



Where culture meets adventure,  
one road trip at a time.

**Team Aggie++**

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**\$1.3 Trillion**

Estimated buying power of African Americans

**173 million**

Estimated number of road trips African Americans take every year



**6 Hours**



The amount of time an African American dollar circulates in the community

**80%**



The number of African Americans that rely only on offline trip recommendations from friends and family

## 2 Opportunity





# Have you ever...

- Wanted to go on a spontaneous road trip?
- Wished you had more opportunities to explore African American culture and history?
- Wished you supported more minority owned businesses?







**Exploring Black history and culture**  
**Supporting Black owned small businesses**

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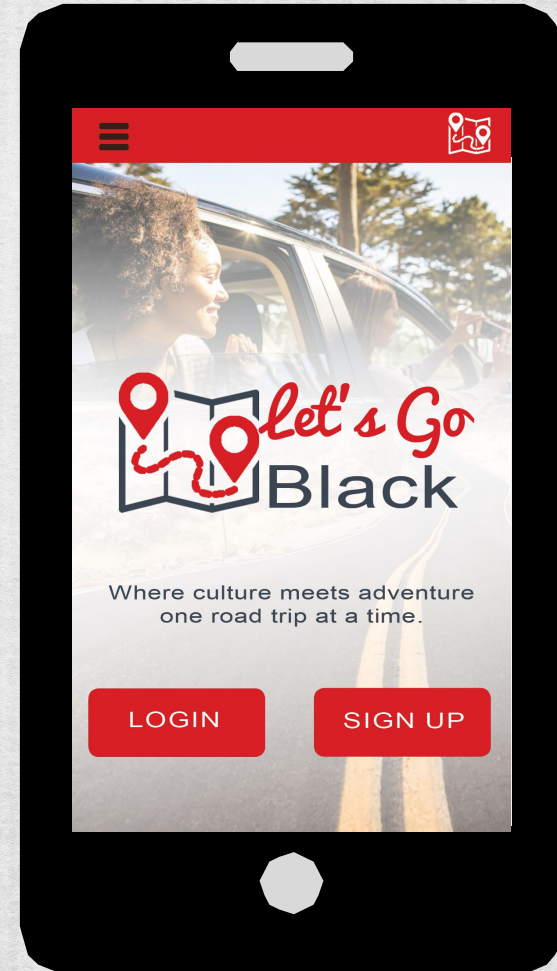
**Solution**

# Product Features:

- Simple sign up with the IDScan API.
- Notifications when near one a partner business through the PlotProjects API.
- The app will be able to handle millions of users through the use of the UserApp API.
- Secure payment transactions using the Stripe API.

Developed using the Ionic Framework

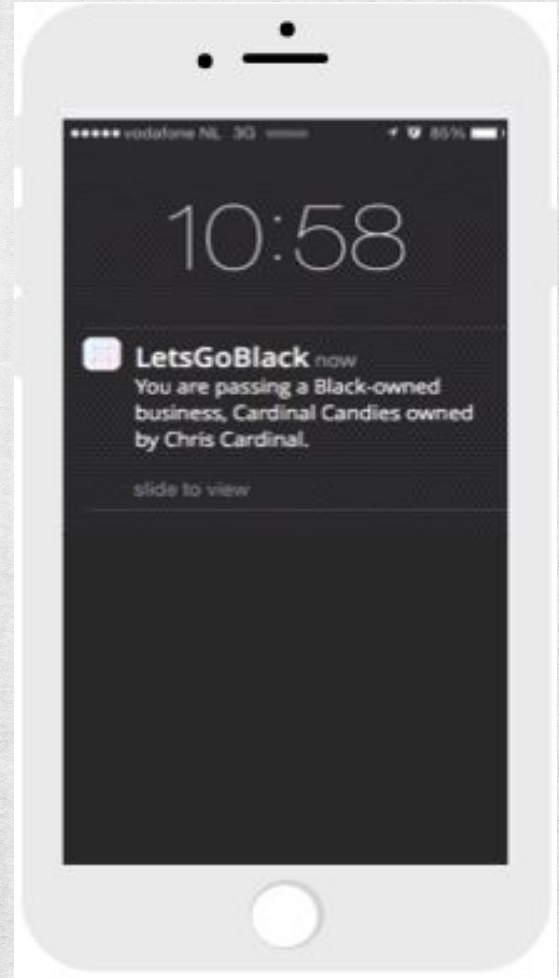
## 3 Implementation





# Geolocation

**Let's Go Black alerts users when  
they are close to an African  
American owned business**

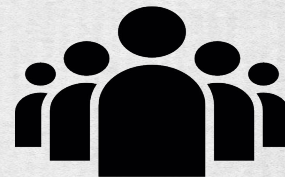


# Economy + Education



## 1 Million Jobs

Amount of Jobs that could be created if African American Household spent only \$1 of every \$10 at Black owned businesses



Lets' Go Black enriches the user's African American cultural and historical knowledge and educates them on many great black businesses

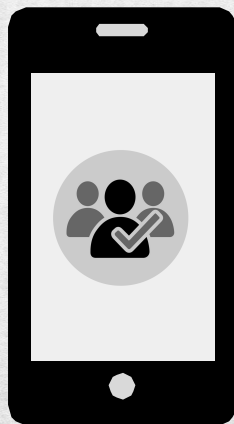
## 4 The Impact



# Revenue Model



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**Banner Advertisements**

**Paid Small Business Subscriptions**

**Cha-ching**



# 4

## Future Implementations



- History and culture trivia/facts based on Geolocation



- Rewards for buying from black business (coupons and discounts)



- Partnerships





**Q&A**