



Official Black Wall Street

The largest ecosystem of Black-owned businesses and the conscious consumers who support them



About OBWS

Since launching in 2017, [Official Black Wall Street](#) has helped connect **consumers** and **corporations** with **Black-owned businesses**, helping them gain the exposure, leads, and resources they deserve.



1.4M

Social Media
Followers

4M

Accounts
Reached Monthly



133K

Monthly
Users

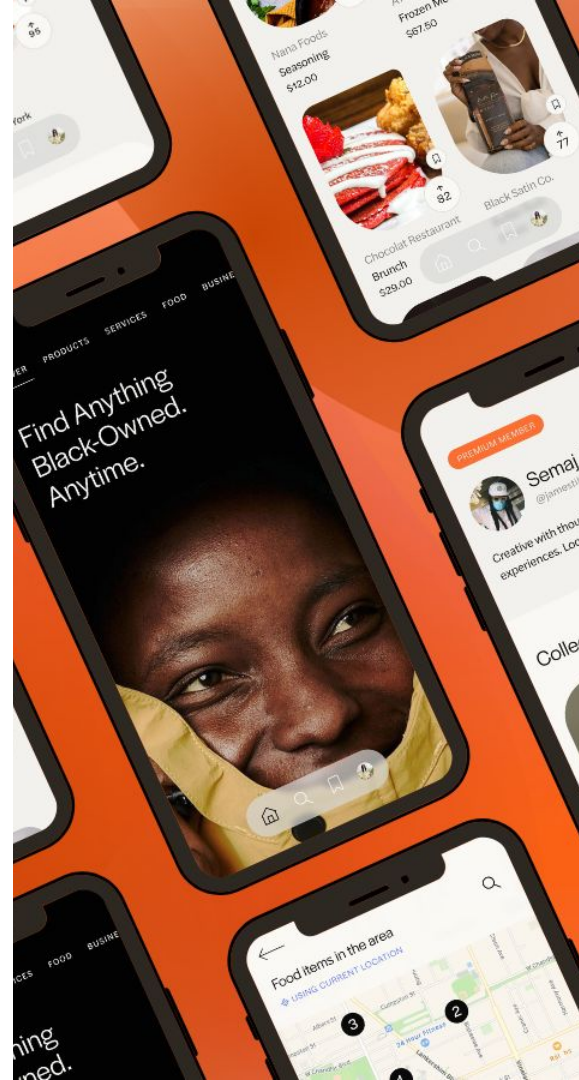


61K

Email
subscribers

46%

Email
Open Rates



OBWS Impact

\$10 Million

in Business Services Provided



\$2 Million+

Circulated



53,000+

Black Founder Community



"I'm writing to thank you for all you've done and continue doing for the OBWS members, your work has not gone unnoticed. I've built a beautiful and professional relationship with some of the attorneys at Baker Botts. The resources provided are unmatched and appreciated. You are appreciated."

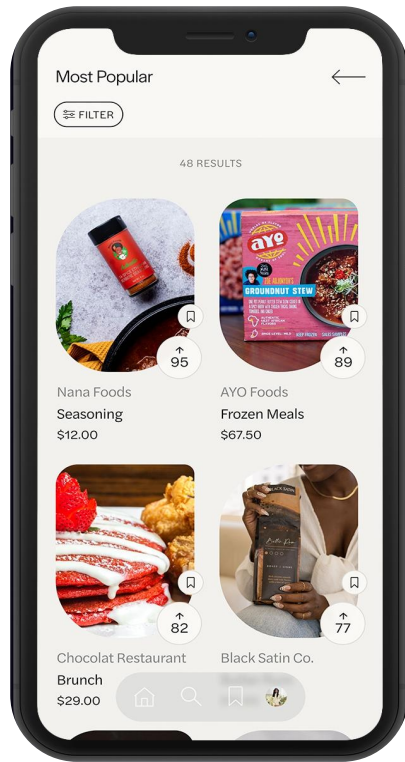
- Stephanie Edward, CEO of ChloeYves

**Shop.
Discover.
Empower.**

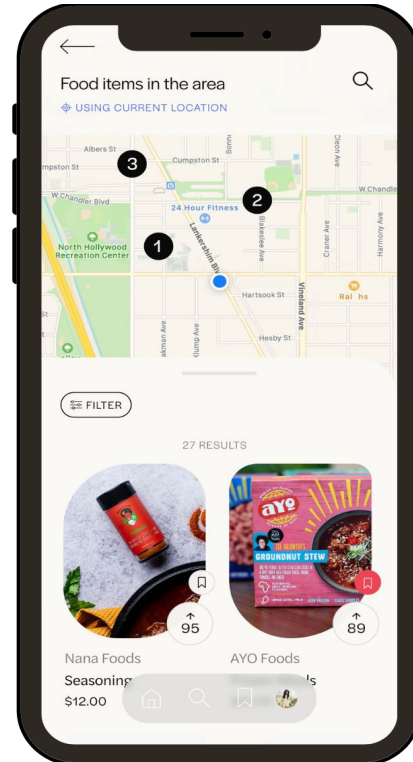




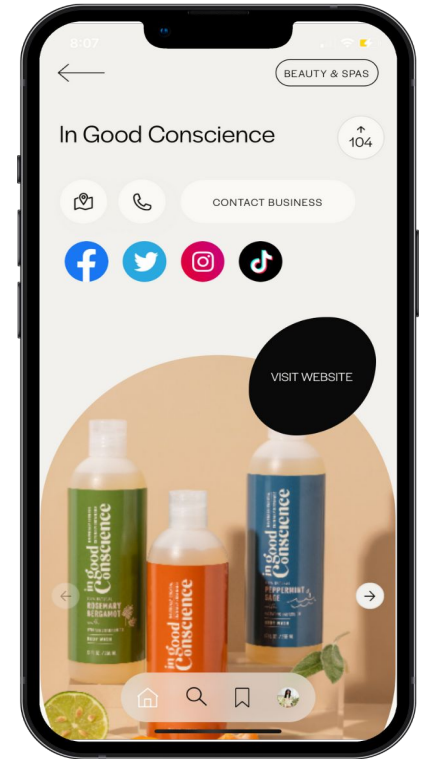
Discover thousands of Black-owned products & services



Search for online & local businesses near you



Bookmark your favorites, upvote to show support, find directions & more!



As Featured In

Forbes

cheddar

**BLACK
ENTERPRISE**

ESSENCE

Google

BLAVITY

Bloomberg

yahoo!

Entrepreneur

 **TODAY**

FASTCOMPANY

Demo graphics

Age

4%	18-24 yrs
23%	25-34 yrs
38%	35-44 yrs
23%	45-54 yrs
12%	55+

Race

90%	Black
5%	Hispanic
4%	White
1%	Asian

Gender Identity

60%	Female
35%	Male
5%	Non-Binary



\$150K Avg Household Income



Bachelor's Degree or Higher



13,000 Business Owners

Top Locations:

New York, California, Georgia,
Texas, Maryland

Top Interests:

Beauty, Automotive, Food & Drinks,
Travel, Apparel, Financial & Business
Services

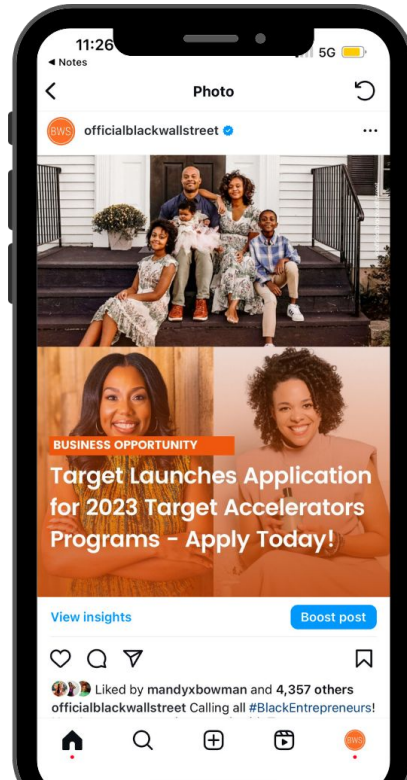


Advertising Opportunities



Social Media

OBWS aligns brands with a network of over 1.4 Million enthusiastic consumers and entrepreneurs across social platforms.



992K

followers



215K

followers



27.9K

followers



145K

followers



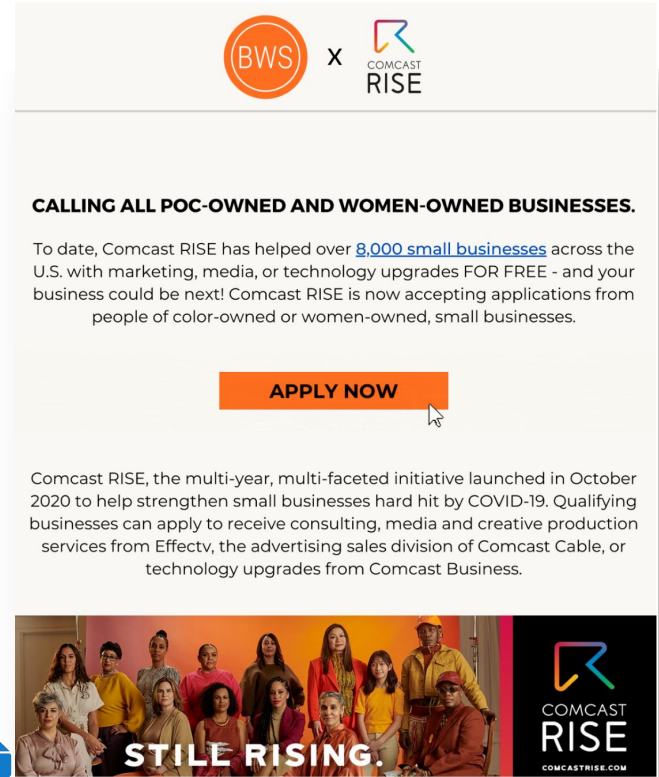
92.3K

followers

Dedicated Newsletter

Speak to OBWS business owners & consumers directly with vibrant, custom dedicated newsletters.

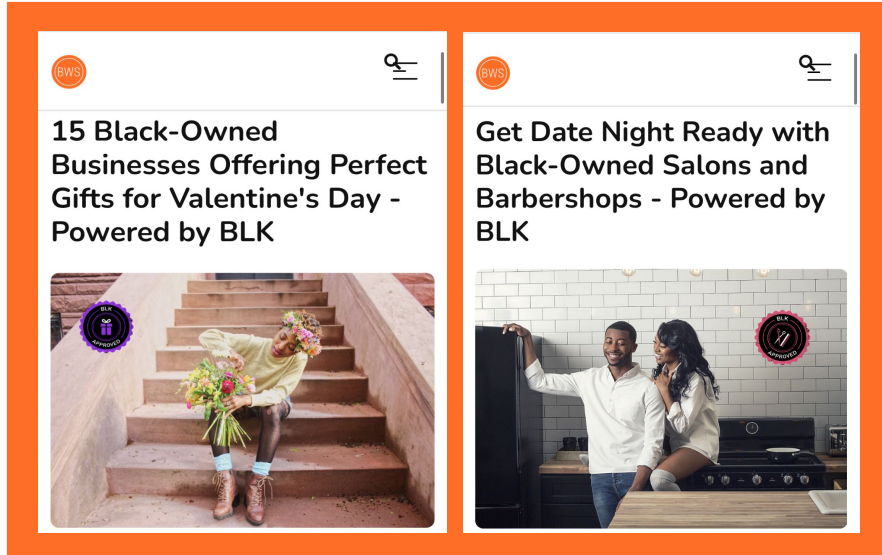
- ❑ **Subscribers:** 61K
- ❑ **Consumers:** 45K
- ❑ **Business Owners:** 16K
- ❑ **Average Open Rate:** 46%



The screenshot shows the top portion of an email newsletter. At the top, there are logos for BWS (Business Women's Summit) and Comcast RISE, separated by an 'X'. Below the logos, the text reads: "CALLING ALL POC-OWNED AND WOMEN-OWNED BUSINESSES." This is followed by a paragraph: "To date, Comcast RISE has helped over [8,000 small businesses](#) across the U.S. with marketing, media, or technology upgrades FOR FREE - and your business could be next! Comcast RISE is now accepting applications from people of color-owned or women-owned, small businesses." Below this text is an orange button that says "APPLY NOW" with a mouse cursor hovering over it. Further down, another paragraph states: "Comcast RISE, the multi-year, multi-faceted initiative launched in October 2020 to help strengthen small businesses hard hit by COVID-19. Qualifying businesses can apply to receive consulting, media and creative production services from Effectv, the advertising sales division of Comcast Cable, or technology upgrades from Comcast Business." At the bottom of the newsletter, there is a photograph of a diverse group of people of color, with the text "STILE RISING." overlaid on the image. In the bottom right corner of the newsletter, the Comcast RISE logo and the website URL "COMCASTRISE.COM" are visible.

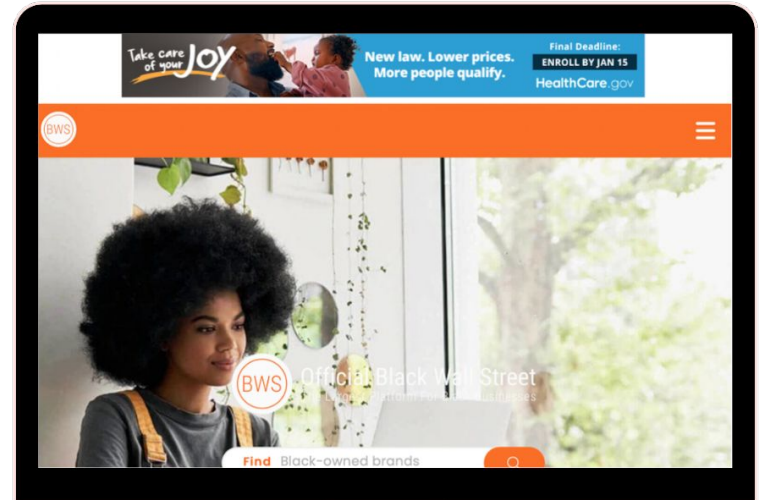
Advertorial

Custom & engaging editorial content on OBWS.



Digital Display

Optimally placed banner ads throughout OBWS.



Morgan Stanley



BAKER BOTTS

Health
Care
.gov



American
Heart
Association



Partnership Opportunities

FLORAL BOUTIQUE

2114

RENTALS

ARTS

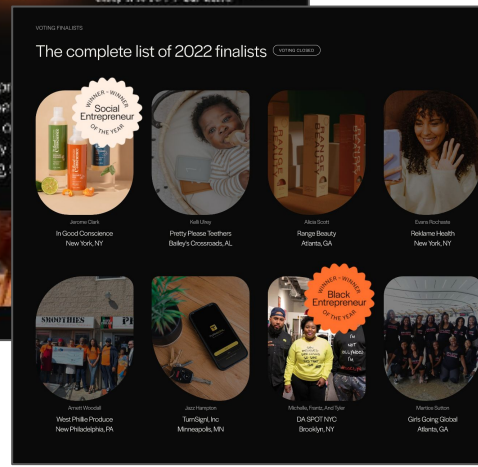
entrepreneur *of the* year awards.

A Black Business Month Celebration

entrepreneur of the year awards

The annual OBWS Entrepreneur of the Year Awards recognizes entrepreneurs who have made an undeniable impact on their community and industry.

- ❑ **30 million** earned media impressions
- ❑ **16 million** social media impressions
- ❑ Press release picked up by **129 outlets**
- ❑ **9** crystal awards
- ❑ **\$105,000** in grant funding



BLACK ENTREPRENEUR OF THE YEAR 2020

industry icons.

A Black History Month Celebration

the list

Awarding 30-40 outstanding underserved founders with recognition, bragging rights, and visibility.

- ❑ **30-Day** Social Takeover
- ❑ Weekly Dedicated Newsletters
- ❑ **2.4 Million** Total Impressions
- ❑ **36K+** Sales Leads



OBWS Impact



Cheryl Golding, CSM (She/Her) • 2nd
DEI Advocate | Mentor | Leadership | Project Management | Process Im...
Finally! Just purchased mine - should arrive soon! Thank you, for sharing this - I had no idea!



Candace D Lightfoot
Just placed my first order! Honey Cherry BBQ Sauce and Honey Apple Butter. Can't wait to try it. Blessings on your business Kyvan 💜



tashimaw_22 5w
Just placed my order 🙌
1 like Reply Hide



epiceverydayofficial 5w
@tashimaw_22 Thanks for your support, we appreciate YOU
😊❤❤❤❤



Alexis WilliamsPatton • 2nd
Healthcare Small Business Entrepreneur 25 years and Seasoned Senior ...
Love it....I'm going to looking for it and buy it

1w ...



komfortzonestoap 4w
Placing my order now ❤️
1 like Reply Hide



theregimenco 2w
Oop. Next time I need syrup I'm getting this
Reply Hide



mayrasmind 2w
Just added it to my cart at Walmart. But I don't see the syrup. @blanketpancakes
Reply Hide



Netra Gyrane Kendle • 2nd
Doctorate of Education Specialization, Special Education EDS
You know I am going to buy me some and the syrup too! Have mercy lord!

2w (edited) ...

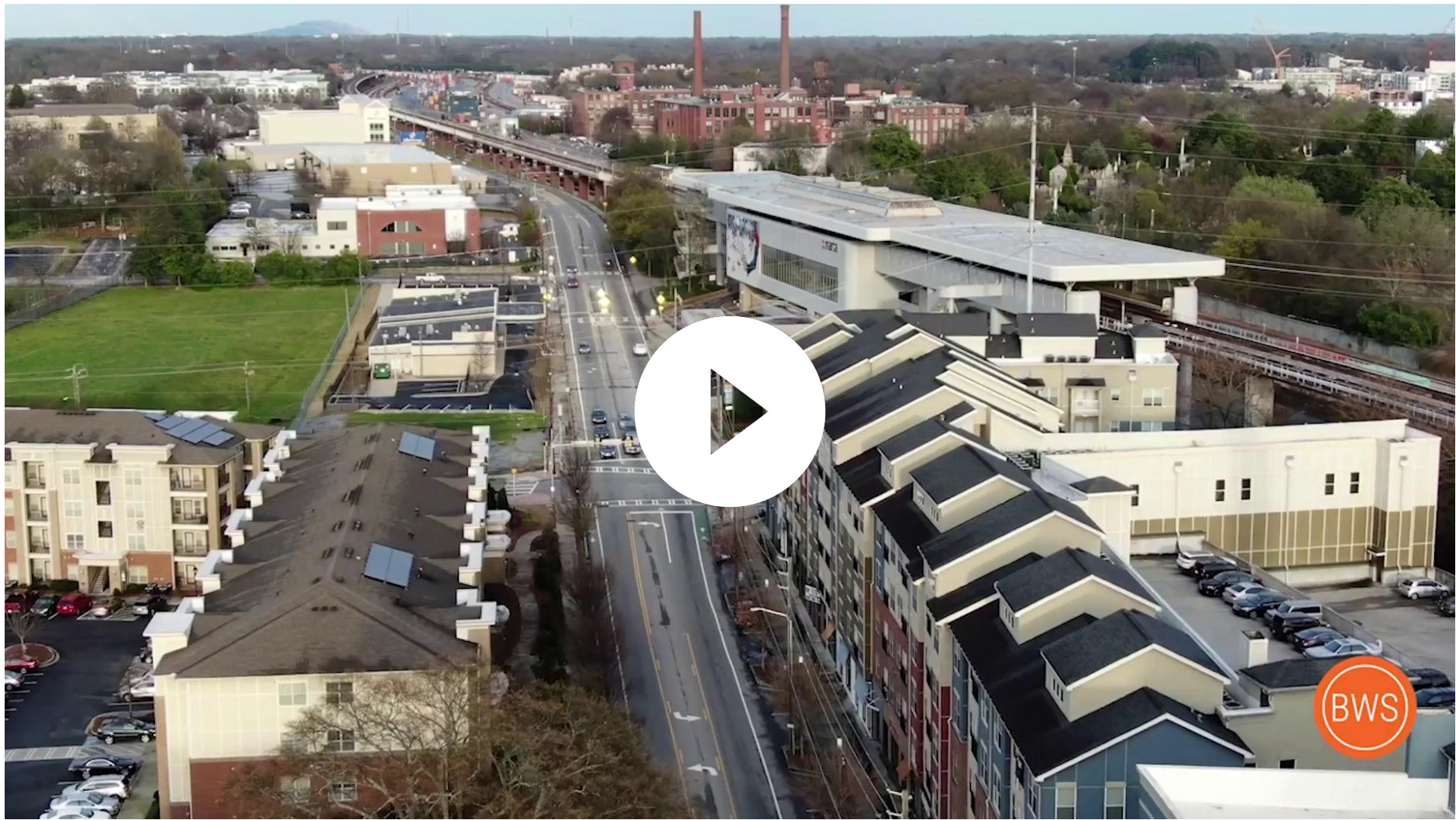


Tony Samuel • 2nd
Dad - Author/Founder/Chief Strategist (Talented Books) - Start Up Entr...
I will definitely buy this brand. Thank you for the recommendation! ¹⁰⁰

2w ...

the black-owned series

A vibrant video series tour highlighting black-owned businesses & the creators behind them.



BWS

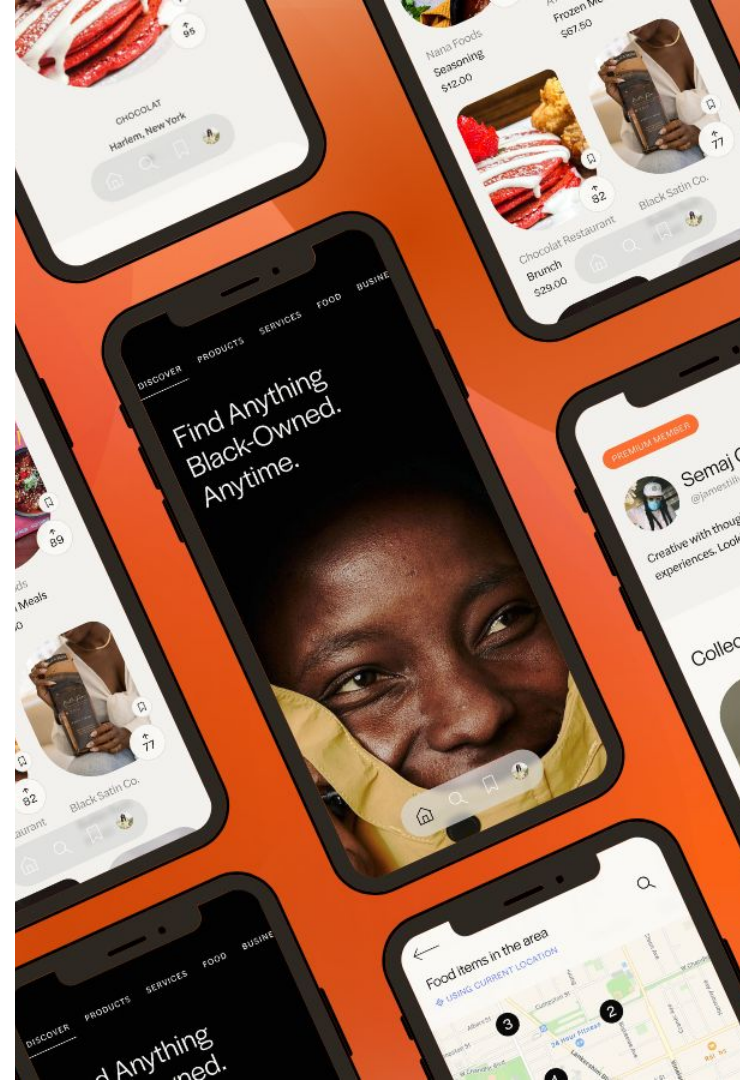
The Video Series

Taking viewers on an exclusive journey to inspiring Black-owned businesses around the country.

- ❑ **8 million** total impressions
- ❑ Brand **Product Placement**
- ❑ **Ongoing** Digital Promotion
- ❑ Promoted through **partner network**



OBWS has the reach to connect brands to the spending power of conscious consumers around the country.





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