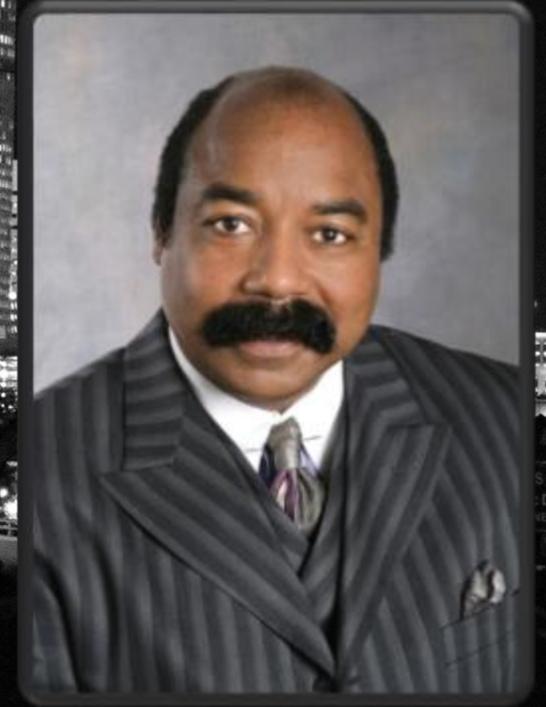


# (BEES) CLAUD ANDERSON



ECONOMIC EMPOWERMENT  
SERVICES

**M&F Bank**

  
COLLABORATIVE VENTURES

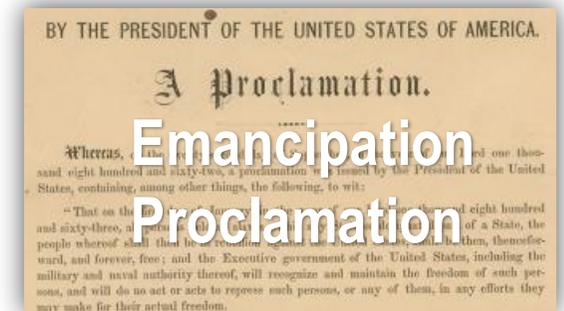
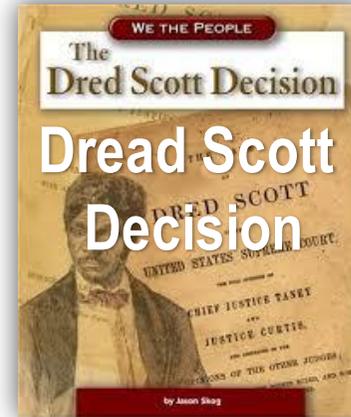
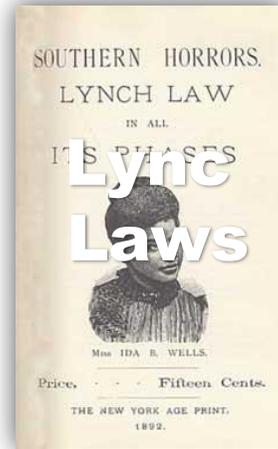
# WHAT IS THE BEES AND WHY IS IT NEEDED



- The Black Economic Empowerment System (BEES) is a systematic approach to Black community economic empowerment: and it is all inclusive.
- BEES will be entering a virtually **untapped market**.
- Black people have been left behind and neglected economically for a long time, which has resulted in a market that has a very high demand for a systematic approach to Black economic empowerment, but with no suppliers, until now.



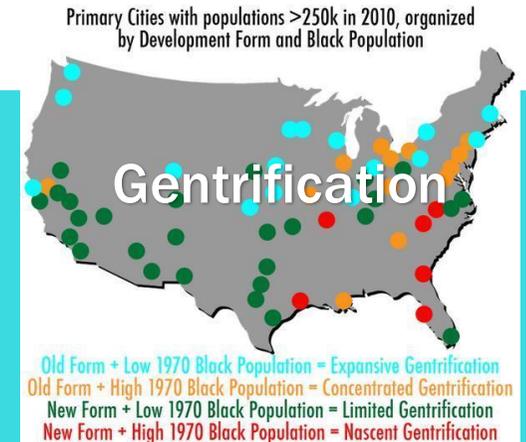
# TIME LINE



**Institutional Racism: Distinguishing Prejudice and Discrimination**

| Presence of Discrimination | Presence of Prejudice |                   |
|----------------------------|-----------------------|-------------------|
|                            | No                    | Yes               |
| No                         | Non-Racist            | Reformed Racist   |
| Yes                        | No Prejudice          | Prejudice         |
| No                         | No Discrimination     | No Discrimination |
| Yes                        | Reluctant Racist      | Overt Racist      |
| No                         | No Prejudice          | Prejudice         |
| Yes                        | Discrimination        | Discrimination    |

*"Based on Robert Merton's formulations"*



# AFRICAN AMERICAN DON'T OWN OR MANUFACTURE WE JUST CONSUME



African Americans are the top Consumers but have no ownership or investments in these company's WHY?

# HOW MUCH DO BLACK AFRICAN AMERICANS SPEND?



**\$1.7 Trillion Dollars per year in Total Spending Power**

New Buying Power' report shows black consumers spend as economy improves  
New 16th edition shows expenditures rise to \$507 billion

**Food for thought imagine if these products purchased were Black Own**



**Cars & Trucks  
29 Billion**



**Apparel Products & Services  
29.3 Billion**



**Personal Care Products  
& Services  
7.4 Billion**

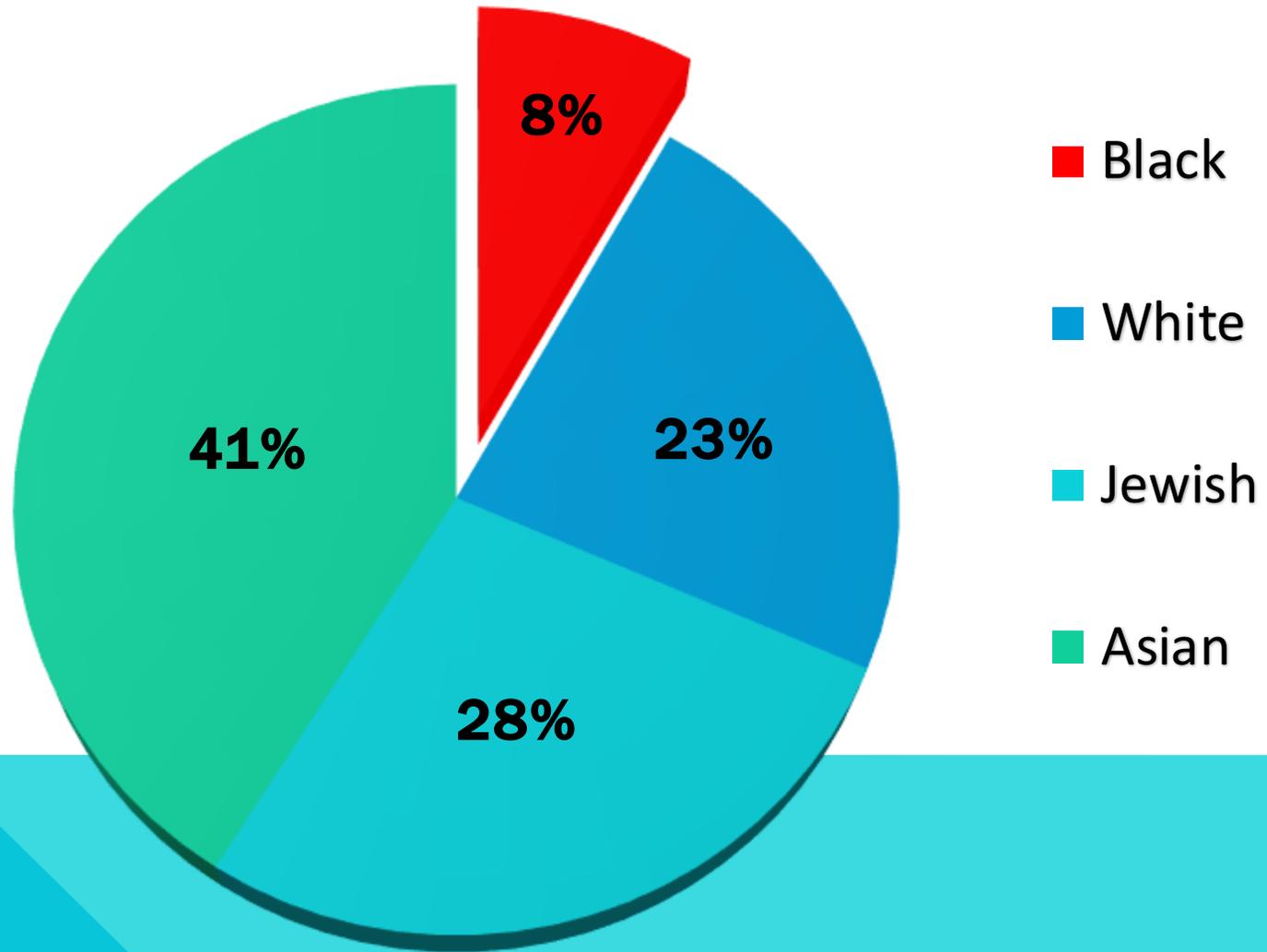


# THE CHANGING BUSINESS OF BLACK HAIR



Potential \$500 Billion Dollar a Year Industry - Must be Black Owned

# CIRCULATION OF A DOLLAR IN THE SAME COMMUNITY



# TRUST



It Takes A  
Village  
To Raise A Child.  
~African Proverb



HOUSE of AFRICA

House of Africa

1215 Thomas Ave  
Charlotte, North Carolina, NC 28205



*Pape Seydou Ndiaye*

House of Africa is an institution which promotes the African culture in America. Created in 1997 by Pape Seydou Ndiaye who left his native country Senegal, West Africa to come to America to emphasize the power of the African culture among the multi-cultural diversity of the community. As he says, "if you can't go to Africa, we will bring Africa to you



## WHY IS THE BLACK ECONOMIC EMPOWERMENT SYSTEM?

The Black Economic Empowerment System (BEES) is a systematic approach to black community economic empowerment and it is all inclusive.

### Business Prospective

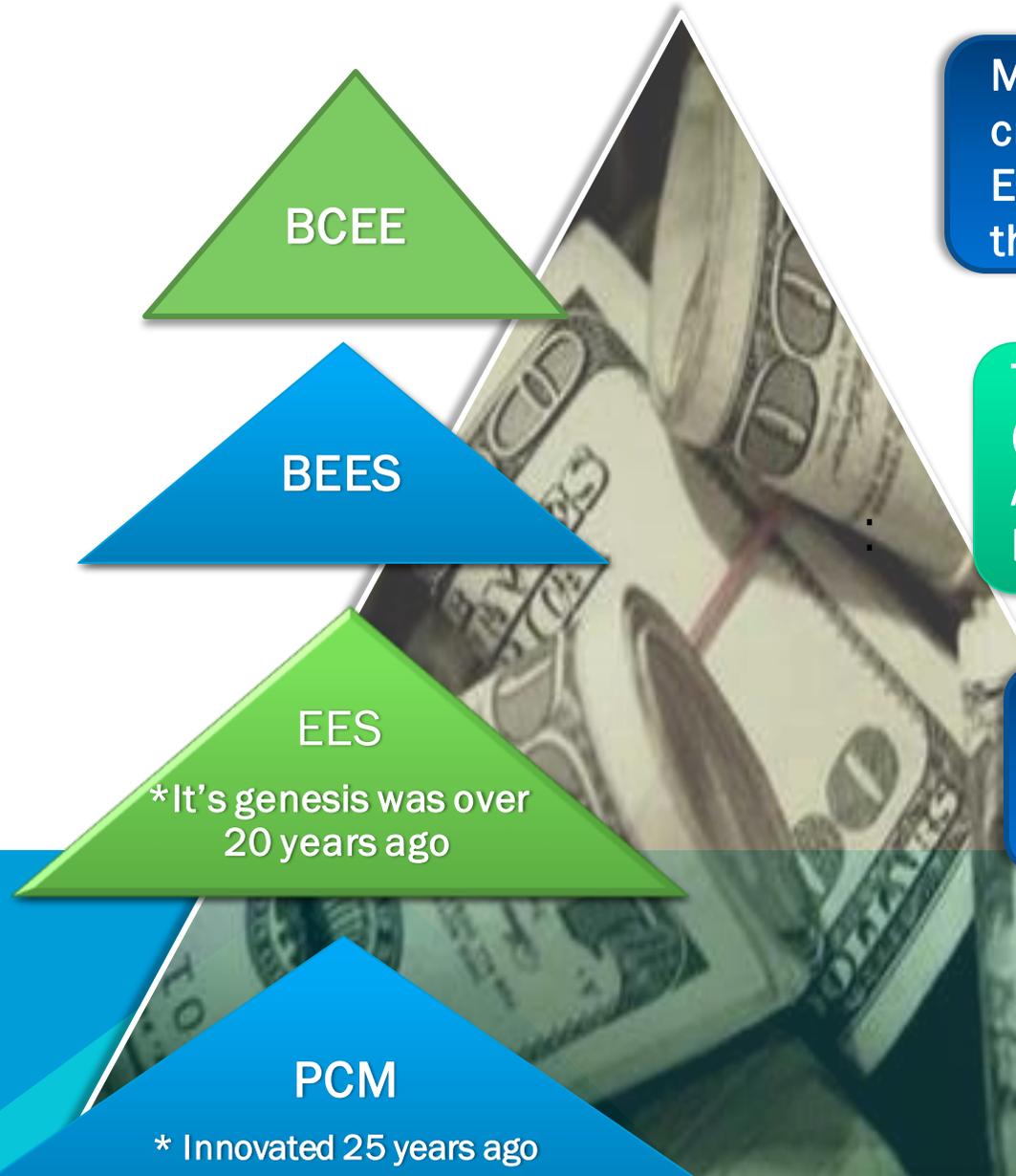
Black people have been left behind and neglected economically for a long time, which has resulted in a market that has a very high demand for a systematic approach to Black Economic Empowerment, but with no suppliers, until now. Hence, our BEES will be entering a virtually untapped market.

### Marketing Prospective

The words Black - Economic - Empowerment - System, put together is a rare sight, which is powerful and intriguing. This means whether someone is interested in becoming a part of the BEES or interested in critiquing it, there will be a strong desire to learn more about it, and this is what we want. We would like everyone to discover why this all-inclusive, cyclical, mutually beneficial system will be rewarding for all parties involved.

**Fact**, currently the project's largest investor to date is **Mexican** and that is because for everyone involved the project(s) will produce America's most unifying color "\$green\$."

# COMMUNITY ECONOMIC EMPOWERMENT (BCEE) PROJECT



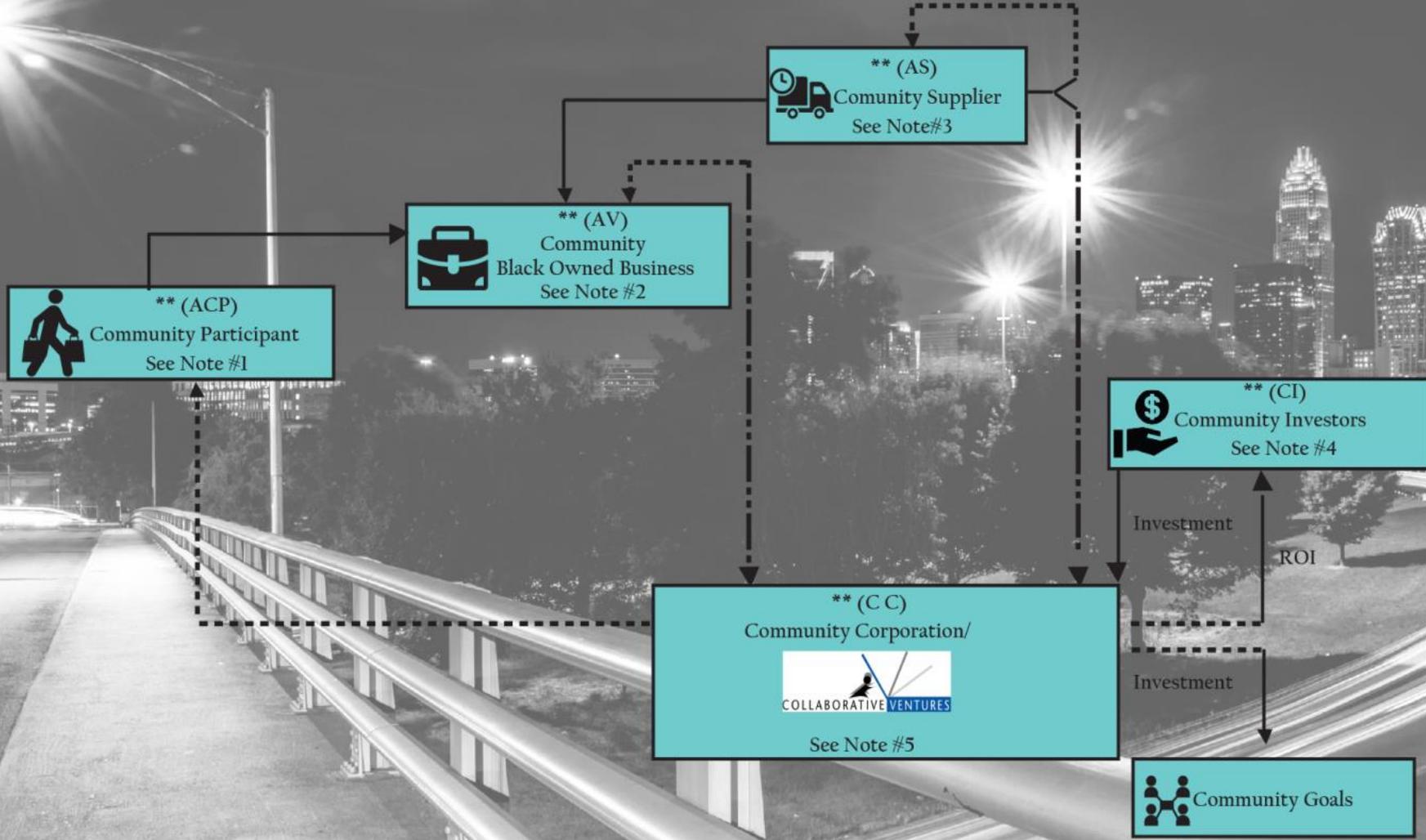
**Mission#1:** To facilitate and mass produce the creation and development of Black Community Economic Empowerment (BCEE) projects globally through training is our ultimate goal.

The Black Economic Empowerment System (BEES) is the foundation for the creation And development of Black Community Economic Empowerment (BCEE) projects.

The Economic Empowerment System (EES) is the Foundation of the Black Economic Empowerment System (BEES).

The Profit Consulting Methodology (PCM) is the foundation of the Economic Empowerment System (EES).

# A GENERAL OVERVIEW OF THE BLACK ECONOMIC EMPOWERMENT SYSTEM (BEES)



# BEES PILOT PROJECT WITH THE HOUSE OF AFRICA



Collaborative Ventures has worked out the following arrangement with the House of Africa. Collaborative ventures will sign up Community Participants. When a community participant purchases any item from the House of Africa, they will distribute 20 % of every sale to Collaborative Ventures. Collaborative Ventures will distribute 5% to the community participant and 5% to the community. The community is the Juneteenth Festival of the Carolinas held in Charlotte.

# BEES PILOT PROJECT WITH THE HOUSE OF AFRICA



(BEES) provided the House of Africa a FREE Web Site with full Ecommerce capability via our Community Investors part of the System. The Investor will earn a profit on his/her investment as the project goes. At no cost to the house of Africa

(BEES) will provide the House of Africa with a FREE Distribution Channel via Collaborative Ventures

BEES) will provide the House of Africa with a FREE Sales Team via Collaborative Ventures

(BEES) will provide the House of Africa with a FREE Marketing Channel via Collaborative Ventures

# NOTES : BEES OVERVIEW DISPLAY



## **Note 1 - Associated Community Participants (ACP)**

are people that have an agreement with its CBO. It states the ACP will patronize Associated Vendors in exchange for the creation of wealth and resources within their community, and also for personal financial gain. In addition, ACP (the community) will be the ultimate judges of how successful their BEES is, hence this is the (quasi) JUDICIAL BRANCH.

## **Note 2 - Associated Vendor (AV)**

is a person or business that sells directly to the ACP. In addition, all AV's will have an agreement with its CBO. It states that in exchange for any increase in profit margin that results from ACP patronage, the AV will retain an agreed upon amount of that increase to its associated Community Corporation.

## **Note 3 - Associated Supplier (AS)**

is a person or business that sells to Associated Vendors. In addition, all Associated Suppliers will have an agreement with its CBO. It states that in exchange for any increase in profit margin that results from AV sales, the AS will retain an agreed upon amount of that increase and distribute an agreed upon amount of that increase to its associated Community Corporation.

## **Note 4 - Community Investor (CI)**

is a person or business that invests resources in its associated Community Corporation in exchange for return on the investment (ROI). More specifically within BEES needs a person or business that invests resources in exchange for financial or nonfinancial reward. In addition, all Community Investors will have an agreement with its CBO which states how the ROI will be applied within BEES.

## **Note 5 - Community Corporation (CC)**

is the entity that will execute the operational and the financial structure of its associated BEES project. It will make sure that the community goals that have been set forth are implemented, executed and continuously improved. Therefore, the Community Corporation's role is to insure that all necessary functions and resources needed to attain the community's goal are implemented, executed and continuously improved this is the (quasi) EXECUTIVE BRANCH.

## **Special Note :**

All persons and entities that want to be a part of a specific BEES project can only do so by going through the project's associated Community Business Organization (CBO). A Community Business Organization (CBO) is an entity which functions as an advocate for the Associated Community Participants (ACP). It is a place where all the agreements, policies, and procedures (rules) are established for operating within the BEES. This includes creating criteria to help insure the success of Associated Vendors and Associated Suppliers. In addition, the organization will provide directions to those vendors and suppliers that do not meet the criteria which have been established so that they may return at some later date in a satisfactory capacity. Hence, this the (quasi) LEGISLATIVE BRANCH.





 704-996-1040

 912 Tartan Lane ,Concord NC 28027

 [http:// collaborative-ventures.com](http://collaborative-ventures.com)



**Join Us for Our Monthly Meeting**

Third Thursday

12:00 PM - 2:00 PM

Hampton Inn & Suites Charlotte/Ballantyne

11935 N Community House Rd, Charlotte, NC 28277