Finding Wakanda

Howard University AfroHacks

The Brogrammers

Derek Borges, Evan Rupert, Joshua Land, Jeff Beauplan

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The black business directory

The Black Dollar

- What is the Black Dollar?

- Currently, a dollar circulates in Asian communities for a month, in Jewish communities approximately 20 days and white communities 17 days. How long does a dollar circulate in the black community?

- African American buying power is at 1.3 Trillion; and yet only 2 cents of every dollar an African American spends in this country goes to black owned businesses

01

96.1 percent of the households in the top one percent by income were white.

02

America's 100 richest people control more wealth than the entire Black population.

03

The 5 largest white landowners own more land than all Black people combined.

04

The average Black family would need 228 years to build the wealth of a white family today.

True or False?

The Problem

Consumers struggle to make informed decisions about the businesses they support

↓

Black Businesses have a hard time reaching a wider customer base and being able to track their performance

↓

This is due to:

| Disorganized information | Unverified information | Scattered information |

Discover	Provide	Provide
• Discover Wakanda -> find organizations that are owned/operated by Black people to support their cause	• Provide an easy to use platform for consumers to find those amazing Black-owned businesses	• Provide Business owners with a platform to reach new customers & track performance

Idea & Value Proposition

The Black Yelp

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Audience

CHANNELS

- People who want to find and support quality black businesses

- Business owners who want new ways of gaining new customers and tracking performance

- Apple App Store

- Google Play Store

- Website

Activities

KEY RESOURCES

- Create and manage Business Directory
- Platform Developemt
- User & Customer Feedback

- Active Users
- Big Dataset
- Business Relations

Partners

RELATIONSHIP

- Google Maps API
- State Business Directories
- Microsoft Azure

- Multi-sided Relationship

COST

- Hosting Services
- Labor Cost of Development
- Lawers for Patenting

REVENUE

- Paid Advertisements
- Premiun Business Accounts
- Premiun User Accounts

Tech

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ReactJS + MaterialUI
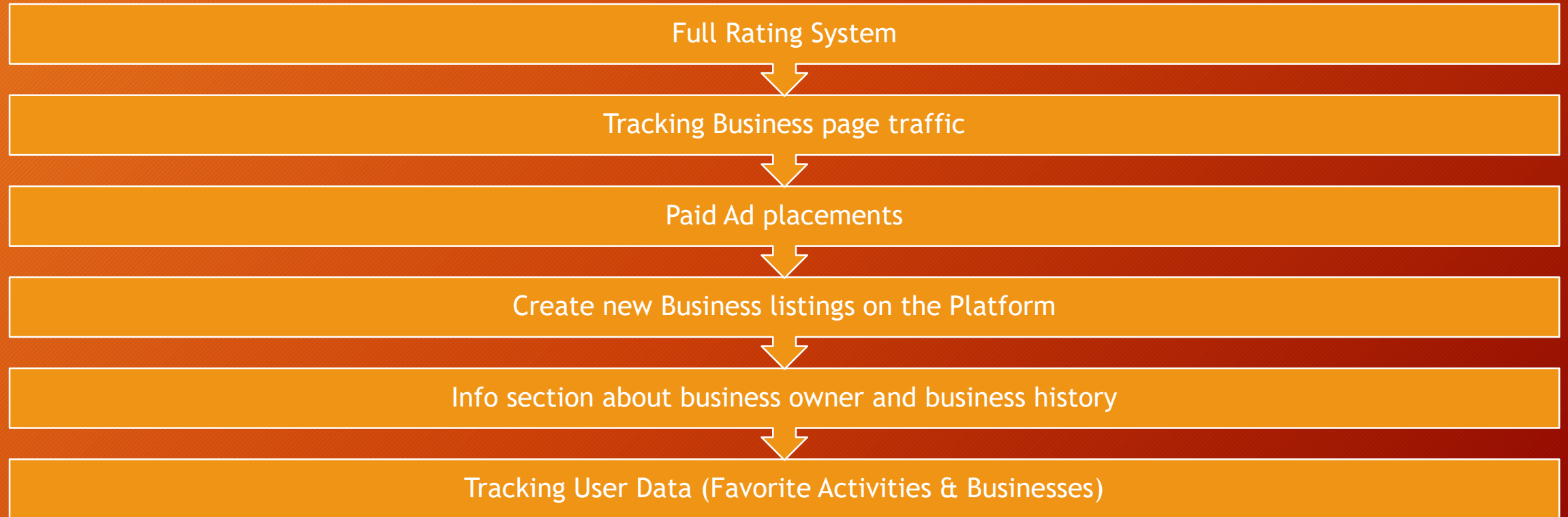
Azure Cloud

Exilir

PostGreSQL

Live Demo!

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FUTURE IMPLEMENTATIONS

Full Rating System

↓

Tracking Business page traffic

↓

Paid Ad placements

↓

Create new Business listings on the Platform

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Info section about business owner and business history

↓

Tracking User Data (Favorite Activities & Businesses)