

Techbook Online Corporation®, a news and event company.



MILLIONS REACHED ACROSS CHANNELS AND PLATFORMS!



Houston's



Pictured here: The audience at Philly After Ferguson, a citywide town hall meeting organized by Techbook Online which trended locally on Twitter, was comprised of active citizens, journalists, religious leaders, scholars, teachers and government officials.

Producing content and events that attract well-educated and civic-minded audiences who love to read and act.

Techbook Online reaches tons of Philadelphians a month.



TBO INC IS THE LARGEST AND MOST ACTIVE PUBLISHER ON WWW.PHILLYINFOCUS.COM!

Headquartered in Philadelphia, the nation's fourth largest media market, Techbook Online (*TBO Inc*) everyday publishes original stories of impact, issue, inspiration and innovation, reaching millions of people a month across channels and platforms.

Every quarter, TBO Inc aggregates its content across channels and platforms into a color-coded E-Book called TABS!™ and produces Black and Bold Voices™, an online town hall featuring black men around the world and the issues that unite them.

www.techbookonline.com

Investing in content, repurposing it across platforms.



INVESTING IN CONTENT, BRANDS AND INTERNATIONAL PLATFORMS.



TBO Inc partnered with Project Open Voice, a national initiative to strengthen local content, to deepen its local relevancy in key markets.



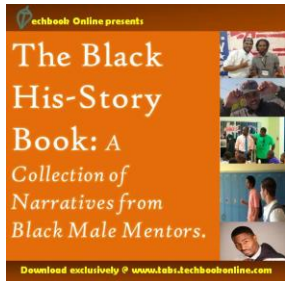
TBO Inc's original video content is often accessible to the 2.1 million Philadelphia area cable subscribers through Xfinity On Demand.



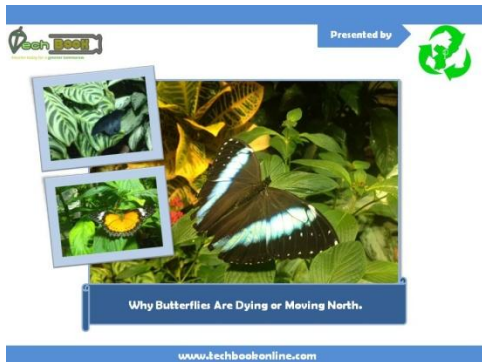
To increase engagement among its core demographic – men, 18-35 – TBO Inc partnered with GoodMenProject.com, one of the world's largest websites for men.



Techbooks, extending the brand and engaging new audiences.



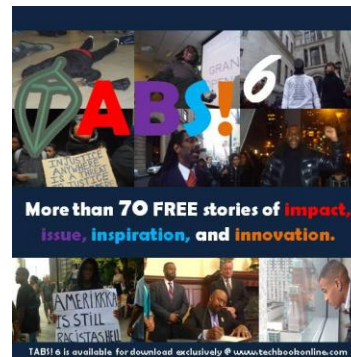
Presented in part by GoodMenProject.com, *“The Black His-Story Book: A Collection of Narratives from Black Male Mentors™”* highlights important dimensions in the lives of black men, such as fatherhood, leadership and community service.



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.



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.



Every quarter, TBO Inc aggregates all of its content across channels and platforms and makes it available for consumption in a color-coded E-Book called TABS!™



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

Connecting communities through content.



Black Men Share It, You Hear It™



Every quarter, TBO Inc partners with The Dr. Vibe Show, 2012 Black Weblog Award Winner for Best International Blog, to produce Black and Bold Voices™, a live, online town hall discussion that features black men around the world and the issues that unite them.

Whereas, research shows that individuals who consume satire are more informed and engaged on important issues than those who don't, TBO Inc in 2015 launched TABOO™, a satire news channel that's syndicated on www.PhillyinFocus.com and www.HoustonsVoice.com!



Click photo to listen to an episode of B&BV.

Click photo to read articles from TABOO™.



TBO Inc's audience: the well-informed and hyper-connected.



Techbook Online produces content and events that attract well-educated and civic-minded audiences.



Target Audiences

Males, 18-35; Females: 25-54

Key Locations

Philadelphia, Houston, Worldwide

Interest

Politics, Education, Business, Community Service, Media Production, Innovation, Social Justice

Median Income

\$30-150K

Occupations

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

Techbook Online's event are well attended and highly publicized.



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 organized Drum Duel, a drum competition held in the courtyard of City Hall where the winner was decided by ballot.



In Feb. of 2015, in response to mounting tensions between police and community, TBO Inc organized Philly After Ferguson, a citywide town hall meeting that featured industry leaders from law enforcement, civilian oversight and news.

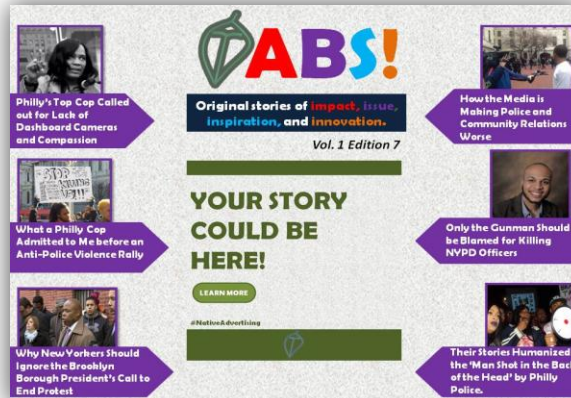
Click photos to read/watch news coverage from events.

ADJacent™, solving the problem of viewability.

Are you frustrated with consumers turning a blind eye to your banners ads and opting to skip pass your branded video?

If one of your core advertising objectives is to increase the viewability of your branded content, then consider becoming the center of the TABS!™ Universe! A company with unmatched publishing power, Techbook Online offers marketers a native advertising opportunity which enables them to produce branded content alongside of its Board of Leaders and Doers, a world-class roster of thought-leaders, subject matter experts and active citizens who produce socially relevant content across disciplines and platforms. Native advertising means sponsored stories are cohesive with the platform's content, assimilated into the design, and so consistent with the platform's behavior that users feel it belong and are inclined to engage it.

TABS!™ is produced quarterly and marketed worldwide, with 75% of readers residing in the Philadelphia area, and 25% of them living in international markets, like Canada and London.

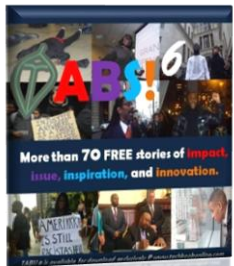


TABS!™, which averages 115 downloads a day and is available exclusively at www.techbookonline.com, was designed to ensure viewability of a marketer's sponsored story.

ADJacent™, pricing based on accessibility and viewability.

Investing in shareable, non-static media, means greater accessibility and viewability.

Location	Price	Order of Distribution
Philadelphia or Houston	\$300.00 per post or 5 for \$1,250.00!	<ol style="list-style-type: none">1) Post on platform/social media2) TBO Inc's weekly email3) TBO Inc's news ticker4) Center of TABS!™
Worldwide male interest	Inquire @ cnorris@techbookonline.com	<ol style="list-style-type: none">1) Global male-centric platform2) TBO Inc's weekly email3) TBO Inc's news ticker4) Center of TABS!™



TABS! 6 was published on 12/21/14; here's how it performed in terms of downloads:

Dec: 1,908 – Jan: 3,477 – Feb: 2,065

Key strengths which increase TBO Inc's operating leverage.

**Strong
global
brand**

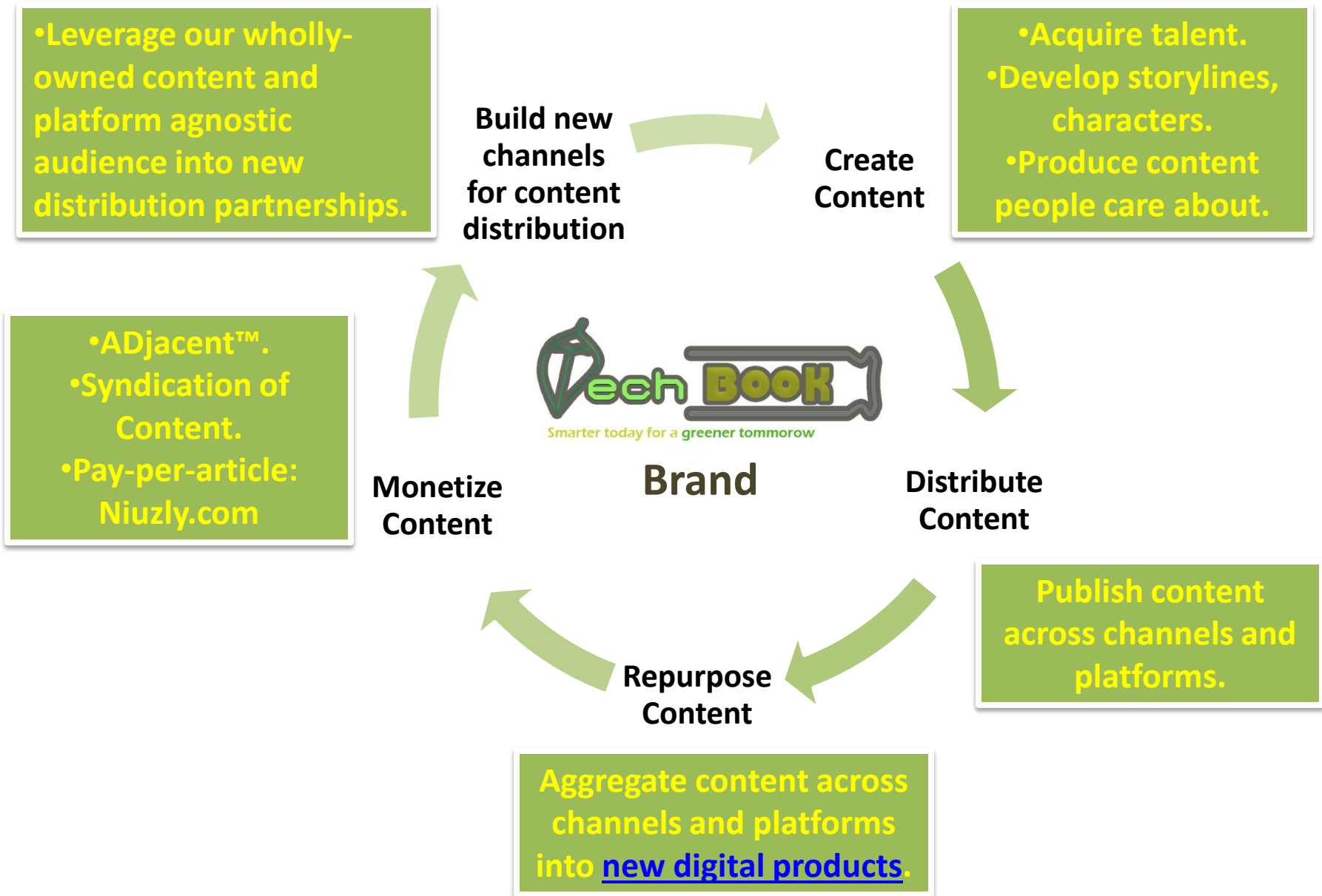
**Strong
competitive
position**

**Content rich
company**

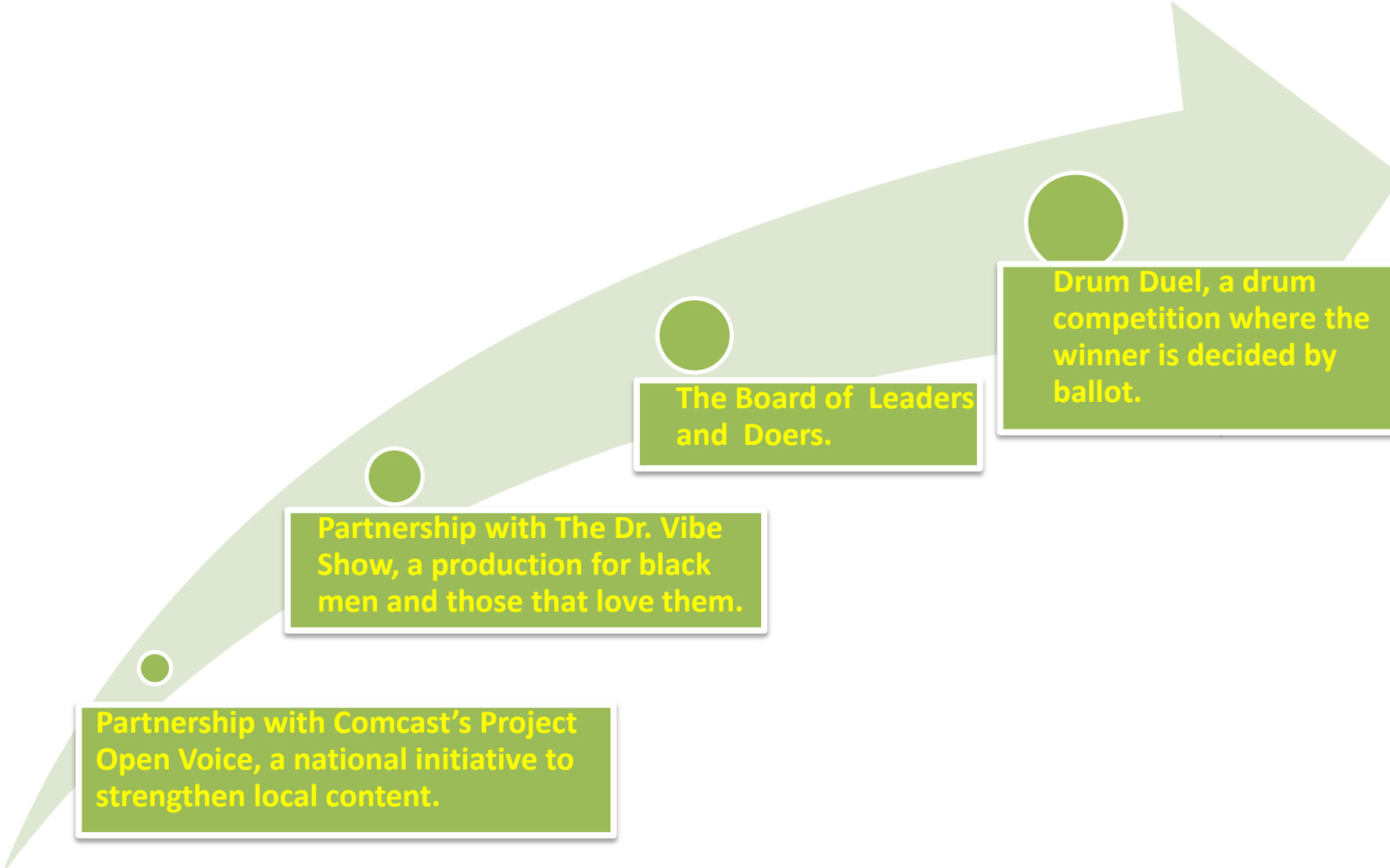
**Large
addressable
market**

**World-class
talent
roster**

Strong execution of TBO Inc's business model.



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.

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