



# *Black Girls Drone*

Take Flight with the Future of Drones















# MARKET SIZE

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**\$3 Billion**  
Black High Schoolers in the U.S. (2.2 million)

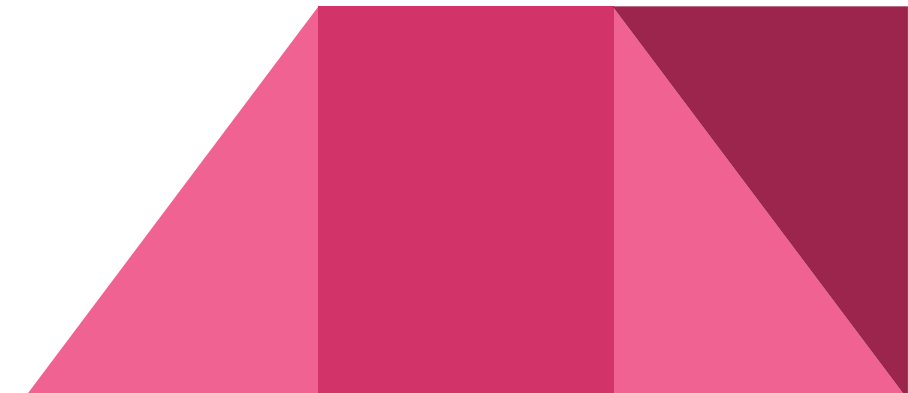
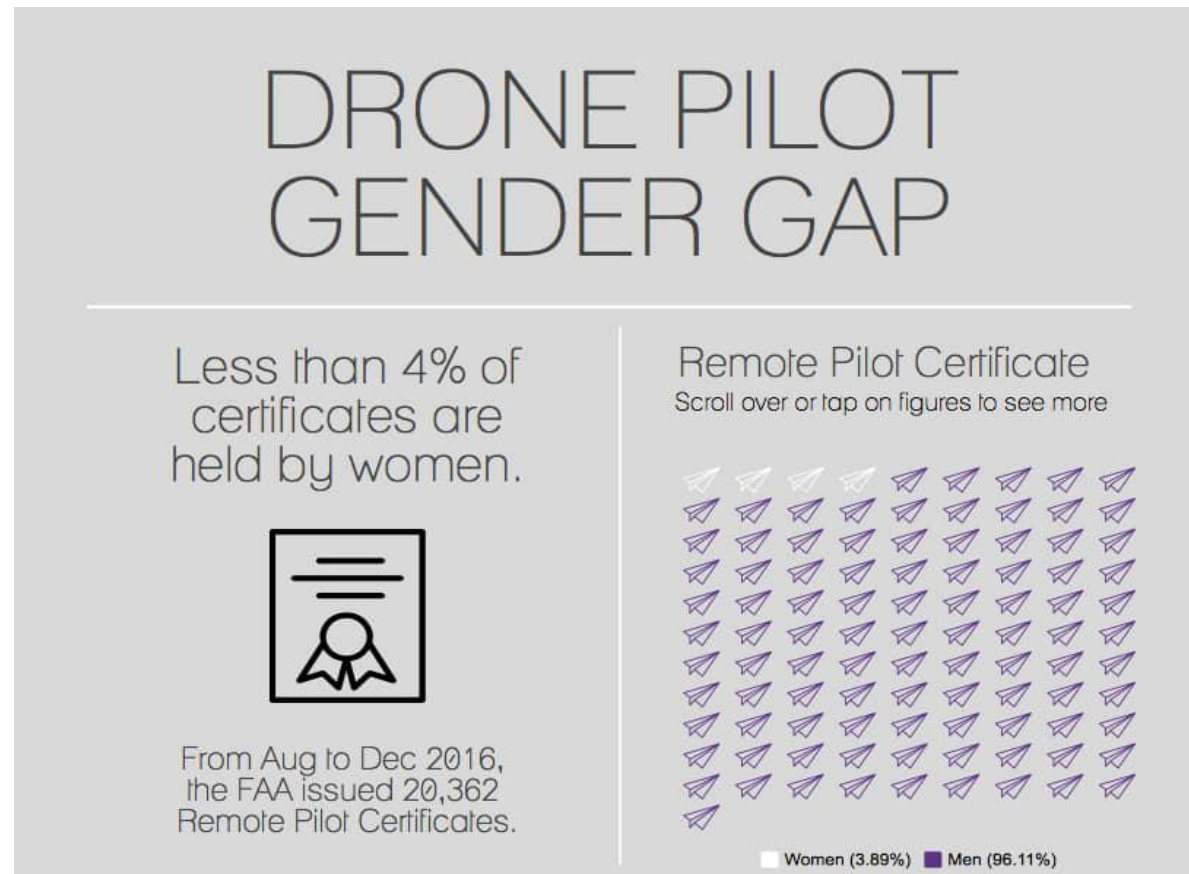
**\$21 Billion**  
High schoolers in the U.S. (15.3 million)

**UAV Drone Industry**  
**\$82 Billion**

**\$1 Trillion**  
**(by 2022)**

**TAM Total Addressable Market: High schoolers in the U.S. (15.3 million) [source](#) x \$1,400/student = \$21B**

# THE PROBLEM





# THE PROBLEM

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**America will need to add 1 million more STEM professionals to meet workforce needs by 2022, African American youth are the least likely racial group to enter technology fields.**

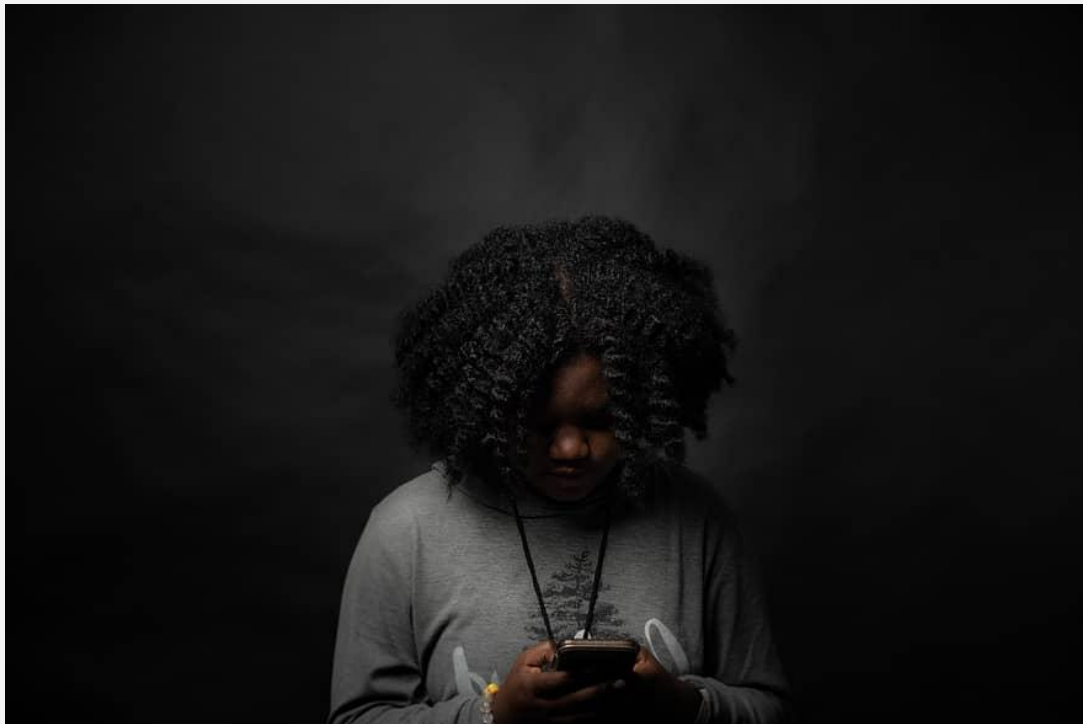


# THE PRODUCT

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***“Black Girls Drone gets Black Girls in high school tech ready by introducing the technical, opportunity and earning potential of becoming “drone literate”.***





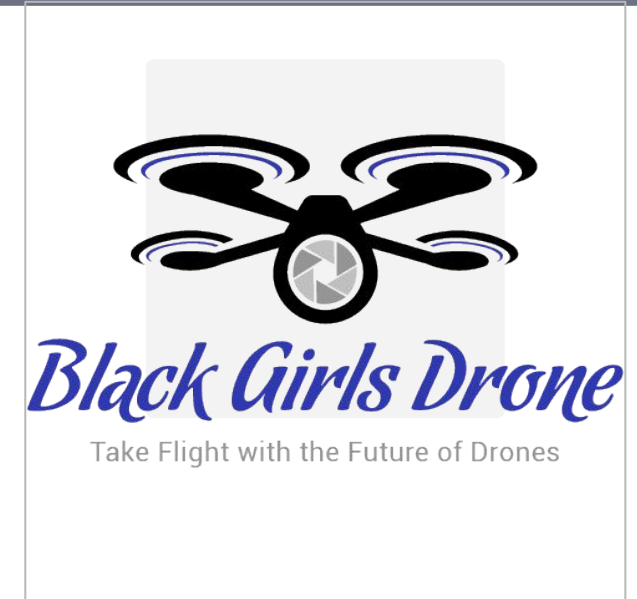
# COMPETITION/DIFFERENTIATORS

## Online Drone Education



Online Drone Education and In person but no mobile app. Use desktop only.

Mobile App Drone Education  
Personalized Sessions  
Tech Focused  
Industry Partners  
Apprenticeship/Mentorship/  
Internship Opportunities  
Online Global Community



## Online Community



No mobile app for users on the go must be at desktop.



Online Community/  
Limited Drone Education

Focuses on Drone Photography only.



No Drone classes offered  
Media Community

Focused on Midwest Regional events only.

No Online Drone Education



# TRACTION/Partners *Launched January 13, 2020*



Zephyr - Drone Sim Setup Meeting

Drone Simulator Setup Monday June 15th 9:30 AM

Greetings Droners!

Hope all is well as we prepare to take flight on Monday June 15 at 9:30AM. Our first camp business is to make sure that everyone can download and install the simulator. You will need the following system requirements. Most every PC has them but just to update you.

Below are the minimum system requirements for PC and for Mac respectively.

Minimum:

**DRONE SERIES**  
**COVID-19 & BEYOND**  
 Wednesday, April 29 @ 2:30 PM EST  
 DRONE-CADETS.COM

**Special Guest**  
**BERNANDA WHITE**  
 Black Girls Drone

Innovation and Automation using Drones for COVID-19



**DALLAS COLLABORATIVE FOR EQUITABLE DEVELOPMENT**  
 SUPPORTED BY JPMORGAN CHASE & CO.

**Small Business Support & Job Training Services**

**Small business opportunities**

- Counseling, mentoring and advising
- Bootcamps
- Focus sessions and workshops
- Growth lab

**Workforce/entrepreneurship initiatives**

- Basic skills and technical training
- Career navigation and readiness
- Tuition, books and supplies
- Entry-level certifications, credentials and licenses

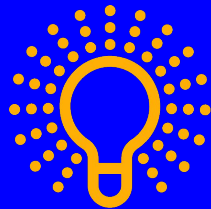
**WorkReadyU Job Training Services**

- Entrepreneurship
- Construction and maintenance
- Logistics
- Welding

For more information contact:  
**Shaneika Frazier**  
 shaneika.frazier@dcccd.edu

**DALLAS COLLEGE**

Equal Opportunity Employer/Program  
 Funding for programs may be provided by the Workforce Innovation and Opportunity Act (WIOA) through the United States Department of Labor and distributed by Workforce Solutions of Greater Dallas. WIOA is an equal opportunity employer program. Auxiliary Aids and Services are available upon request to individuals with disabilities. Relay Texas: TTY 1-800-735-2989 (TDD) and 1-800-735-2988 (Voice). All participants must meet eligibility requirements, which can vary between training programs.

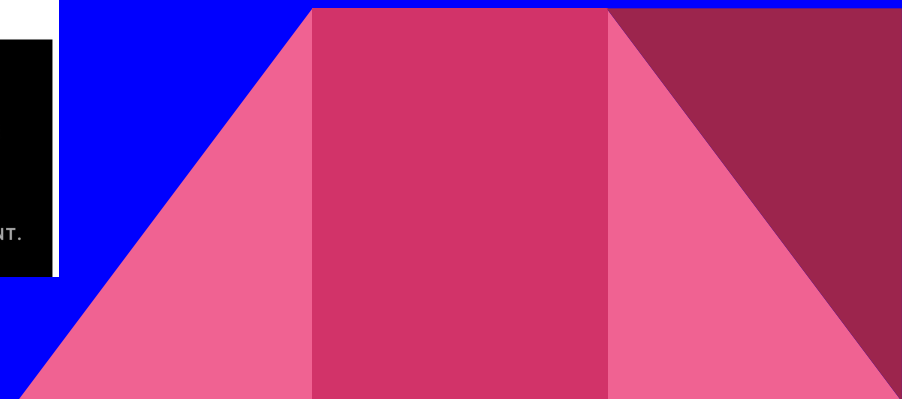


## EDUCATIONAL & COMMUNITY STRATEGIES

**Community Day**  
 November 20, 2020  
 Register by October 23, 2020

- STEM Prizes
- Inspiring Speakers
- Corporate Speakers
- Hands-on Activities

EMAIL US TO REGISTER FOR THE EVENT:  
 BLACKGIRLSDRONE@GMAIL.COM  
 JOIN OUR TEAM TO COMPETE AND EARN PRIZES!  
 RECEIVE A FREE ROBOTICS KIT! (PICKUP 11/18 LOCATION TBD)  
 MUST HAVE VALID EMAIL ADDRESS FOR REGISTRATION. ACCESS TO INTERNET DAY OF EVENT.  
 11A-3PM CST





# USER ENGAGEMENT

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1

## MOBILE APP DEVELOPMENT

Currently working on system with dev team Q1end Estimated launch date

2

## BLACK GIRLS DRONE | SOCIAL

- Facebook
- 201 Followers
- 229 people reached last 30 days

3

## CONTRACT PIPELINE

- Up 29%
- DISD Kimble High School
- Tarrant Co Comm College
- Drone Forward

4

## WEBSITE

Under Construction

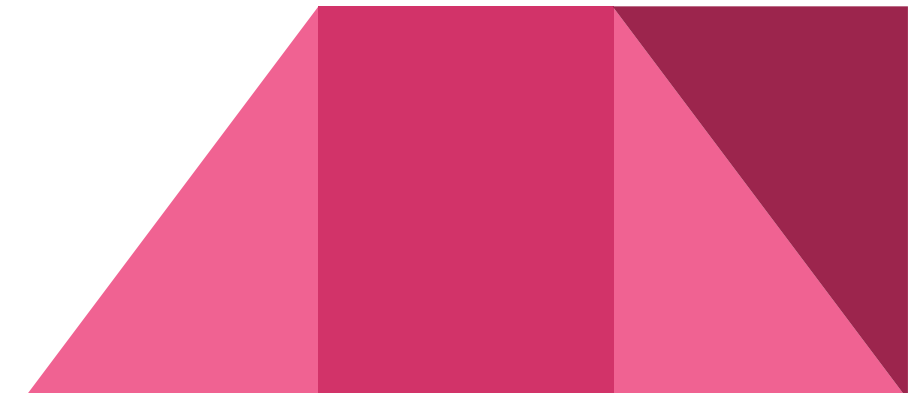
# BUSINESS MODEL

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## **B2B2C**

- **Schools, Colleges, Universities , Government**
- **Affiliate Marketing with Industry Partners**
- **Consulting**
- **MOOCS**





# REVENUE FORECAST

*Projections based on COVID back to business plan, IT Operations, staff and budget, share of market.*

YOY	2020	2021	2022	
Students	20	250	1,000	
Revenue	\$32,000	\$350,000	\$1,400,000	
Net income	\$1,00	\$80,000	\$350,000	

- SOM Share of Market: Black female high school seniors in the Texas source (21,000) x \$1,400/student = \$29.4M**

**RAISED TO DATE: \$30K**

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**Raised through pitch competition, grants,  
in-kind donations, sponsorships and  
bootstrapping funds.**

**ASK: EXECUTIVE SPONSORSHIP, ANGEL  
SEED, LEAD, MENTORS,  
BIZ DEV, NETWORK INTROS.**

**Raising: \$250K**





# USE OF FUNDS

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- **Founder salaries**
- **Sales & marketing**
- **New hires**
- **Technology/product development**
- **Operation expenses**



# STEAM TEAM

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# ADVISORY TEAM

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**Tamisha Sales,  
M.Ed., Founder  
Educational  
Strategies**



**Dr. Larry Collier  
Educational Strategies  
Co-Founder**



**Dr. Andrea Blue  
Founder,  
Blue Pathways  
Behavioral  
Professional  
Development**



# ADVISORY TEAM

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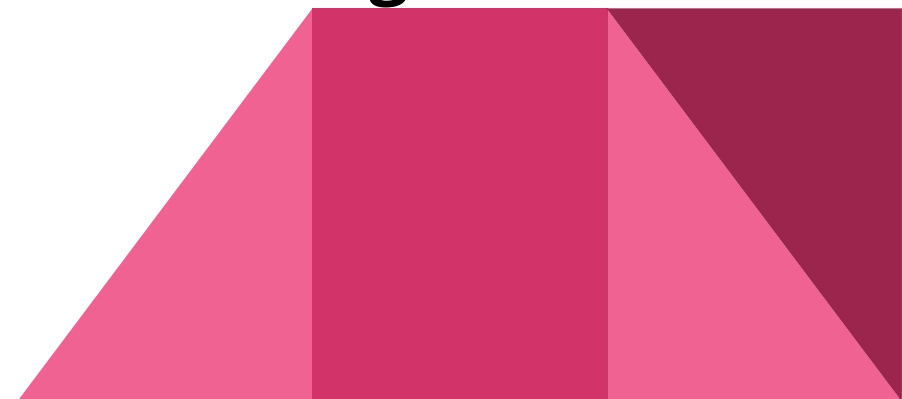
**Jackie Vernon-Thompson**  
**Founder, Inside Out**  
**Etiquette Consultants**  
**and Entrepreneurship**



**John Murray**  
**Chairman of**  
**Hampton University**  
**Aviation Department**



**Andrew Smith**  
**Hampton University**  
**Professor of Aviation**  
**Management**



# CONTACT US

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*Thank you!*

**Let's talk: [Founder@blackgirlsdrone.net](mailto:Founder@blackgirlsdrone.net)**

