

Ezibota LLC

Established October 2, 2014

Value Proposition:

- Our organization uses the power of the personal and collective story of the children of the African continent to drive traditional meters of progress such as economy, gender equality, human rights, and education. The first stage of our development harnessed the power of stories to support the online global African community. Next we will launch our cultural exchange network where Africans from all walks of life can build support for local initiatives, learn various African languages, garner support for national issues, and bring about positive social change. Thereby, we move from a world that only knows a disconnected global African community, to one where the connected community is empowered by its individual voices.

Customer Segments:

Mass Market: Those seeking a central location for young Africans to support each other in a place that is convenient and empowering.

Niche Markets**1. Persona Name: Influencer****a. Demographics**

- Age: 24
- Gender: Female
- Location: Urban location
- Education: Bachelors, working on Masters

b. Goals and challenges

- Primary goal: To meet with individuals who want to implement programs in local cities
- Secondary goal: Share and offer support to others
- How we help achieve these goals: Connect them with other local members to organize meetups
- Primary values: Connect with other Africans

2. Persona Name: Collaborator**a. Demographics**

- 28
- Gender: Female
- Suburban location
- Education: Bachelors, MBA

b. Goals and challenges

- Primary goal: Interact with those with the black mobility perspective such as expatriates.
- Secondary goal: Generate ideas and initiate project virtually.
- How we help achieve these goals: Offer a niche group of people who are expatriates and third culture kids to share ideas on what is missing in the marketplace.
- Primary values: Access to job resources.

Connecting a network of inspired young Africans

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3. **Persona Name: The Thought Leader**

- a. Demographics
 - i. Age: 27
 - ii. Gender: Male
 - iii. Suburban location
 - iv. Education: Bachelors, Masters
- b. Goals and challenges
 - i. Primary goal: Share content, have discussions about worldviews, interact with small community.
 - ii. Secondary goal: Having conversations around topics on the continent and beyond.
 - iii. How we help achieve these goals: Opportunities for current events and happenings to be discussed such as through community chats and physical events with a focus.
 - iv. Primary values: Conversation with those who are professional or creatives working in their field.

4. **Persona name: Discoverer**

- a. Demographics
 - i. Age: 23
 - ii. Gender: Female
 - iii. Location: urban
 - iv. Education: bachelor's
- b. Goals and challenges
 - i. Primary goal: To learn about African ancestry and keep in touch with home culture.
 - ii. Secondary goal: Connect with people specifically from their home country to create lasting connections.
 - iii. How we help achieve these goals: Provide resources for the different African countries such as: history, language, food, clothing, music, etc.
 - iv. Primary values: Education, to connect back to history

Channels:

1. Main website for membership services, discussion, and relevant content
2. Social Media (Facebook, Twitter, Instagram, Tumblr) to interact and reach out to the community in a more frequent basis.
3. Youtube to host monthly Community Chats that allow members to interact with each other in a more personable way.
4. Events and appearances to allow for the intimacy created when meeting face-to-face.

Customer Relationships:

1. Member directory - Members can search and connect with those who share their interests, heritage, location, ambitions, sense of humor, anything.
2. Discussion board - Members are free to share their thoughts on trending news, entertainment stuff, or life in general.
3. Community chat - Monthly video chats allow young Africans to meet virtually and connect to discuss news, entertainment, and social concerns
4. Social Media
5. Events - Speaking engagements at universities, meetups, national poetry month participation

Revenue Streams:

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1. Membership - Becoming a member is free and completely painless. Ezibota would like to enhance value add services to put a price on membership.
2. Marketplace - The Ezi Exchange Marketplace showcases the innovation and creativity of young Africans while providing quality, handmade products to the Ezibota audience. Ezibota would like to expand this to include more buyers and more visibility. The beta program consisted of 7 partners.
3. Pop-up page - Members have the opportunity to create a custom Ezibota webpage to share your personal endeavors with our intentional audience. The beta program consisted of 2 customized pages.

Key Resources: What resources do you require to function? These can include physical, human, financial and intellectual.

1. Content writers
2. Web designer
3. Sales/marketing

Key Activities:

1. Maintain an interactive online space for connecting people to each other.
2. Maintain relationships with key partners in the aim to be curators of knowledge and resources for the growing community.

Key Partnerships: Write down who your key suppliers and partners are and how they contribute to your overall goals.

1. Content writers who provide valuable storytelling that the audience can identify with.
2. Creatives who create and make products that the audience is seeking.
3. External relationships to collaborate on community chats, campaigns and events.

Cost Structure:

1. Fixed
 - a. Domain/website management
 - b. Professional fees (accountant, lawyers)
 - c. Sales/Marketing
2. Variable
 - a. Shipping of products
 - b. Commission paid to content writers