

## SCP: APP BUILDOUT AND PROMOTIONAL CAMPAIGN

**GOAL:** CREATE A PUBLICLY FUNDED PROCESS BY WHICH WE BOTH FUND THE BUILDOUT OF SOCIAL CHANGE PLATFORM APPS AND CREATE A MARKETING CAMPAIGN THAT BOOSTS APP OWNERSHIP BY BLACK CITIZENS.

### 1 GET THAT BAG!

Convince the city to provide all funding to support app buildout and sovereign wealth fund creation:



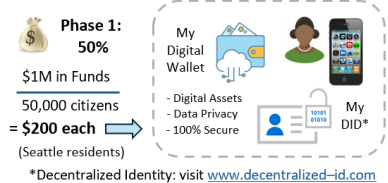
### 2 ASSIGN THE FUNDS

60% of the money will go towards the work (with 18 mo. to finish it), and 40% as a grant to citizens:



### 3 DISTRIBUTE FUNDS

We'll distribute funds via next-gen Web3 tech:



### 4 BUILD THE APP(S)

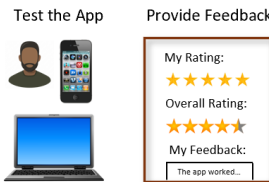
Driven and built by the people:



Citizen-led and owned democratic solutions  
100% customizable to meet community needs

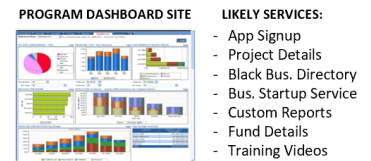
### 5 TEST THE APP(S)

We'll provide access to every app to all citizen shareholders:



### 6 DEPLOY THE APP(S)

Once the stakeholders and user base approves the functionality, we will release it into the market:

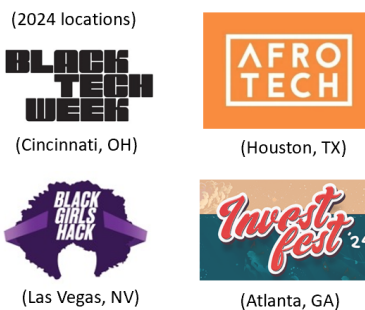


### 7 PROMOTE THE APP(S)

In Phase 2 we'll use the other 50% of the \$2M grant funds to promote app ownership across the nation:

- Attend 'Black Tech' conferences
- Introduce Web3 technologies
- Provide tech, help via workshops
- Give \$50 in stock to all attendees
- Create incentive growth program\*

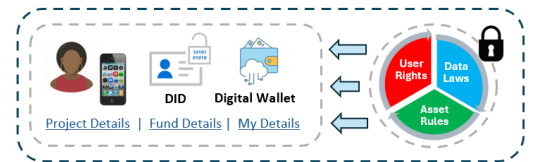
#### CREATE NATIONAL BUZZ!



\*For all funds not given away in Phase 1, we will create an incentive campaign with a 100% reimbursement rate:



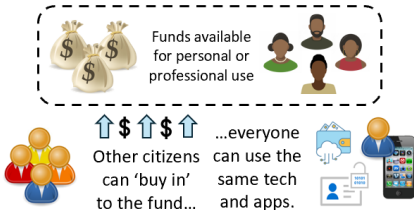
Assets managed in a Web3-secure, SEC-compliant infrastructure:



## OTHER BENEFITS:

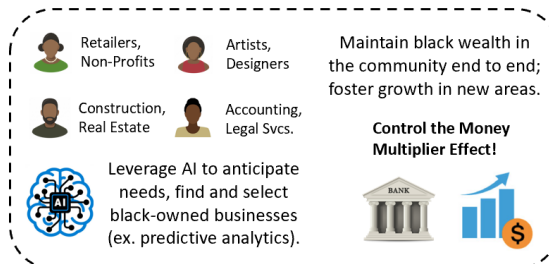
### GROW THE FUND

We can work with the state to create a tax-driven Sovereign Wealth Fund:



### BUILD A BLACK BUSINESS DIRECTORY

Create a blockchain-enabled directory for black-owned businesses:



### CREATE AN AI-DRIVEN BUS. STARTUP SERVICE

1. Build a comprehensive and intuitive intake process that allows for anyone to submit a filing for a small business (LLC) or non-profit.



3. Create a black data / society-friendly build infrastructure

Corp. AI + Web2 data = Automated Racism

