INVEST IN **BISON VENTURE PARTNERS**

# HBCU Innovators Sourcing Capital to Black-Owned Businesses

bison.shop Wilmington DE

Technology | Main Street | Retail | Franchises | Marketplace

LEAD INVESTOR

**Kemba Hall**

I believe we need to empower the right individuals to create change and impact and Garry and his team are the best to do that! Garry is an award winning startup founder and has been doing great work for his community for several years. His work as the Executive Director of First Founders Inc. a non-profit focused on helping and serving underrepresented early-stage founders has proven is commitment to helping others grow and scale their businesses. I have no doubt in his ability to change the game in supporting and backing the best small businesses, scalable startups, and investment firms to drive their mission.

**Invested $1,000 this round**

Learn about Lead Investors

## Highlights

1. Award-winning management team of entrepreneurs, consultants, & investors.
2. Experience spanning Ecommerce, Venture Capital, Small Business, Social Enterprise, & Government.
3. Goal to source $100 million to Black-owned businesses & support 1k women business owners by 2031.
4. Previously sourced $300k+ in Non-Dilutive Funds sourced to Underrepresented Founders.

## Our Team

**Garry Johnson III** Founder & CEO (Philadelphia, PA)

Howard University MBA Candidate & Backstage Capital Apprentice. M.S. in Entrepreneurship & Design from the University of Delaware. HBCU.vc, NOIR Tank, & Hen Hatch Pitch Competition Winner. Dorm Room Fund, Bubble Immerse, & Founder Gym Grad. A Phi A

We strive to inspire others to blaze their own paths as well.

**Alyssa Gill** Operations & Web3 (Washington, D.C.)

Howard University MBA Candidate. Penn State University Alum. Previously: Backstage Capital,

**Alyssa Gill** Operations & Web3 (Washington, D.C.)

Howard University MBA Candidate. Penn State University Alum. Previously: Backstage Capital, NextGen Venture Partners, & Venture for America.

**B Bass** Business Development (Dallas, TX)

Former Senior Business Development Manager at Schneider. Texas A&M Student-Athlete. Howard University MBA Candidate.

## Company Overview

As a new startup, our first $25,000 in funds raised will be used to **acquire our PopShop robotic storefront** and cover software costs for the year. Additional funds will be invested in the operations & marketing of our upcoming ecommerce store, **Bison.Shop**, and stocking inventory from our lifestyle brand, **@WeBlackUnicorns**. As we continue to "**Test the Waters**" and gain investor interest, we'll be updating our campaign with additional details, updates, and partnerships.

Bison.Shop storefront is not currently operational.

**Our Bison.Shop will serve as a physical distribution channel for product-based businesses, providing rich sales analytics and targeted advertising for entrepreneurs.**

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## SALES, ADS & ANALYTICS REPORTING

**Storefront Reports**
- Sales & Inventory
- Clickthrough Rate
- Abandoned Carts
- Conversion Rate

**Crowd Metrics**
- Views
- Dwell-Time
- Engagement Rate
- Conversion Rate

**Demographics & Sentiment**
- Age Prediction
- Gender Prediction
- Emotion Analysis

**Lead Generation**
- Email/SMS Growth
- Promos/Discounts
- Social Sharing
- Reviews

**Digital Signage**
- Revenue Reporting
- Impressions/Views
- Attention Time

**POS Add-Ons**
- Anonymous Age & ID Verify for Regulated Products

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# 3-Year Revenue Goals

*FORWARD LOOKING PROJECTIONS CANNOT BE GUARANTEED

| Revenue | 2022 | 2023 | 2024 |
|---|---|---|---|
| Coffee | $8,491 | $17,990 | $53,970 |
| Apparel & Accessories | $11,499 | $29,994 | $49,990 |
| Online Courses | $13,000 | $30,000 | $30,000 |
| Ecommerce | $22,000 | $60,000 | $72,000 |
| Consulting | $16,000 | $48,000 | $48,000 |
| Advertising | $38,000 | $244,000 | $372,000 |
| **Totals** | **$107,989** | **$429,984** | **$625,960** |

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