

## Key Development Steps

1. Upon an agreement to proceed, a working session would be scheduled to discuss scope, costs, timing, responsibilities, timetable
2. ABC Ventures and Network member will develop a cause related royalty per purchase or use that will become the focal point of the marketing strategy and a monitoring/reporting mechanism
3. Develop a custom brochure for Take One display and direct marketing. A prototype PWA brochure can be found on the Park Walk America site under Park Walk Baltimore in the Cities and States section
4. Develop a custom marketing plan for national or spot market promotion. The Educate Black America Network member launch will include press release nationally and targeted social media and direct mail campaigns to national Black organizations and spheres of influence
5. Develop criteria on EBA Network scholarship named awards e.g., “the APEX Educate Black America scholarship award”

## Timing

Upon agreement to proceed and payment, there is approximately a 60-day implementation period to develop a custom program and prepare the market with strategically targeted marketing tools.

## Cause Marketing Checklist to capitalize on the Educate Black America and Park Walk Network Opportunities

1. Contact ABC Ventures to discuss your interest in joining Educate Black America to target the Black market and other supporters of Black Higher Education and/or joining Park Walk America to target the general market population.
2. Become members of the Educate Black America (EBA) and Park Walk America (PWA) Networks and receive turnkey implementation of:
  - a. custom business plans for your brands to develop local, state, regional, and national markets,
  - b. web linkage to the ecommerce shopping sites,
  - c. inclusion in national and local public relations and promotional events, and
  - d. social media promotion and feature on Facebook and Twitter, and
  - e. distribution of a custom designed Take One brochure through strategically selected retail locations across the country. Membership costs vary according to the scope of the project.
3. As an option, ABC Ventures can license the use of the EBA and PWA platforms. The license use of the copyrighted ABC Ventures trademarks and slogans would be subject to the prior approval and authorization of ABC Ventures
4. To discuss your company and your interest, please contact Alvin J. Lee at 410-417-8196 or email at [mindsandmoney@usa.net](mailto:mindsandmoney@usa.net) to provide a general background on your company and the products and services that will be covered under your EBA or PWA Network membership.

Materials can be sent to:

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## Grow Your Profits With The Educate Black America Network



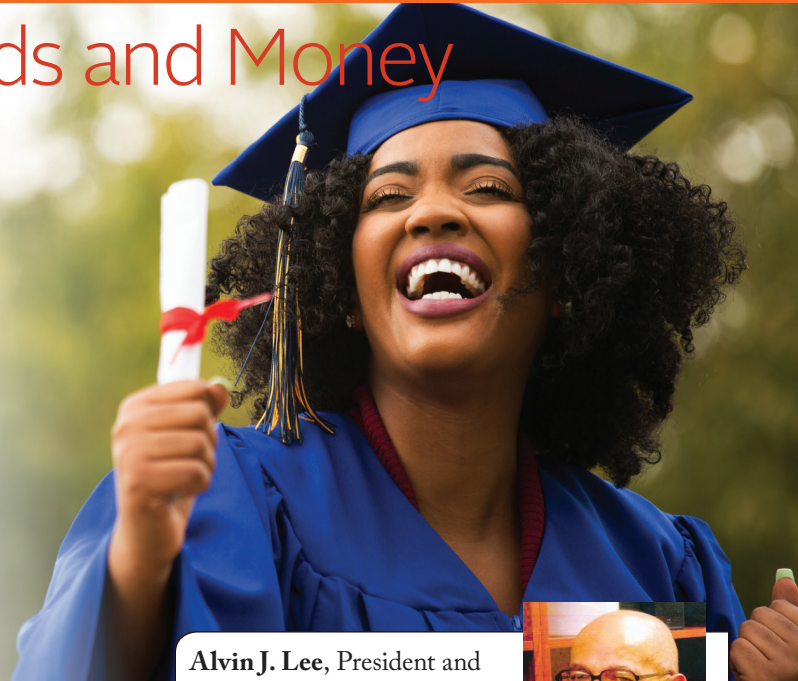
Educate Black America uses cause marketing leverage of the multi Trillion Dollar Black consumer and commercial markets to generate incremental profits for marketing partners through an innovative, strategic “bricks and clicks” platform. The unique combination of social media, an ecommerce web site, and American Express style Take One Network yields cost effective and efficient results.

# In America, Minds and Money Are Power

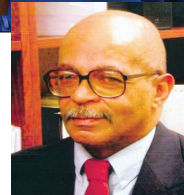
Educate Black America on Facebook  
[www.educateblackamerica.com](http://www.educateblackamerica.com)

The Educate Black America strategy targets the over 43 Million Black consumers and more than one million businesses to use cause marketing to leverage and convert the almost \$3 Trillion spent by Black America, Black businesses, and other supporters of Black Higher Education This new revenue source will work independently on a parallel path as the excellent charitable giving work being done by the United Negro College Fund and the Thurgood Marshall College Fund. Cause marketing and charitable giving are complementary and tap two different sources of revenue. Cause marketing comes from the money people spend while charitable giving is the money people donate.

Beginning with an affinity VISA in 1988, the project has included a variety of products and services. Some of our marketing partners have included: AAA, American Express, Barnes & Noble, Dow Jones, Earthlink, Enterprise, MoneyGram, Progressive Insurance, WorldCom, VISA, and Walmart.



**Alvin J. Lee**, President and Chief Executive Officer of ABC Ventures is a MBA graduate of the Wharton School with executive stints at Young & Rubicam, American Express, and Viacom International, Inc. He founded Educate Black America and Park Walk America as social enterprises to leverage consumer and commercial spending to address the critical national issues of minority education, health, fitness, sustainability, and environmental concern.



The ABC Ventures management team includes former highly experienced corporate executives and managers from several Fortune 500 companies. Their expertise covers a broad range of management disciplines, including strategic planning, corporate development, program and project management as well as marketing and advertising. ABC Venture can develop, design and implement licensing and sponsorship programs on a turnkey basis. The objectives of the engagement teams are to deliver cost effective and efficient bottom line results for our commercial clients and significant revenues to support our causes.

Coming soon in September/October 2019, ABC Ventures will launch Park Walk America, a business to consumer and business-to-business marketing tool to build profits and promote better health, better fitness, a better environment, and sustainability. The web site is [www.parkwalkamerica.com](http://www.parkwalkamerica.com).

Park Walk Baltimore will be the pilot program for Park Walk cities across the country. The initial focus will be on major cities and urban areas. Regional projects and statewide programs can also be established.



Park Walk America is an innovative strategic approach to positively address the health of people, communities, cities, and the environment. It is being designed not only as an informational portal on better health, better fitness, and a better environment, it also provides a much needed new cause related marketing source of revenues for parks and recreational areas. Working with local park departments, ABC Ventures will custom design Park Walk affiliates across the country. The driving force for local success will be a unique broad coalition of the business sector, the nonprofit community, community organizations, and faith based organizations. Enhancing the quality of life for residents will be the common vested interest of the coalition members and the business sector will also gain workforce productivity and reductions in absenteeism and health care costs.

