

Build. Empower.
Create.



build your business. empower our communities.
create your life by design.

MEDIA KIT



Black e-Commerce
Business & Lifestyle Solutions for Entrepreneurs

INTRODUCTION

“Build, Empower, & Create” with Black e-Commerce. We are committed to entrepreneurship and reinvestment into the African-American community.

Black e-Commerce equips solopreneurs and aspiring entrepreneurs with the strategic **ONLINE** tools and resources for going into business. Existing business owners and customers can sell, advertise, and shop for numerous products and services. Networking opportunities bridge the gap between African-Americans across all geographical boundaries. Customer loyalty is cultivated nationwide by encouraging African-American consumers to virtually reinvest capital with African-American businesses. Additionally, Black e-Commerce partners with its subscription-based sellers and affiliated foundations to participate in philanthropic community-building through direct giving.



WHY IS BLACK E-COMMERCE NEEDED?

73 percent of African-American Internet users do not think that enough online content speaks to their culture (AOL cyberstudy)

To encourage disciplined buying among the African-American community

68 percent of African Americans said they favored companies that benefit the African-American community (Marketing Vox survey)

On **Black e-Commerce**, you have the unique opportunity to connect with companies that solely cater to and support the African-American community.



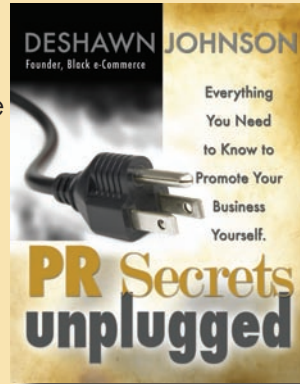
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PR Secrets Unplugged

PR Secrets Unplugged is a Do-It-Yourself guide to make your PR efforts easier. Publicity lends credibility to your business. Landing placement in *Black Enterprise* or on a national show such as Oprah can catapult your small business into a lucrative operation. You can start pitching the media yourself with your **PR DIY** toolkit. It is available immediately as a download after purchase.



Sell Online B2B

Black e-Commerce creates an environment that empowers African-Americans businesses and consumers by redirecting buying habits back into our businesses and communities. There are three methods to sell: *auction, classified or fixed price*. To **Sell Your Goods on Blackecommerce.com**, you'll first need to register and subscribe to one of the *Membership Subscriptions*.



Coaching

Are you ready to explore some new possibilities in your life, but don't know how to get started? If you answered YES, take advantage of **Black e-Commerce's** Complimentary Coaching Session (CCS). **Black e-Commerce** also offers Small Business Startup Coaching & Advising. As your Small Business Startup Coach & Advisor, we'll guide you in building the business of your dreams.



**Recycle \$\$\$
in Your Own
Community
NOW!**

Advertise/ Promote

Blackecommerce.com has numerous advertising options that meet a variety of budget and business needs. Don't miss the opportunity to get involved in this effective and easy way



to receive maximum exposure for your goods or services. Another way to promote your business and support other Black businesses is through our **Black Business Directory**.

Community/ Online Donations

Empower communities by giving back! Fundraise or support worthy causes to change the trajectory of Black America and future generations. **Nonprofits:** Share your mission with the world and fundraise for your company as an affiliate partner of **Blackecommerce.com**. **Visitors:** Join others on **Blackecommerce.com** in making a difference in communities nationwide by giving.



SERVICES

Visit us on:



Target Market

FEMALE: 57%

MALE: 43%

AVERAGE AGE: 39

EDUCATION: 75% have
some college education

AVERAGE INCOME:
\$64,800/year

ONLINE SHOPPING
HABITS:

62% of users have
shopped on-line
within the last
30 days

MediaMedia

MEDIA ANGLES

FOR INTERVIEWING DESHAWN JOHNSON

What was your inspiration for establishing Black e-Commerce?

How did you research for the site?

How long was the process?

During your research, were there any findings that surprised you?

If so, what were they?

What kind of experience has this been for you?

What has been the initial response since Black e-Commerce was launched?

What features distinguish your site from others on the subject(s)?

Who are your competitors?

Where do you see Black e-Commerce five years from now?

Who is your target audience?

What form(s) of advertising are you utilizing to let people know you exist?

What do you ultimately want viewers to get from the site?

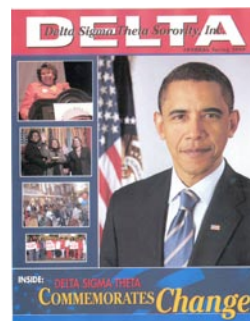
Have you enlisted the help of partners or strategic alliances?



Tell Us USA News Network; article currently featured: Achieving Financial Independence in an Economic Downturn



Tell Us USA News Network; articles approved for publishing: Career Transition: A New Beginning; Top 2010 Marketing Strategies



WOKB 1680 AM, interviewed on Marian Edwards Show, July 2009

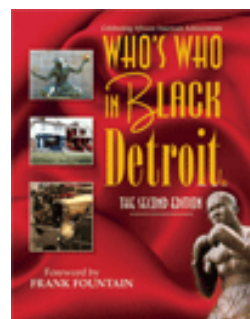
Black Enterprise Business Report (TV show) - May 2009, Aired on TV One; Interviewed as participant at Entrepreneurs Conference & Expo

Delta Journal Spring 2009, Delta Sigma Theta Sorority, Inc.; featured as entrepreneur, including an overview of Blackecommerce.com



Black Enterprise Digital Digest, April 2009; featured event BE Ye Ready Bootcamp

Black Enterprise Magazine, January 2009; featured website registration drive for Blackecommerce.com



Who's Who in Black Detroit 2008; featured entrepreneur and founder of Blackecommerce.com

MEDIA MENTIONS

Press Release

Black e-Commerce — Reaches Untapped Market

Detroit, MI — Among the many business-to-business (B2B) websites that target a broad-based audience, Black e-Commerce (www.blackecommerce.com) recently emerged on the virtual scene to purposely connect consumers to black-owned businesses and create buying and selling power in an online environment—a feat that has alluded many African Americans—until now. According to an ING survey, African Americans only spend **five cents of each dollar** they have in disposable income with black-owned businesses. By offering a vast array of goods like electronics and services like webinars, Black e-Commerce aims to reinvest money back into black businesses and communities by providing a portal that crosses geographical divides.

Black e-Commerce is the brainchild of Deshawn Johnson, an entrepreneur and certified small business coach whose vision is for the Black e-Commerce website to operate as the catalyst to change the way African Americans use the Internet. “Just imagine an online virtual marketplace for Black America that will soon be compared to the likes of eBay, Amazon, and MySpace,” Johnson says.

With Black e-Commerce, Johnson says that entrepreneurs will have a direct line to the projected \$1.1 trillion that African-American consumers are expected to spend in 2012 according to the Selig Center for Economic Growth.

Black e-Commerce targets companies that are at least 51 percent black-owned. Therefore, consumers can be confident that dollars spent on Black e-Commerce will be recycled in black businesses and communities. Black e-Commerce is built on its motto, “Build, Empower, Connect.” Committed to uplifting the community, the company employs the following objectives: 1) Economic Empowerment, 2) Generational Wealth, 3) Cross the Digital Divide, 4) Entrepreneurship and 5) Community-Centered.

Specifically, visitors to the site are given options to receive free monthly newsletters, affordably advertise and promote their businesses, sell products and services, make online donations, and register on the business directory at no cost. In addition to the many small business resources already among the arsenal of goods, Johnson also offers coaching services to help the often overwhelmed business owner maximize their business potential.

With goals that extend beyond making a profit, Black e-Commerce also supports philanthropic initiatives including those of a charitable and educational nature that benefit the African-American population. Through the BeC Foundation, its primary focus is to provide a partnering vehicle to donate computers to the underserved and assist children in developing their computer skills through computer literacy classes. For additional information on the Black e-Commerce launch, contact Deshawn Johnson at deshawn_johnson@blackecommerce.com or visit www.blackecommerce.com.

DESHAWN JOHNSON

The Visionary behind Black e-Commerce

THE VISIONARY



Deshawn Johnson, a visionary entrepreneur, is committed to leveraging economic power and creating generational wealth in Black America. As President and CEO of Black e-Commerce, Ms. Johnson's devotion to empowering people has been nurtured by her nearly 20-year career in the field of Human Resources. During her professional career, she has launched numerous initiatives including assembling the first professional development and training program for a prestigious Michigan university. Ms. Johnson has specific expertise in the areas of employee development, employee relations, policy development and review, and Affirmative Action. In 2004, Ms. Johnson, along with her husband, Brian, started ReQuest Properties, Inc. — a real estate company. During this time, Ms. Johnson was inspired to combine her professional skill-set with her entrepreneurial spirit for the greater good. In 2008, she became aware that African Americans were projected to spend more than \$900 billion dollars, but lacked a vehicle to regenerate that money within their own community. With a passion to shift the buying habits of African Americans and to encourage entrepreneurial behavior, Ms. Johnson envisioned utilizing the World Wide Web to bridge the

geographical divide that separates African Americans.

After reading Tavis Smiley's New York Times best-selling book, "***The Covenant with Black America***," Ms. Johnson took a special interest in two specific covenants cited by Mr. Smiley— Economic Prosperity and Digital Divide. It is from those covenants and other related commentary that further planted the seed to develop Black e-Commerce.

Ms. Johnson is a member of several community and civic organizations, most notably the Society of Human Resources Association; Human Resources Association, Greater Detroit Chapter; American Association for Affirmative Action; and Delta Sigma Theta Sorority, Inc. Ms. Johnson received her BA in Management and Organizational Development from Spring Arbor College. In 2000, she was nationally certified as a Professional of Human Resources by the Society of Human Resources Management. Ms. Johnson received her Master's of Science in Administration with a concentration in Human Resources from Central Michigan University in 2004. In 2009, Ms. Johnson received her certification as a small business coach and energy leadership index master practitioner from the Institute for Professional Excellence in Coaching.

A native Detroit, Ms. Johnson is married to her soul mate, Brian Johnson, and is the mother of Lauryn, and the stepmother of Britney.



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