

The Black Juice

Business Plan 2016



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Executive Summary

TheBlackJuice.com (the Company) is a multi-media company which produces and publishes articles, interviews, podcasts and video for the black community, by the black community. The website www.theBlackJuice.com was launched in November of 2015 and the site continues to gain viewership through multiple online publishing platforms where it syndicates its content.

Company Ownership & Progress Highlights

Theblackjuice.com was founded in 2015 by Chantay Jordan while attending Law School. The Company is currently located in Washington, DC. Since inception the company has refined the business plan and attracted top technical talent to build out theblackjuice.com blog website.

Theblackjuice.com is currently polishing the final touches of development and will be re-launching on November 10, 2016

Objectives

The company intends to be the leader of media within the black community through its blog and podcast which will be available online through Soundcloud, Itunes, and Google Play among other media platforms. As the blog is finished and relaunched the goal is to raise \$50,000 in funding to market the blog; fund events; hire writers; recruit podcasters and manage the growth of users. Our research and development team has identified a cost effective strategy to assure the organic growth of Theblackjuice.com and we are currently seeking a funding partner to grow with us as we grow sales, visitors and brand visibility.

Mission

The Black Juice was created to fill the void in black media. In present day, black culture is heavily gentrified and monetized by non-blacks, thus **The Black Juice was birthed to become the go-to platform that features black stories, told through black lens, monetized by black pockets.**

Keys to Success

The business is off and running and the founder is confident in the website and potential customer base. Our keys to success include:

- Securing initial funding in the amount of \$50,000
- Strong execution of our organic marketing plan.

The Company strives to become a leader in the black community and media marketplace.

Business Description

Theblackjuice.com is the umbrella for the multi-media channels that publish and promote the content that is originally on the blog website. TheBlackJuice™ will be the brand that will be placed on external social media sites including but not limited to; YouTube, SoundCloud, iTunes, Google Play, Twitter, Facebook, Instagram and SnapChat. The blog produces and publishes content in the form of articles, videos and radio interviews (podcasts).

Competitive Advantage

The competitive advantage of **Theblackjuice.com** is its original content, its niche focus on the black community and the founder's voice and commitment to creating a platform that encourages freedom of thought.

Monetization Methods

The company has reverse engineered monetization methods based on the content produced and the platforms where the content is shared. While the company expects to expand monetization methods as the viewership increases the first methods include:

Sponsorships

The company seeks sponsorships/advertising of its blog and podcast content as its primary source of revenue. Sponsors will take advantage Theblackjuice.com's niche reader base and be able to target market their products or services to the blogs' community of readers and subscribers. Sponsorships will include:

- Logo Banners on the homepage of the website
- Logos placed on the beginning and end of original video content
- Daily, weekly and/or monthly promotion through **Theblackjuice.com's** social media site

Advertising

The company will offer advertising packages to vendors that are looking for promotion. These advertising packages will be competitive in price (according to viewership) and include:

- Banner advertising and logo placement throughout the website and blog post (\$1,000 per 25,000 views).
- Feature articles or interviews on the blog, podcast or video channel (\$1,000 per 25,000 views/listens).

- Social Media promotions through TheBlackJuice.com's social media outlets (\$1,000 per month of promotions which include 3-6 postings per day on social media sites).
- Listing in TheBlackJuice.com directory (\$500) which will include a description of the advertiser's services or products and a link to their website.

Touring

The company will produce monthly and annual events that will generate revenue and also spotlight up and coming talent of color from around the country.

- The Black Juice Presents: Musicians #onthecomeUP (annual tour)
- The Black Juice Presents: Black Film Matters (event featuring black film creatives in various cities)
- The Black Juice Presents.....(TBD community engagement and outreach events)

Merchandise

The company will offer merchandise both online and at events where they are the promoter. This merchandise will include:

- T-Shirts
- Hoodies
- Hats
- Digital Downloads
- Beauty Supplies

While on tour the company will partner with merchandise supplies that are relevant to the tour. Online, the company will utilize drop shippers and digital products to maximize revenue.



SWOT Analysis

Strengths

- Theblackjuice.com is currently at the ground level, thus making it ideal timing to align funding behind the brand. Equity and licensing yields potential for a viable long-term investment that will bring a strong return on investment.
- The aggressive and focused marketing campaign that we will run has goals and strategies to create immediate impact towards the market and its participants.
- theblackjuice.com fills a significant void within the community and with it's Founder, you have assurance in positive differentiation and gain value not available anywhere else in the industry.
- The multi-media platform has the ability to be responsive to changes in the market and engage with audiences via apps; desktop; mobile; forums and events
- Recent cost-cutting, restructuring and new developing technologies are making blogs and podcast healthier and more efficient
- Its revenue streams through e-commerce and advertising makes the brand less hands on than typical businesses and big businesses are valuing technology and making bigger investments in the technology sector.
- Strong user demographics, with Gen X/Gen Y buyer population larger than Baby Boomers, theblackjuice.com is prone to have easier entry into the marketplace.



- The team attracted to build & market theblackjuice.com has the experience, voice and skill to build a sustainable media outlet, that will disrupt and threaten competitors in the market.
- Recent technological advances have simplified the process of reaching our demographics directly.

Weaknesses

- As a newer brand theblackjuice.com has room to build name recognition
- Our full blog and video content has not been developed yet and thus lacks testing and usage by our potential customer base.
- As a newer blog and podcast, potential visitors and customers have not massively heard of Theblackjuice.com and proper marketing is necessary to establish and assure that our target demographic is familiar with and support our brand.
- Our financial resources, such as funding, sources of income and investment opportunities limit our reach and impact in the market.
- The growing blog and podcast market can lead to a competitor popping up overnight

Opportunities

- The proper use of the internet will allow us to market our blog and podcast to a greater number of potential audiences with less marketing dollars via social media channels like twitter and Instagram.
- The followings built on Instagram and Twitter allow us to have a database of potential customers to attend our Tour and buy our merchandise.
- Technology and the Internet have high potential for outsourcing the development of the blog in the future as bugs may need to be fixed or code re-written.
- Ability to innovate that doesn't seem necessary in a busy, thriving market – allows us to modify policy, behavior, and structure, and to redeploy resources to deliver new kinds of value not thought of by our potential customer base.
- The software being created can be alerted to work in several industries and the potential for selling advertising to individual customers in the future via Google Play, Apple App Store and other app marketplaces is high.
- The crowded blog and podcast industry though crowded is wide open as cream rises

Threats

- New marketing strategies and tactics by established blogs, podcasts companies & investors can limit our sales and potential market share.
- Emergence of new blogs, podcasts and content providers who are already in business with our potential audience/advertising partners deliver a compelling value proposition
- Tightening of the credit market can lead to less investments in technology by our potential clients/investors.

SWOT Summary

The company is well informed and prepared to take full advantage of the opportunities in the podcasting arena. We have taken precaution to minimize the risks and threats aimed at the company in podcasting. The

obtaining of blog & podcast, research/marketing reports is proof of the traction that the company has had in the launch of theblackjuice.com.

The company feels the number 1 point of concern is the marketing budget; for which we are seeking funding.



Market Research

Podcast Research

Podcast Listening Grew 23% Between 2015 and 2016. 21% of Americans ages 12 and up have listened to a podcast in the past month. That is up from 17% in 2015. Monthly podcast listenership has increased 75% since 2013.

The Podcast Audience Is Bigger Than You Think: To provide some context for what 21% of the entire country represents, 13% of the USA listens to Spotify monthly, and 21% of the country uses Twitter. The same number of Americans listen to podcasts and use Twitter. The podcast audience

is 57 million Americans in total. And while Twitter has more members than that (many more, actually) the research shows their active user base is on-par with the overall podcast audience.¹

Podcast Growth is Being Driven by Mobility: The rise in podcast consumption over the past two years' correlates with an even larger shift in HOW podcasts are consumed. Circa 2014, most podcasts were being listened to on a computer, which restricts consumption windows. In 2016 it's a much different story: 64% of podcasts are being listened to on a smartphone or tablet. Listeners gravitating toward podcasts on the go opens up many more opportunities for consumption, including in the car, at the gym, and other computer-free environments.

Five Podcasts Per Week is the Magic Number: Even among regular listeners, the appetite for podcast consumption has some practical limits. Weekly podcast listeners consume five shows per week on average. To illuminate this podcast statistic slightly more, 69% of weekly podcast listeners consume five shows or fewer. This has important consequences for podcast producers, as new podcasts being launched today may need to steal listeners from older shows, the same way that new blogs poach readers from blogs that have been around longer.

Blog Business Research

In 2015; 88% of B2B marketers currently use content marketing as part of their marketing strategy, yet only 32% have a documented content marketing strategy. ([source](#)) 61% of the most effective B2B content marketers meet with their content team daily or weekly. ([source](#)) The most effective B2B content marketers allocate a larger portion of their budget to content marketing: 42% of their total budget, compared to 28% for less-effective marketers. ([source](#))². Some key statistics in the blogging and online content world include:³

- 6.7MM people publish blogs on blogging websites, and another 12MM write blogs using their social networks. (Source: [NM Incite](#))
- 81% of U.S. online consumers trust information and advice from blogs. (Source: [BlogHer](#))
- Companies that blog have 97% more inbound links. (Source: [Hubspot](#))
- By 2013, it is projected that 128 million people in the US will be blog readers. (Source: [MyMarketingDept.](#))

¹ <http://www.convinceandconvert.com/social-media-measurement/the-5-key-2016-podcast-statistics/>

² <http://www.forbes.com/sites/jaysondemers/2015/12/10/35-content-marketing-statistics-you-need-to-know-in-2016/#6e657ce24363>

³ <https://www.aabacosmallbusiness.com/advisor/top-blogging-statistics-45-reasons-blog-180101993.html>

- 92% of companies who blog multiple times per day have acquired a customer from their blog. (Source: [HubSpot](#))
- The most active demographic group for blogging is 21-to-35 year olds with 53.3% of the total blogging population. (Source: [Sysomos](#))
- B2B marketers who use blogs generate 67% more leads than those that do not. (Source: [InsideView](#))
- 23% of total Internet usage time is devoted to social networks or blogs. (Source: [Dream Systems Media](#))
- 61% of U.S. online consumers have made a purchase based on recommendations from a blog. (Source: [BlogHer](#))
- 37% of marketers say blogs are the most valuable type of content marketing. (Source: [Content Plus](#))
- Once you write 21-54 blog posts, blog traffic generation increases by up to 30%. (Source: [TrafficGenerationCafe](#))
- The average person watches 182 online videos per month. (Source: [Digital Buzz Blog](#))
- On average, companies that blog receive 434% more indexed pages. (Source: [HubSpot](#))
- Among those who use e-mail marketing, companies that blog get twice as much traffic from their email than those who don't. (Source: [HubSpot](#))
- Businesses that blog ≥ 20 times/month get 5x more traffic than those who blog ≤ 4 times/month. (Source: [Hubspot](#))

Blog Income Stats

Smartpassiveincome.com earned a total of \$115,041.12 in the month of June 2016. This blog is owned by Pat Flynn. The details of income and its breakdown include June 2016 expenses of \$33,326.84. The Income Breakdown:⁴

- Affiliate Earnings: \$72,881.03
- GreenExamAcademy.com Product Sales: \$2,312.10

⁴ <https://bloggerspassion.com/bloggers-income-report-how-much-money-do-top-bloggers-make-and-how/>

- SecurityGuardTrainingHQ.com: \$1623.89
- FoodTruckr.com: \$922.94
- iPhone Applications: \$431.57
- CreateaClickableMap.com: \$579.42
- eBook Sales for 'Let Go': \$132.14
- Book Sales for 'Will It Fly?': \$8899.99
- AskPat Podcast Sponsorship: \$4,137.74
- SPI Podcast Sponsorship: \$8,267.00
- Smart Podcast Player: \$13,119.60

MatthewWoodWard.co.uk generally write posts every week although he doesn't have any consistent posting schedule, but his posts are usually very detailed with a lots of snapshots. Here's his income report for the month of June 2016:

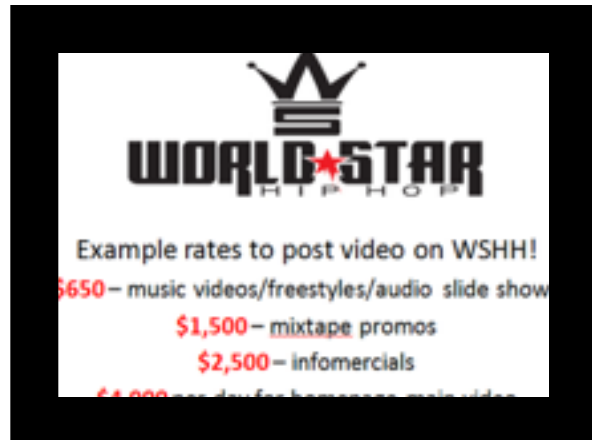
- Ahrefs – \$357.13
- Blog Advertising – \$995.47
- GSA Captcha Breaker – \$378.55
- GSA Search Engine Ranker – \$24.65
- JustHost – \$320.00
- Kontent Machine – \$684.40
- LongTailPro – \$591.15
- OneHourIndexing – \$474.86
- SEO Powersuite – \$566.33
- SEMRush – \$115.94

- Traffic Planet Hosting – \$740.00
- TheBestSpinner – \$178.00
- Other Income – \$9,305.69
- Total earnings for the month of June 2016: \$19,357

Competitive Analysis

theroot.com

- Daily Unique Visitors Daily Unique Visitors - 63,242
- Daily Advertisement Revenue
- Daily Ads Revenue - \$202
- Daily Page views-101,188
- Yearly Advertisement Revenue Yearly Ads Revenue - \$72,855



blavity.com⁵

- Alexa Rank 58581
- Pageviews 18.78K/ Day
- Worth: 41.12K

vladtv.com

- Daily Unique Visitors - 17,769
- Daily Advertisement Revenue - \$139
- Daily Page views - 69,300
- Yearly Ads Revenue - \$49,896

⁵ <http://blavity.com.websiteoutlook.com/>

- Average Time Duration on Site - 5:21

blacksportsonline.com

- Daily Unique Visitors - 8, 577
- Daily Advertisement Revenue - \$304
- Daily Page Views - 48, 958
- Yearly Ads Revenue - \$111, 119

To give you some idea of the potential available – top blogging network, Weblogs, Inc. is believed to earn about \$30 million a month revenue from 13 million unique visitors. And it is not just about making money monthly it is also about building a BUSINESS that can be sold, such as 22-year-old Johns Wu did when he sold his blog for \$15 Million. Below are 30 blogs’ that are making a lot of money through blogging:

Rank	Website	Owner	Monthly Earnings	Main Income
1	The Huffington Post	Arianna Huffington	\$2,330,000	Pay Per Click
2	Techcrunch	Michael Arrington	\$800,000	Advertising Banners
3	Mashable	Pete Cashmore	\$600,000	Advertising Banners
4	Perez Hilton	Mario Lavandeira	\$450,000	Advertising Banners
5	Noupe	The Blonde Salad	\$200,000	Private Advertising
6	Smashing Magazine	Vitaly Friedman	\$190,000	Advertising Banners
7	SmartPassiveIncome	Pat Flynn	\$153,000	Affiliate Commissions
8	Timothy Sykes	Timothy Sykes	\$150,000	Affiliate Sales
9	Tuts Plus	Collis Ta'eed	\$120,000	Membership Area
10	Life Hacker	Gina Trapani	\$110,000	Advertising Banners
11	Gothamist	Jake Dobkin	\$110,000	Pay Per Click
12	Tuts Plus	Collis Ta'eed	\$110,000	Membership Area
13	Venture Beat	Matt Marshall	\$100,000	Pay Per Click
14	Slash Gear	Ewdison Then	\$80,000	Pay Per Click

Ran k	Website	Owner	Monthly Earnings	Main Income
15	<u>Car Advice</u>	Alborz Fallah	\$70,000	Advertising Banners
16	<u>Life Hacker</u>	Nick Denton	\$60,000	Advertising Banners
17	<u>Dooce</u>	Heather B. Armstrong	\$50,000	Pay Per Click
18	<u>Steve Pavlina</u>	Steve Pavlina	\$45,000	Pay Per Click
19	<u>Talking Point Memo</u>	Joshua Micah Marshall	\$45,000	Advertising Banners
20	<u>Prologger</u>	Darren Rowse	\$40,000	Advertising Banners
21	<u>Kotaku</u>	Nick Denton	\$32,000	Advertising Banners
22	<u>Expert Photography</u>	Joshua Dunlop	\$30,000	Product Sales
23	<u>Shoemoney</u>	Jeremy Schoemaker	\$30,000	Private Advertising
24	<u>Coolest Gadgets</u>	Allan Carlton	\$30,000	Advertising Banners
25	<u>1stWebDesigner</u>	Dainis Grveris	\$20,000	Product Sales
26	<u>Joystiq</u>	AOL	\$18,000	CPM Advertising
27	<u>PC Mech</u>	David Risley	\$16,000	Affiliate Sales
28	<u>Abduzeedo</u>	Fabio Sasso	\$12,000	Advertising Banners
29	<u>Sizlopedia</u>	Saad Hamid	\$11,000	Pay Per Click
30	<u>Overhead in New York</u>	Michael Malice	\$9,000	Advertising Banners

Marketing Plan

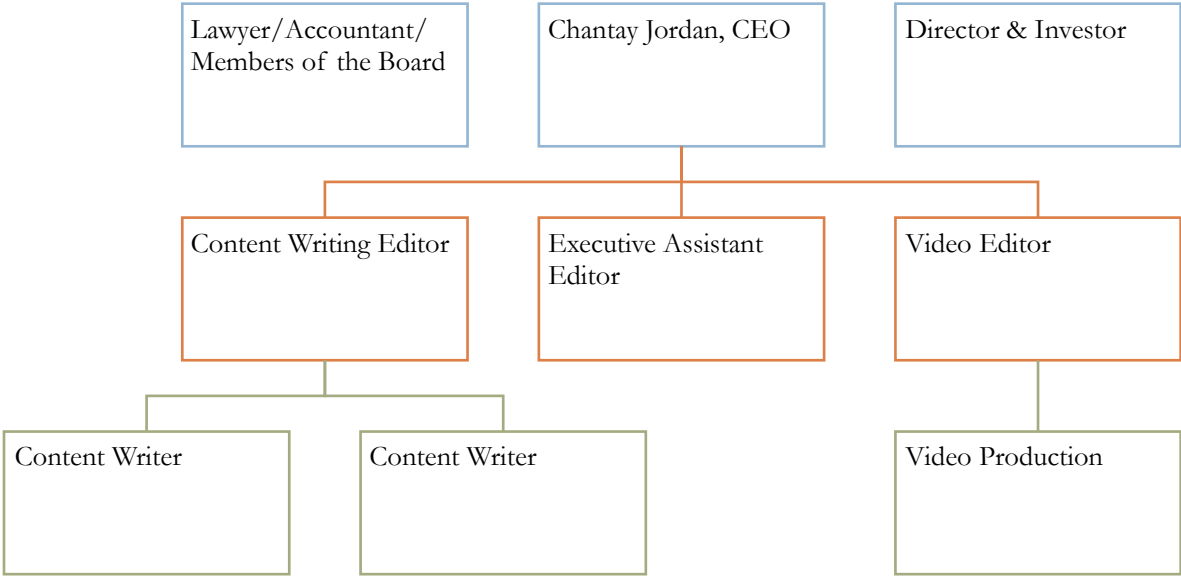
The company is focused on executing this business plan initially via a targeted cost effective marketing strategy. In order of effectiveness and sustainability we will execute the following marketing:

- Annual Tour: The company will host events at nightclubs, colleges and universities to introduce potential readers of the blog to the brand as well as recruit writers and editors to join the company's virtual think-tank in the startup phase.
- Content, Content Content: The company understands that the amount of traffic to its websites and social media profile is directly related to how much content is produced. The company will consistently publish new articles, videos and micro content as well as regurgitate old content and share content from similar content providers.
- Direct communication with target customers: Since the TheBlackJuice™ is dedicated to bringing food creators and food lovers ...a list of chefs can easily be obtained. A list of potential cooking schools, chefs and culinary universities has been collected and the company is already in the process of retaining its first customers.
- Google AdWords: Ads will be run to dominate cost effective keyword phrases such as "hip hop blogs" "African American blogs" "black community blogs" etc.
- Conventions and Tradeshows: Meeting and networking with movers and shakers in our industry and pitching potential clients and investors is key at tradeshows for the black community, the blogging community and the advertising community. This will increase our exposure by leveraging the media in attendance at the conference and using social media to raise our profile and get new members and followers as well as build up our lists of regional leaders within our space.
- A Facebook Page: A Facebook has been started. Administration duties will be outsourced. Each post will engage users by asking a question, propose an idea, calls to action, and sign-up forms. Content will mainly be specific to the app and its users.
- A Twitter Profile: A twitter account has been started. Links to pictures and features will be tweeted as well as hashtags such as #HipHop #News #Press #Blog and any other trending hashtag that will generate targeted traffic. This will assure that Twitter is a lead service driving pertinent traffic to your website. Tweets will be daily.

- Hootsuite: A HootSuite account has been created which will allow us to aggregate and preset our social media posts in advance. The posts will be targeted to potential users (creatives and companies that hire creatives).
- The Blog Website: A blog website has been started. Articles will be published regularly. Each blog post will have at least 500 words, all original content, one unique photograph hyperlinked to another page on the website, three keyworded-text hyperlinks to other pages on the website and off website; and Twitter/Facebook links at the end of each post.

Management

The company's management is led by CEO: Chantay Jordan. The graphic below demonstrates our prospective management layout as the company matures.



The company's human resource hierarchy has been established for the board of directors, the management team and staff. A good board that truly adds value is not just a group of high performing individuals but a balanced team with complementary skill sets and a culture that allows them to work together to make the most effective decisions for an organization. While the leadership from the chair is crucial, the participation of every board member is also essential for effectiveness. We are confident that the team we have attracted will continue to execute in a timely manner the business plan presented.

Financial Projections

TheBlackJuice™, while minimal, will have expenses as it moves to expand operations of its mobile app holdings into scaled profitability. Its important that TheBlackJuice™ as a company estimates these expenses accurately and then plan on obtaining sufficient capital. The company will invest the capital from operations or investments periodically in the following manner:

Technology Acquisition & Development (30%)

- Acquisition of Mobile Applications
- Subscriptions to aggregators and plugins
- Legal paperwork
- Native Apps design and development

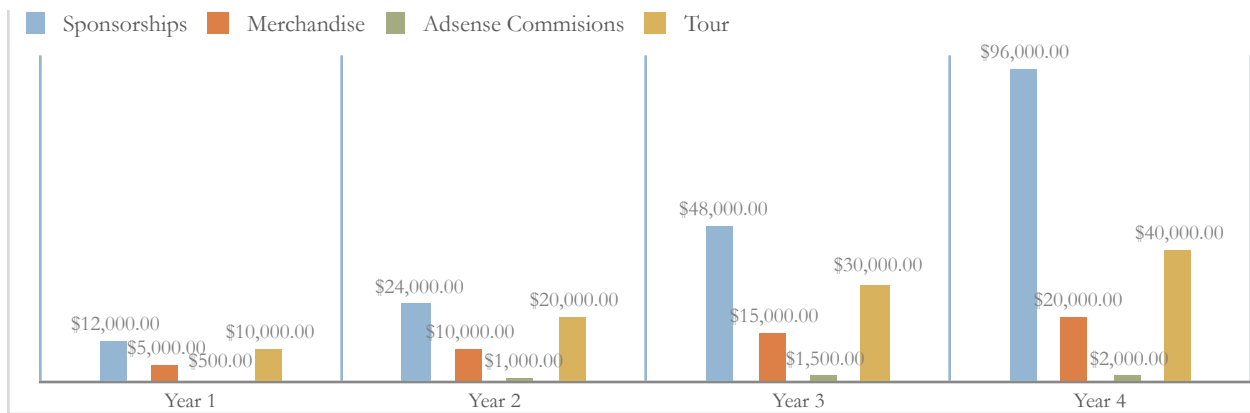
Marketing and Advertising (40%)

- Social Media and Search Engine Optimization program
- Internet/ online advertising
- Social Impact, Community Outreach, Event hosting and Tours & sponsorships

Operations (30%)

- Salaries & Travel
- Computers
- Office lease

The foregoing represents our current intentions based upon our present plans and business conditions to use and allocate the net proceeds of this offering. The amounts and timing of any expenditure will vary depending on the amount of cash generated by our operations, and the rate of growth of our business. If an unforeseen event occurs or business conditions change, we may use the proceeds of this offering differently than as described in this business plan prospectus.



Break-Even Analysis: Our break-even analysis predicts the sales volume, at our current given prices, will recover the total costs of an initial investment in the second year after investment is made to acquire a user. In the 3rd year, we also project our entity revenue to be over \$100,000 which will be obtained through the outright sales of advertising and sponsors.

Conclusion

The company's management is confident that TheBlackJuice™ can achieve its conservative financial projections, generating a gross revenue in excess of \$100,000 in year three of operations and that's being modest. Additionally, the Founder has carefully considered its market, potential customer base, and its ability to grow its sales average to capture market share of the total blogging and content publication industry. With our projected numbers, and the total market share and revenue in the software development industry, we confidently project over a \$100,000 entity value in year three.

TheBlackJuice™ has the potential to become a highly regarded resource in local and regional markets and a power player in media. Due to the company's aggressive marketing strategy, level of reliability and the establishment of the company as a "unique" entity in its industry gives the company promising potential in the marketplace. The company as it stands, has the "ready to go" ingredients to make it a powerful brand, and with Chantay Jordan's vision the company has room to become even bigger than what's on paper. Potential Strategic partnerships or even buyouts from some of the industry's highest regarded players are likely to be requested by them once following grows and the brand works on becoming a staple to the minority demographic. The company looks to become the voice to the voiceless and marginalized and the company's profitable revenue model, TheBlackJuice™ has the potential to provide lucrative returns to potential investors.

Providing that the company is able to continue operations and fulfill requirements, TheBlackJuice™ will be able to secure repayment of the investment and achieve operational success for many years to come. As owners, the Managers' commitment is to take personal accountability for all financial debt. The Company has taken the necessary precautions to ensure the business is fully capitalized, and have addressed all financial shortfalls to ensure a successful business expansion.

Under a realistic scenario, the company should have over 50% more cash than invested with 16 months of the writing of this business plan. Even with the worst-case sales scenario, we reach a Net Worth break even at the end of a 24-month period after any given investment.

In all the above we intend to communicate our ability to serve the niche community of creatives and creative agency employers by providing a quality platform that will satisfy our users' needs. All the above promotional tools that we have mentioned throughout the plan shall be well integrated and utilized in tandem, so as to maximize their effect.

Entrepreneurs have a tendency to paint any business plan with a very optimistic brush, highlighting strengths and camouflaging the risks. The Company Managers, as business owners, have a vested stake and financial commitment in the success of this business. The Company has taken all precautions to validate the Company business and financial models, focusing on realistic projections.

