

Short elevator pitch: A web page discussing the stories that are often over looked in media

Long elevator pitch: Nomorehashtags.com will shed light on stories that are briefly discussed in media about deaths of African Americans in the United States. The site will release interviews; videos, etc. involved in the story and will allow users to comment on media posted and provide links or stories that have not received coverage in media. The site will also allow black owned businesses to sell their merchandise with a profit going to the black lives matter organization.

Personas: Users of the site will be the black community predominantly, people interested in educating themselves on the unjust treatment of black Americans and people willing to support their favorite black owned business.

Comparable: Competitive sites will be BuzzFeed because they also allow their users to post stories they deem relevant and allow people to comment.