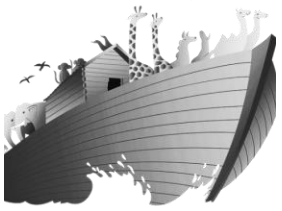


THE ARK PROJECT



A TRIBUTE TO OUR FALLEN UNARMED HEROES

The Ark Project
LLC Presents:

The B.lack E.conomic E.mpowerment P.lan

**PROMOTIONS
FOR OUR COMMUNITY**

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**BLACK ECONOMIC SYSTEM
IS OUR FIRST CHOICE**

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**The Perfect Time To Build
Our Own Economic System**

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INTRODUCTION

Together We Can Defeat
Systematic Oppression



Our Movement aims to establish a truly powerful economic system independent of the one that has oppressed us for hundreds of years.

We seek to regain the trust and support of our own people. Our mission is to embrace the wisdom inscribed on these matters.

We strive to engage with our influential brothers and sisters, persuading them to join us in this mission because it is the right thing to do.

Our goal is to overcome systematic oppression.

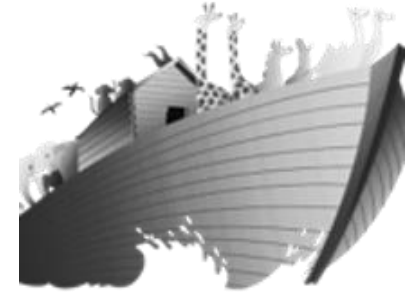


A Tribute To Our Fallen Unarmed Heroes

The Emmett Tills, Trayvon Martins, Walter Scotts, Sandra Blands, etc., etc., etc...

Help Us To Never Forget Again

The B.E.E.P. Inc. (Black Economic Empowerment Plan)



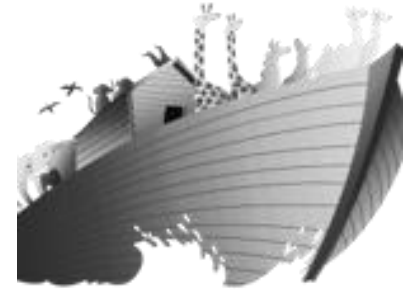
Project Summary

If We Continue To Ignore The Causes, We'll Never Ever Be Able To Fix The Problems

We buy from everyone: Arabs, Chinese, Jews, Mexicans, Caucasians, Japanese, etc., But no one buy from us, not even us. On top of that, we don't even have anything to sell -

It's Time To Change That.

Pain Of Past Slavery (PTSD)
Joy Of So-Called Freedom
Pain Of Present-Day Slavery
(Systematic Oppression)
Inc.



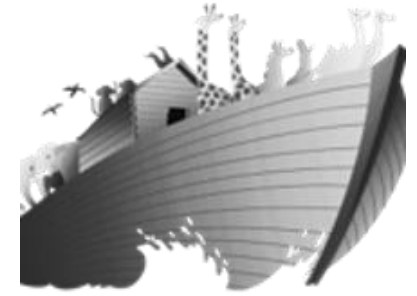
Problem Statement

We Need To Change The Direction Of Our Economic Trajectory

1.4 Trillion Dollars Yearly

97% Extracted and/or Given To Others

For Black consumers, who command \$1.4 trillion in annual buying power, much of that product discovery takes place on mobile devices. That doesn't mean, however, that they tune out traditional channels. After all, Black consumers love all forms of media, and they spend more time than the total population with media on traditional platforms like TV and radio. The key to engaging with Black consumers is reaching them as they research and discover the products they need. [Nielsen.com]



Objectives

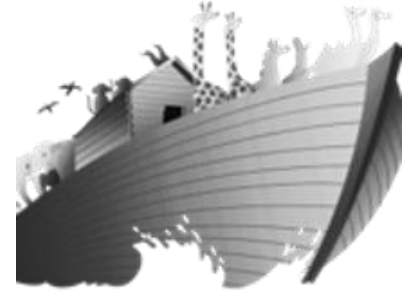
We Must Create Our Own Economic System.

Doing So, We Can Build An Infrastructure Within A Foundation, Aimed At Empowering Ourselves And Controlling Our Own Destiny.

African Americans dominate the ethnic hair and beauty aids category, accounting for almost 90% of the overall spend.

42% of Black adults expect brands they purchase to support social causes (16% higher than the total population). 35% of African American shoppers are more likely to agree, “when a celebrity designs a product, I am more likely to buy it.”

Procter & Gamble (P&G) is the largest advertiser in African American media, spending more than a half-billion dollars (\$544.3 million). Five of the top 20 baby care category products come from P&G’s Pampers and Luvs brands. [Nielson.com]



Key Benefits:

1. **Defeating Systematic Oppression**
2. **Independence & Financial Stability**

African Americans outpace the general market on Quaker grits (\$19 million); Louisiana Fish Fry (\$11 million); Glory Greens (frozen and fresh, \$9.5 million combined) and Jay's Potato Chips (nearly \$2.7 million).

61% say produce is the most important category to buy local, followed by bakery and prepared foods (56%), eggs (55%) and dairy (52%).

Blacks over-index the total population concerned about food safety issues: antibiotic use in animal production (by 20%); artificial ingredients (by 19%) and GMO crop development due to climate change. The biggest worry is rising prices due to trade tariffs (68% Blacks vs. 56% total population).

African Americans outspend the total market on personal soap and bath needs by nearly 19% (\$573.6 million).

Men are making an impact with grooming habits, outpacing the total market by 20% on toiletry items.

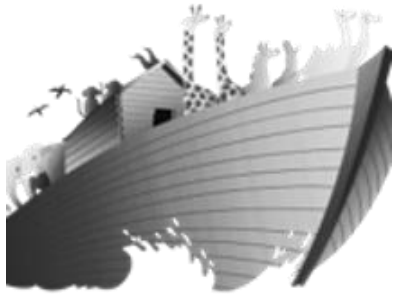
Blacks are 20% more likely than the total population to say they will “pay extra for a product that is consistent with the image I want to convey.”

They are also more likely to say they shop at high-end stores including Saks Fifth Avenue (63%), Neiman Marcus (45%) and Bloomingdales (24%). [Nielsen.com]

Interlocking Directorate Multiple Corporations

- (Holding Company) The Ark Project LLC. Organizations Collective Financial Account
- Money Never Leaves (Perpetual Growth)
- Profit From All businesses Will Recycle Into (Umbrella)
- 12 Board Members Added To Bank Account Together
- Diversified Board Members – All Faiths/Non-Faiths
- The Goal Is To Permanently Implant Our Economic System By Taking Our Hands Out Of The Cruel Unjust Pockets Of 1% of America and Simply To Put Them In Our Own Pockets (\$1.4Trillion/Year)





Key Personnel

Provide an organizational chart of the projects progress

Management Team



Plan Director
Raheem
Muhammad



You



You



You

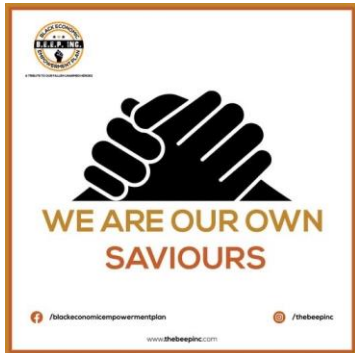
Evaluation

Discuss how and when the project will be evaluated together.



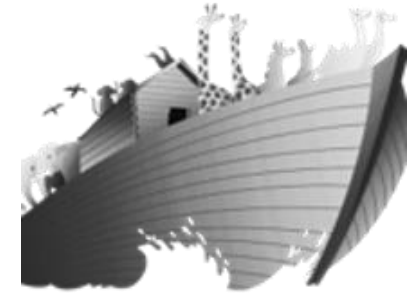
Endorsements

List endorsements from individuals or organizations, if available.



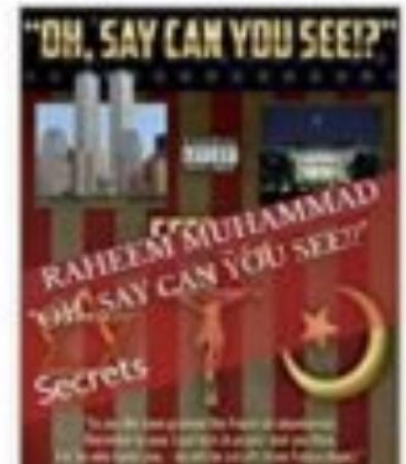
**If You're Scared You Need To Leave Now,
This Is No Place For Cowards**





Sponsored By:

Raheem Muhammad



IF THEY DID IT...

BLACK WALL STREET HAD:



**600 / BUSINESSES
21 / CHURCHES
21 / RESTAURANTS
30 / GROCERY STORES
2 / MOVIE THEATERS
6 / PRIVATE AIRPLANES
1 / HOSPITAL
1 / BANK
ITS OWN SCHOOL SYSTEM**

**WE CAN DEFINITELY DO IT
AND BE SUCCESSFUL**

Complete Business Transparency

The Business Dictionary defines transparency as a “lack of hidden agendas or conditions, accompanied by the availability of full information required for collaboration, cooperation, and collective decision making” and an “essential condition for a free and open exchange whereby the rules and reasons behind regulatory measures are fair and clear to all participants.”

1. Integrity really is the best policy
2. Forget “Need to Know” and Think “Everyone Should Know”
3. Finances will always be completely accessible for view in order never to mislead the public
4. Total control will be with the Board* and never in the hands of one single individual
5. Trust must become non-essential byway of the structure along with the complete transparency of the business
6. Entire business plans, transactions, decisions, etc., will be open and available for public scrutiny
7. Open meetings expressing the business agendas, goals, its ways and its means standard procedure
8. Businesses will be bonded to satisfactorily fulfill contracted work for clients
9. Our aim is to become the standard bearer for religious entities and other institutions in how finances are supposed to benefit the poor and oppressed
10. Our goal is to establish, stores, shops, schools, housing, community centers, etc.

***The Board will be established and concerned members of the Black ethnic community and will be maintained through a democratic process.**