel Brunches, carry-out service, corporate and special event catering. Inspired by the Morgans, Darryl Settles, the current owner, continues to satisfy customers looking for traditional southern cuisine. Bob's barbecued ribs, glorified chicken, sweet potato pie, collard greens, homemade meatloaf, and even his macaroni and cheese are still featured on the menu. Settles has added his own ingredients to the restaurant, too. Cajun dishes like crab cakes, mustard fried catfish, jambalaya and shrimp etouffe are on the menu now. And, there's a lot more for the "music crowd." Every Thursday through Saturday night,

2 Years before Yelp, we had self-service business listings for Boston's predominately Black community of Roxbury on Roxbury.com, which also featured News, Events, Blogs and Online Groups.



2004

Biz-In-Site (CRA Project for Fifth Third Bank)

BizInSite was a Community Reinvestment Act project by Cincinnati bank Fifth Third, which focused in small and minority businesses.

Believing in Small Business. Believing in Community.

Business Directory

Directory : Health Services
This is the Health Services Section of the BizInSite.com Business Directory.

Results: 1 2 3 4 Next

1. Alaska Acres Care Ctr
3584 Alaska Ave
Cincinnati, Ohio 45229
(513) 281-7782
2. Beech Acres
1849 Dalton Ave
Cincinnati, Ohio 45214
(513) 723-1849
3. Body Center
117 William Howard Taft Rd
Cincinnati, Ohio 45219
(513) 221-4644
4. Byars Nursing Homes
2245 Park Ave
Cincinnati, Ohio 45206
(513) 861-1300
5. Carew Tower Health & Fitness
441 Vine St
Cincinnati, Ohio 45202
(513) 651-1442
6. Cincinnati Academy-martial Art
3101 Clifton Ave
Cincinnati, Ohio 45220
(513) 861-3136
7. Cincinnati Speech & Hearing
2825 Burnet Ave

We're In The Zone!

We're In The Zone!

We're In The Zone!

Watch The **BIZInSite.com** Web Demo Here
[Begin Demo](#)

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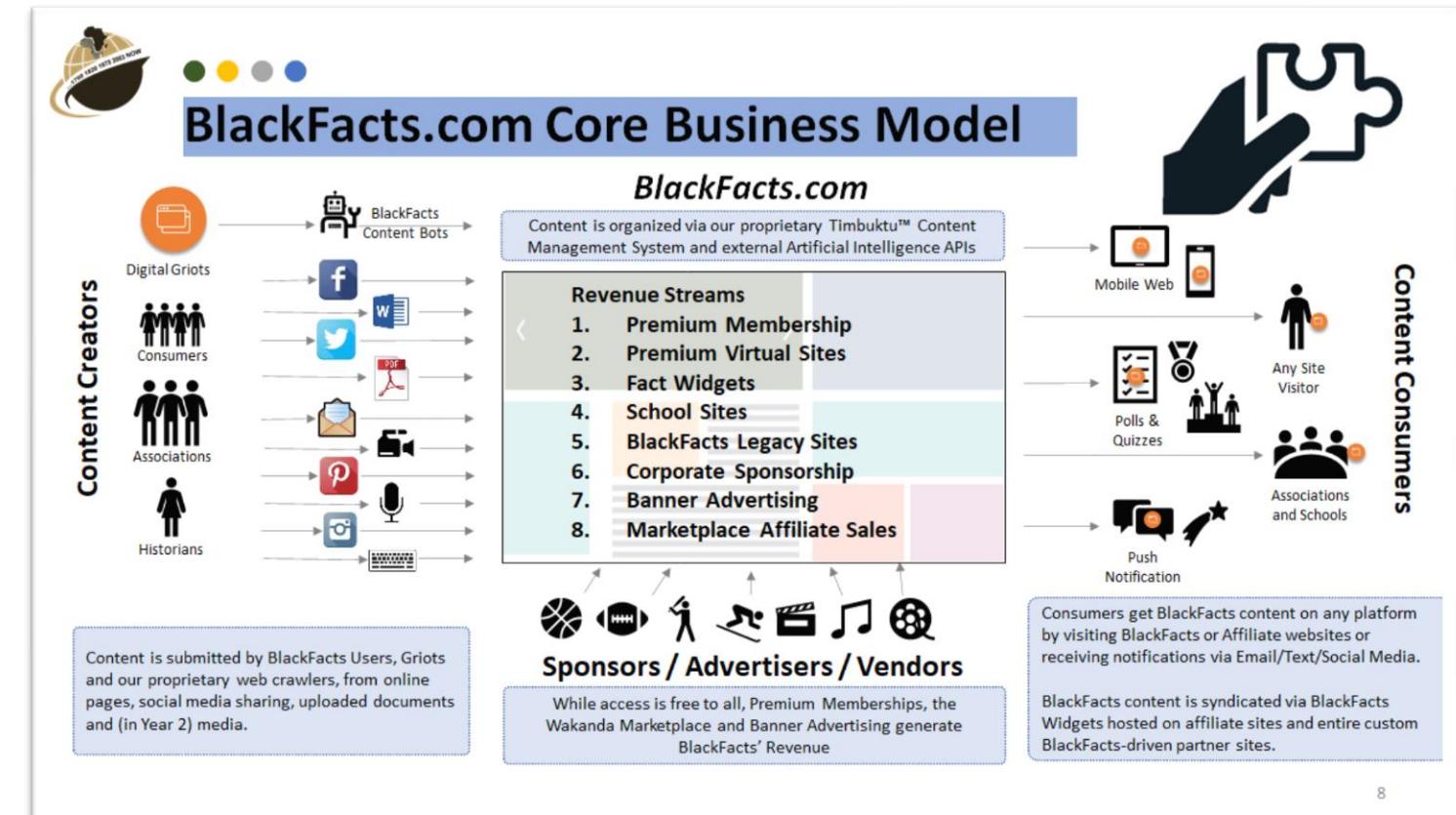
What We Are Doing Today

2021

While to the casual user, BlackFacts may appear to be just an extensive online encyclopedia, it is actually a content processing and syndication system driven by our advanced proprietary platform that collects, organizes and distributes our text, graphic, video and podcast historical and current news content across our site, social media, affiliate sites and email users.

BlackFacts is just the Digital information Curation / Collation / Syndication Engine of our larger framework, which we have code-named the Wakanda Technology Initiative.

The next 2 slides are a peek into what we are building today to power Black businesses throughout the US, UK, Caribbean and African nations, running on the Microsoft stack.



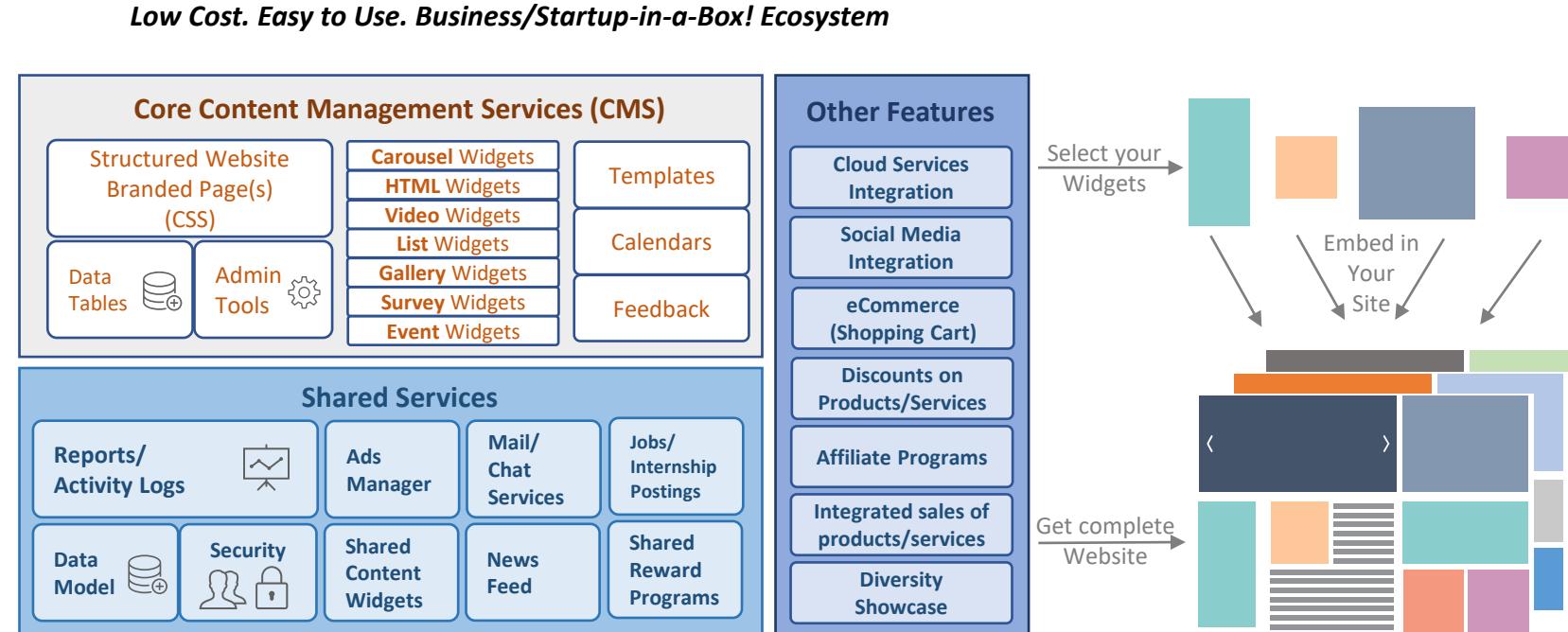
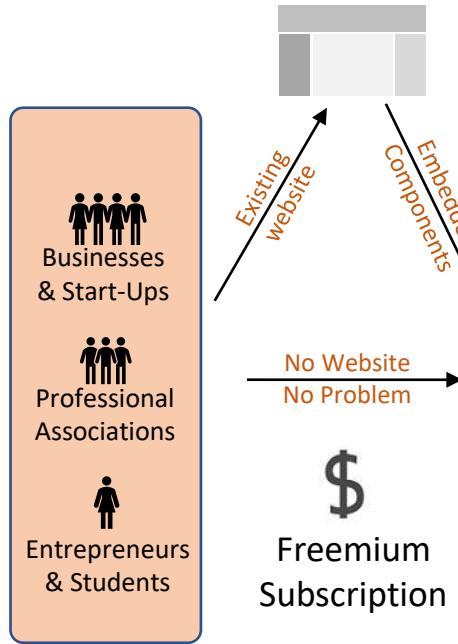


Service Model – Wakanda Initiative

BlackFacts.com Technology Offering for Minority Entrepreneurs, Businesses and Students



Target Demographic



Integrated Community

Target: Our intent is to target those with sub-par or non-existent technology presence and offer a low-cost solution to bring them to higher quality of functionality

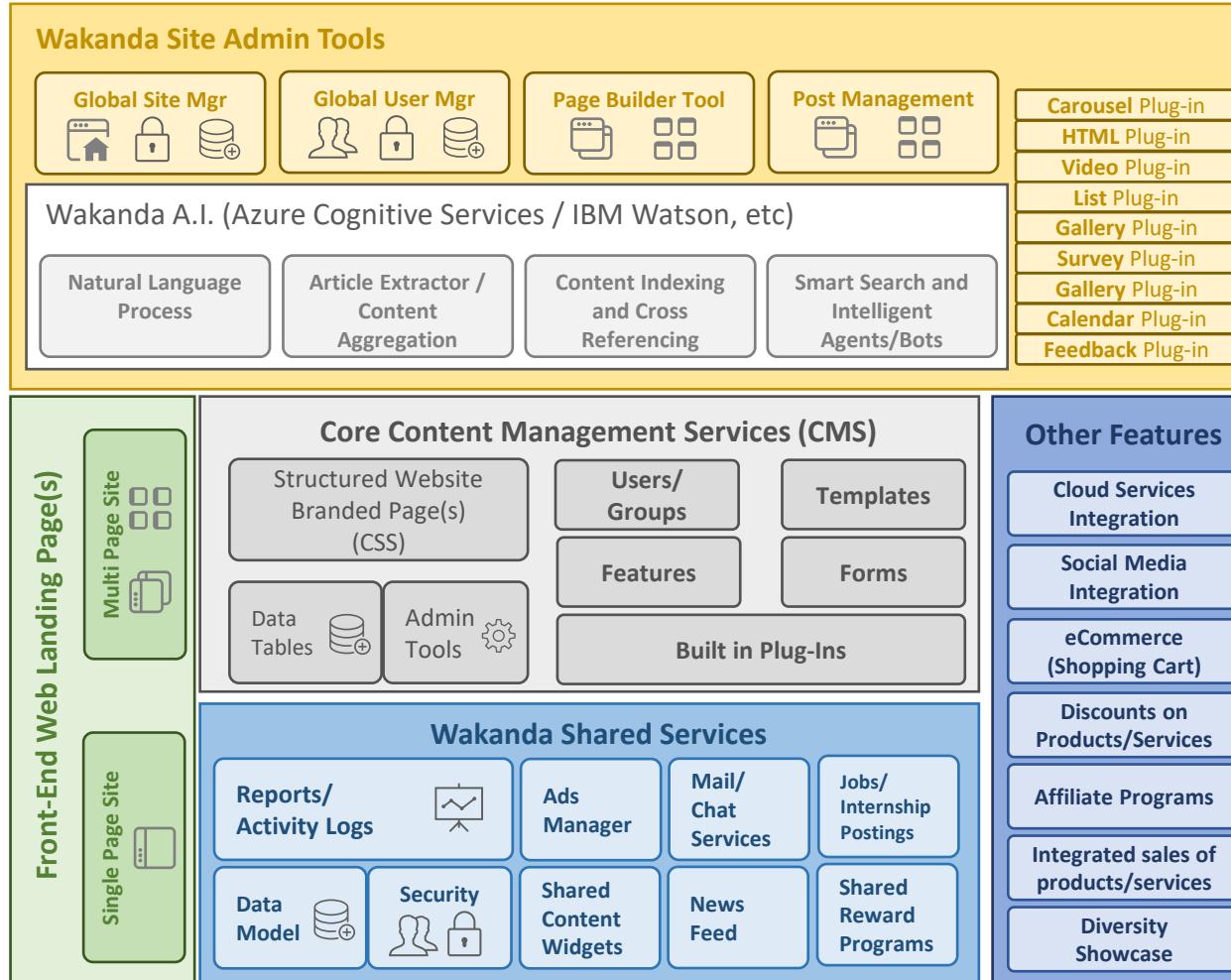
Pricing Structure (NOT YET FINAL):

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

Outcome: The final solution will deliver much more rich content. Targeted to the business needs and demographics and accessible and sharable across all community members. Taking the concept of Community Marketplace to another level.

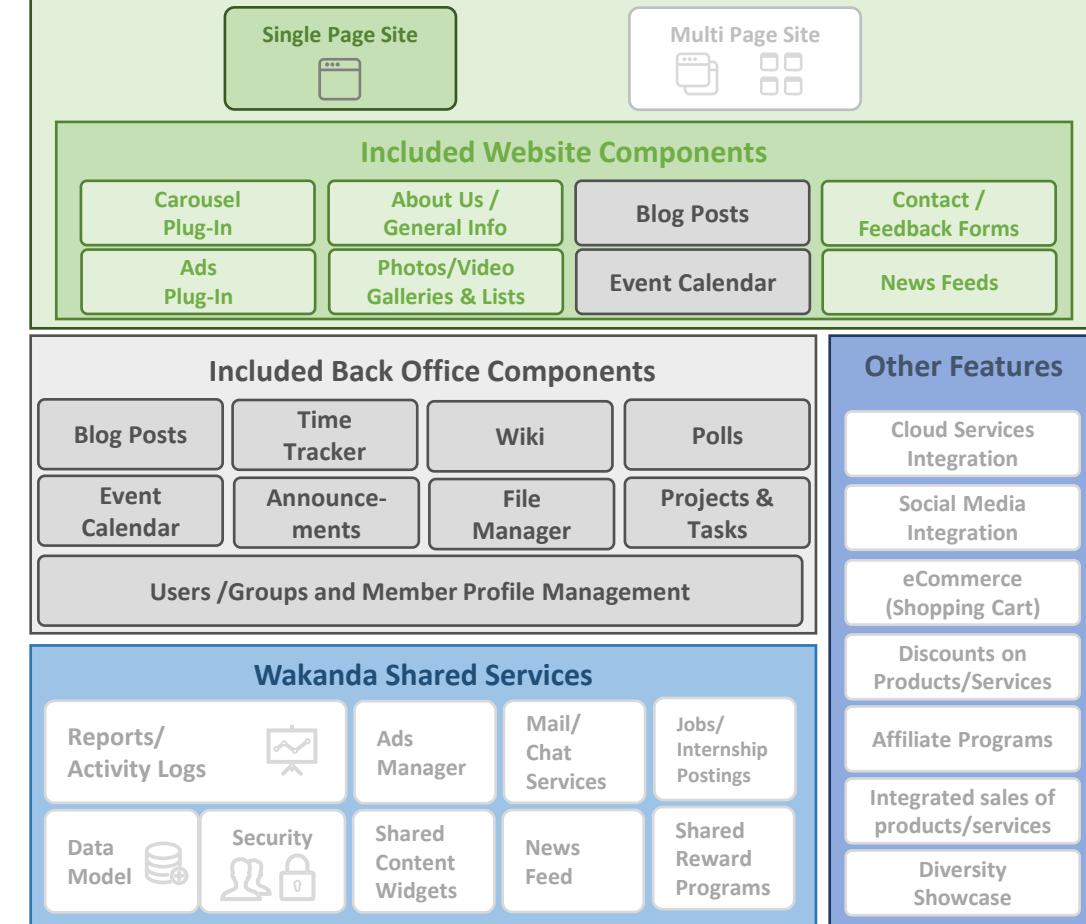


Wakanda Website Administrative Tools Framework



Wakanda **Business Incubator** (Startup In a Box)

Front-End Website Landing Page Options / Features (BASIC SITE)





Questions? Ask Us!



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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>)
- **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



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