

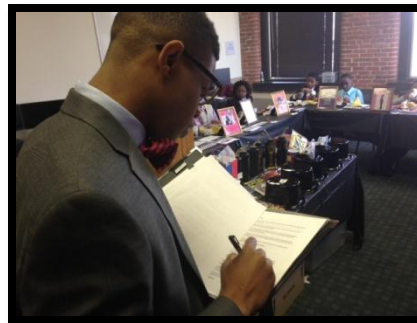
# Techbook Online At-A-Glance



Everyday Techbook Online publishes socially relevant stories of impact, issue, inspiration, and innovation, reaching up to 100 million people a month across channels and platforms.



News



Thoughts & Opinions



Techbooks

# The Company

Techbook Online Corporation® (*TBO Inc*) is an integrated internet, multi-media publishing, and sustainable marketing and news organization headquartered in Philadelphia. At the core of the company's work is the understanding that local content is the expression of a community's knowledge and experience, and the process of creating content provides opportunities to the members of the community to interact and communicate with each other in their own language(s).



## The Board of Leaders and Doers (B.O.L.D)

*A world-class roster of thought-leaders, subject matter experts and active citizens who produce content across disciplines and platforms.*



*(L to R): Christopher Norris, Rashaun Williams, Isaiah Thomas, Richard Taylor, Andrea Lawful-Trainer, Joshua Rivers, Jack Park, Andre Dandridge, Dr. Vibe, Juwan Z. Bennett and Jeffrey C. Jones.*

# The Platforms

Every day we invest in original content and repurpose it across channels and platforms:



Seven channels on [www.PhillyinFocus.com](http://www.PhillyinFocus.com) enables TBO Inc to be locally relevant and effectively communicate issues, opinions and events to the 1.5 million Philadelphians in the City.



TBO Inc's video content is available in **2.1 million** homes in the Philadelphia market through Xfinity On Demand.



With an average of **2 million** unique visitors a week, [www.GoodMenProject.com](http://www.GoodMenProject.com) is one of the world's largest website for men and home to four channels that promote TBO Inc's original content.



Four channels on [www.HoustonsVoice.com](http://www.HoustonsVoice.com) enable TBO Inc to be locally relevant and effectively communicate issues, opinions and events to the more than 2.1 million Houstonians in the City.

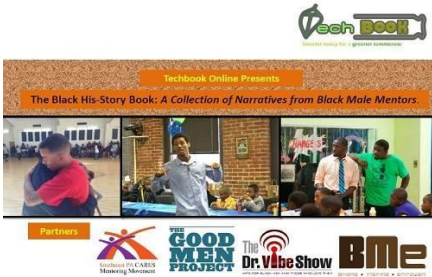


One of the biggest platforms in the portfolio, The Dr. Vibe Show, an award-winning, worldwide production based in Toronto, Canada, allows TBO Inc to grow our market share among African-American millennials by incorporating our talent and stories into live broadcasts.



Thought-leadership and editorial content from TBO Inc's CEO, Christopher Norris, is syndicated on one of the world's most visited websites.

# The Techbooks



Presented in part by GoodMenProject.com, ***“The Black His-Story Book: A Collection of Narratives from Black Male Mentors™”*** highlights the important dimensions of black males’ lives, such as fatherhood, leadership and community service.

Presented by The Andrew Goodman Foundation, ***“Minding Climate Change: A Call to Action™”*** features more than 30 pages of thought-leadership from teens and millennials on the subject of ecology.

Presented by Phresh Philly, ***“Climate Change: Causes & Effects™”*** is a comic journalism Techbook that uses original characters to foster values, attitudes, and behaviors that support environmental advancement.



Presented by Phresh Philly, ***“Why Butterflies Are Dying or Moving North™”*** is a comic journalism Techbook that reveals the impact of climate change on butterflies.

Every quarter, TBO Inc’s most popular content across channels and platforms is aggregated into a downloadable, color-coded Techbook called TABS!™

Presented by Phresh Philly, ***“What Rashaun Learned While Greening His Community Garden™”*** is a comic journalism Techbook that teaches composting and the important role of earthworms.

# The Partners



Winner of a 2012 Black Weblog Award for Best International Blog, The Dr. Vibe Show is a media platform for black men and those that love them. In addition to regularly featuring members of B.O.L.D on air, The Dr Vibe Show and TBO Inc have partnered to produce Black and Bold Voices™, a quarterly, online town hall featuring black men from around the world and the issues that unite them.

Techbook Online partnered with Echoing Green, the world's largest angel investor, to scour the planet and find talent to apply for their global fellowship programs. In return, Echoing Green allows TBO Inc to recruit for its Board of Leaders and Doers from its diverse network of thought leaders and social innovators. Since 1987, Echoing Green has invested \$27 million to help more than 450 social entrepreneurs create positive change in 40 countries.

Join black male thought-leaders from 1-2pm on Sat. Sept. 27<sup>th</sup>, 2014, for the launch of Black & Bold Voices™, an online, quarterly conversation featuring black men from around the world and the issues that unite them.

Topic: The Power of Perception: Black Men and the Media



Joshua Rivers  
Washington, D.C., PHD



Richard Taylor  
Chicago



Gregory Walker  
U.S., Europe, South Africa



Black and Bold Voices™ is powered by  Techbook Online.

Listen live at [www.TheDrVibeShow.com](http://www.TheDrVibeShow.com).



Click picture to listen to the first episode of Black and Bold Voices.

# The Audience



**Techbook Online produces content and events that attract well-educated, tech-savvy and civic minded active millennials.**



**Target Ages**

**Males, 17-35; Females: 25-50**

**Key Locations**

**Philadelphia, Worldwide**

**Interest**

**Politics, Education, Entrepreneurship, Community Service, Media Production**

**Median Income**

**\$30-150K**

**Occupations**

**Media Personalities and Executives, Religious Leaders, Activists and Community Organizers, Authors, Writers and Journalists, Nonprofit Leaders.**

# The Events



In March of 2012, Christopher Norris, CEO, Techbook Online, organized a vigil for Trayvon Martin at Love Park in Center City PHL.



In June of 2013, following the not-guilty verdict in the trial of George Zimmerman, Mr. Norris convened Philadelphians in Love Park for a march/rally.



In September of 2013, Mr. Norris organized a citywide town hall meeting to discuss the highly publicized case of Tomayo McDuffy.



In January of 2014, Mr. Norris, in partnership with Catalyst for Change Ministries, organized a citywide town hall meeting to discuss the controversial case of Darrin Manning.



In April of 2014, Mr. Norris co-organized PHL's Global Youth Service Day, which was held in the courtyard of City Hall.



In Sept. of 2014, Mr. Norris, who serves as the PA State Coordinator for Black Youth Vote, organized Drum Duel, a drum competition held in the courtyard of City Hall where the winner was decided by ballot.

Click photos to read/watch news coverage from events.



# The Product: ADjacent™

Here's an opportunity for marketers to produce branded content alongside TBO Inc's Board of Leaders and Doers:

TBO Inc allows brands to become the center of the TABS!™ Universe through native advertising, which means the sponsored content is cohesive with the platform content, assimilated into the design, and so consistent with the platform behavior that users feel it belongs and want to engage it. Our pricing model is based on time as a currency to trade, which means instead structuring ad rates based on impressions and website traffic, we retail our slots based on both the amount of time a client's sponsored content appears in front of our audiences, and how accessible that sponsored content is for recalling and sharing at any given time. To ensure as many people as possible are aware of TABS!™, we began **(on 9/27/14)** synching each release of our flagship, quarterly publication with the airing of Black & Bold Voices, a quarterly, online town hall produced by The Dr. Vibe Show that features black men from around the world and the issues that unite them.

Published date and story count	Downloads within 24 hours	Current downloads
TABS! 4: 6/28/14. More than 80 stories	More than 200	More than 5,100
TABS! 5: 9/27/14. More than 90 stories	More than 700	More than 4,600

As of 11/9/14



## The Product: ADjacent™

ADjacent offers more repurposing opportunities than any other ad product on the market: 4 places per post!

Audience	Price	Order of Distribution
Philadelphia	\$300.00 per post or 5 for \$1,250.00!	<ol style="list-style-type: none"><li>1) <a href="http://www.PhillyinFocus.com">www.PhillyinFocus.com</a></li><li>2) TBO Inc's weekly email</li><li>3) TBO Inc's news ticker</li><li>4) Center of TABS!™</li></ol>
Worldwide male interest	Inquire @ <a href="mailto:cnorris@techbookonline.com">cnorris@techbookonline.com</a>	<ol style="list-style-type: none"><li>1) **<a href="http://www.TheDrVibeShow.com">www.TheDrVibeShow.com</a> / <a href="http://www.GoodMenProject.com">www.GoodMenProject.com</a></li><li>2) TBO Inc's weekly email</li><li>3) TBO Inc's news ticker</li><li>4) Center of TABS!™</li></ol>

\*\*Options for audio advertising available. ADjacent fees cover editing and content storage fees.

## Key Strengths TBO is Leveraging

**Strong  
global  
brand**

**Strong  
competitive  
position**

**Content rich  
company**

**Large  
addressable  
market**

**World-class  
talent  
roster**

# Strong Execution of TBO's Business Model

•Leverage our wholly-owned content and platform agnostic audience into new distribution partnerships.

Build new channels for content distribution

Create Content

•Acquire talent.  
•Develop storylines, characters.  
•Produce content people care about.

•ADjacent™.  
•Syndication of Content.  
•Pay-per-article: Niuzly.com

Monetize Content



Brand

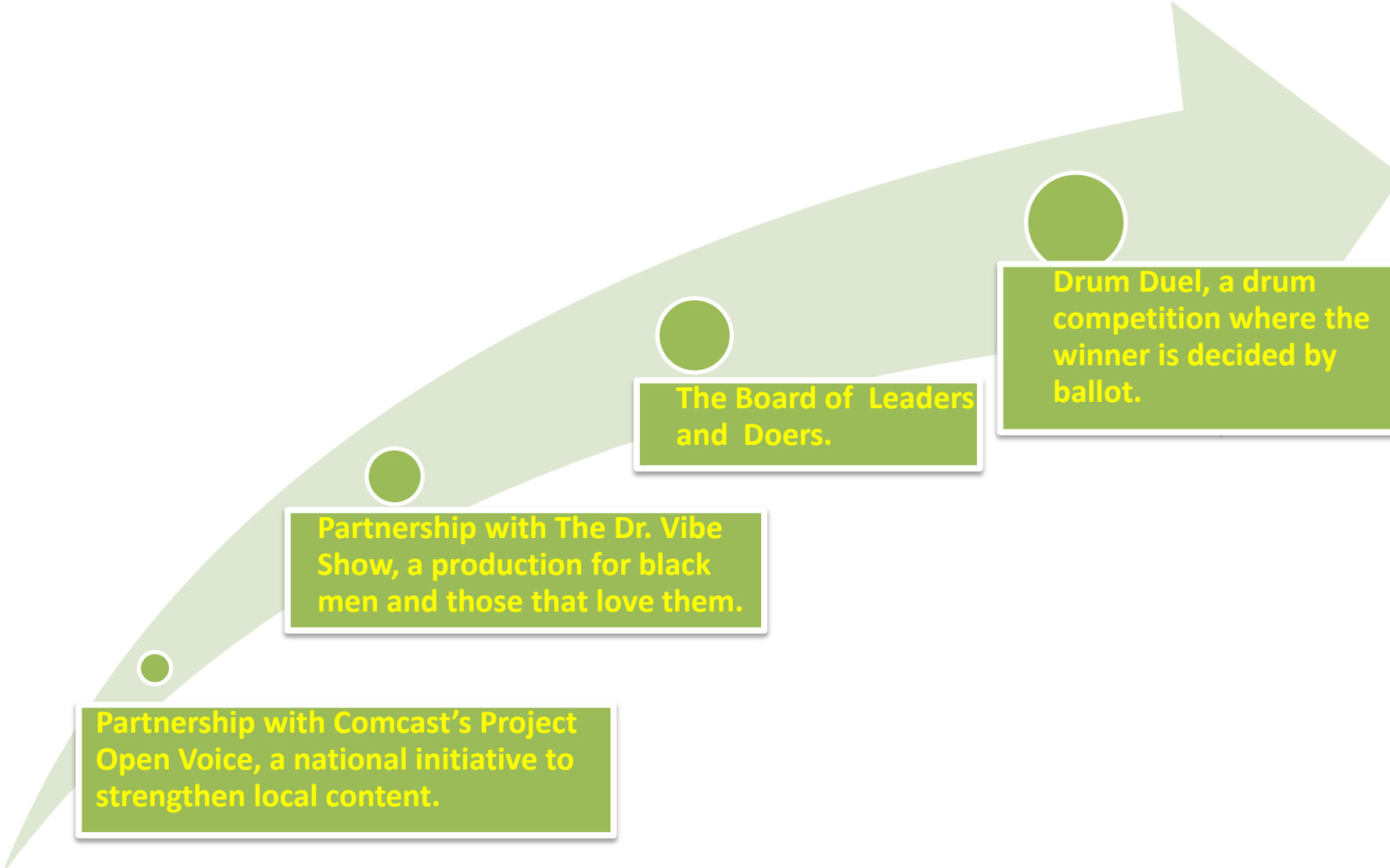
Distribute Content

Publish content across channels and platforms.

Repurpose Content

Aggregate content across channels and platforms into new digital products.

# Growth Drivers Over the Next 1-2 Years



Partnership with Comcast's Project Open Voice, a national initiative to strengthen local content.

Partnership with The Dr. Vibe Show, a production for black men and those that love them.

The Board of Leaders and Doers.

Drum Duel, a drum competition where the winner is decided by ballot.

# Contact



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**For more information visit: [www.techbookonline.com](http://www.techbookonline.com)**