

Techbook Online Corporation is a paperless news and event company.

**MILLIONS REACHED ACROSS CHANNELS AND PLATFORMS!**



**Houston's**

*Pictured here:* The audience at Philly After Ferguson, a citywide town hall meeting organized by Techbook Online aimed at improving policing, political participation and the public perception of the black community.

Techbook Online reaches tons of Philadelphians via online blogging and live radio.



Headquartered in Philadelphia, Techbook Online everyday publishes original stories of impact, issue, inspiration and innovation, reaching millions across channels and platforms.

Every Friday, Techbook Online aggregates the week's stories into a digest, "[T.G.I.F: Links Back to the Week that Was,](#)" which is published on Facebook and distributed via email.

Additionally, Techbook Online's CEO, Mr. Christopher "Flood the Drummer®" Norris, appears every Friday on 900am WURD, a Philadelphia black talk radio station, to review the digest in an interview segment called [#TheWeekThatWas.](#)

Techbook Online's original content is seen and adored across the globe.



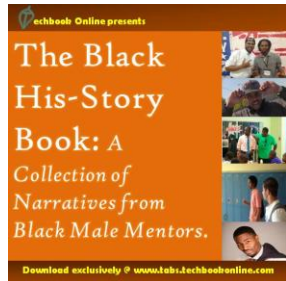
Techbook Online's CEO, a widely published thought-leader, is a verified content provider on Criticl, a national, independent media platform for free thinkers, truth seekers, writers and creatives.

Through a partnership with Comcast's Project Open Voice, a national initiative to strengthen local content, TBO Inc communicates daily with active citizens in America's 5<sup>th</sup> and 4<sup>th</sup> largest cities.

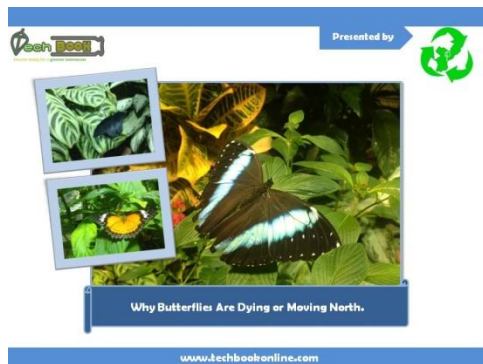
TBO Inc's personalities regularly appear on quality audio platforms, including The Dr. Vibe Show, 2012 Black Weblog Award Winner for Best International Blog, and 900am WURD, PA's only Black talk radio station.

To maximize visibility among its target audience, millennial males, TBO Inc partnered with GoodMenProect.com, one of the world's largest website for men.





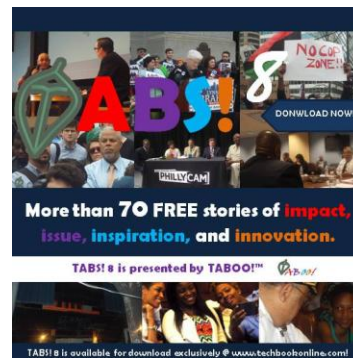
Presented in part by GoodMenProject.com, *"The Black His-Story Book: A Collection of Narratives from Black Male Mentors™"* highlights important dimensions in the lives of black men, such as fatherhood, leadership and community service.



Presented by Phresh Philly, *"Why Butterflies Are Dying or Moving North™"* is a comic journalism Techbook that reveals the impact of climate change on butterflies.



Presented by The Andrew Goodman Foundation, *"Minding Climate Change: A Call to Action™"* features more than 30 pages of thought-leadership from teens and millennials on the subject of ecology.



Every quarter, Techbook Online aggregates its content across channels and platforms into an color-coded E-Book called TABS!, which is marketed worldwide.



Presented by Phresh Philly, *"Climate Change: Causes & Effects™"* is a comic journalism Techbook that uses original characters to foster values, attitudes, and behaviors that support environmental advancement.



Presented by Phresh Philly, *"What Rashaun Learned While Greening His Community Garden™"* is a comic journalism Techbook that teaches composting and the important role of earthworms.

Techbook Online invests in brands, content and platforms.



Black Men Share It, You Hear It™



Presenters



Black and Bold Voices™ is a quarterly, online town hall that features black men from around the world and the issues that unite them.



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Introducing



A brand that publishes fun at real life!

©TBOTaboo

Introduced by TBO Inc in Q115 in an effort to diversify its audience, TABOO!™ is a satirical news brand that produces original stories.

Techbook Online has a global audience of active citizens.



Techbook Online produces content and events that attract well-educated and civic-minded audiences.



**Target Audiences** Males, 18-35; Females: 25-54

**Key Markets** Philadelphia, Houston, Toronto, NYC, Worldwide

**Interest** Politics, Education, Business, Community Service, Media Production, Innovation, Social Justice

**Average income range of audience** \$30-160K

**Occupations** Media Personalities and Executives, Religious Leaders, Activists and Community Organizers, Authors, Writers and Journalists, Nonprofit Leaders.

Techbook Online's event are well attended and highly publicized.



A vigil in PHL for Trayvon Martin: 3/12



Protest of Zimmerman verdict: 7/13



Town hall meeting re: Tomayo McDuffy: 9/13



Town hall meeting re: Darrin Manning: 1/14



Convening re: climate change: 4/14



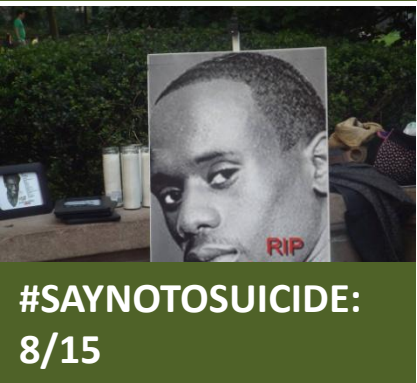
Drum Duel at City Hall: 09/14



Philly After Ferguson: 2/15



#TransparencyNow, a Mayoral Forum: 4/15



#SAYNOTOSUICIDE: 8/15

Solving the problem of ad viewability with ADjacent™, a native advertisement program.

## Are you frustrated with consumers turning a blind eye to your banners ads and opting to skip pass your branded video?

If one of your core advertising objectives is to increase the viewability of your branded content, then consider putting your message in the center of the TABS!™ Universe!

ADjacent™ offers marketers a native advertising opportunity which enables them to produce branded content alongside of TBO Inc's Board of Leaders and Doers (B.O.L.D), a world-class roster of thought-leaders, subject matter experts and active citizens who produce content across disciplines and platforms.

Native advertising means sponsored stories are cohesive with the platform's content, assimilated into the design, and so consistent with the platform's behavior that users feel it belong and are inclined to engage it.

TABS!™ is produced quarterly and marketed worldwide, with 75% of the audience coming from the Delaware Valley/Tri-State Area, with the remaining traffic credited to international markets.

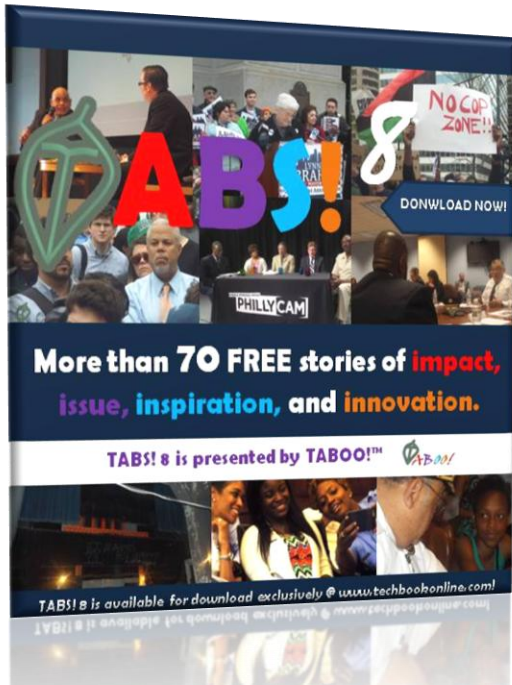


TABS!™, which averages 100 downloads a day, is available exclusively at [www.techbookonline.com](http://www.techbookonline.com).



Investing in shareable, non-static media provides greater viewability.

| Market       | Price                                  | Order of Ad Distribution                                      |
|--------------|--|---|
| Philadelphia | \$300.00 per post or 5 for \$1,250.00! | 1) PhillyinFocus.com<br>2) T.G.I.F weekly digest<br>3) TABS!™ |



TABS!™ 8, published on 6/20/15, had nearly 9,000 downloads by 9/14/15.

Key strengths that Techbook Online is leveraging.

**Strong  
global  
brand**

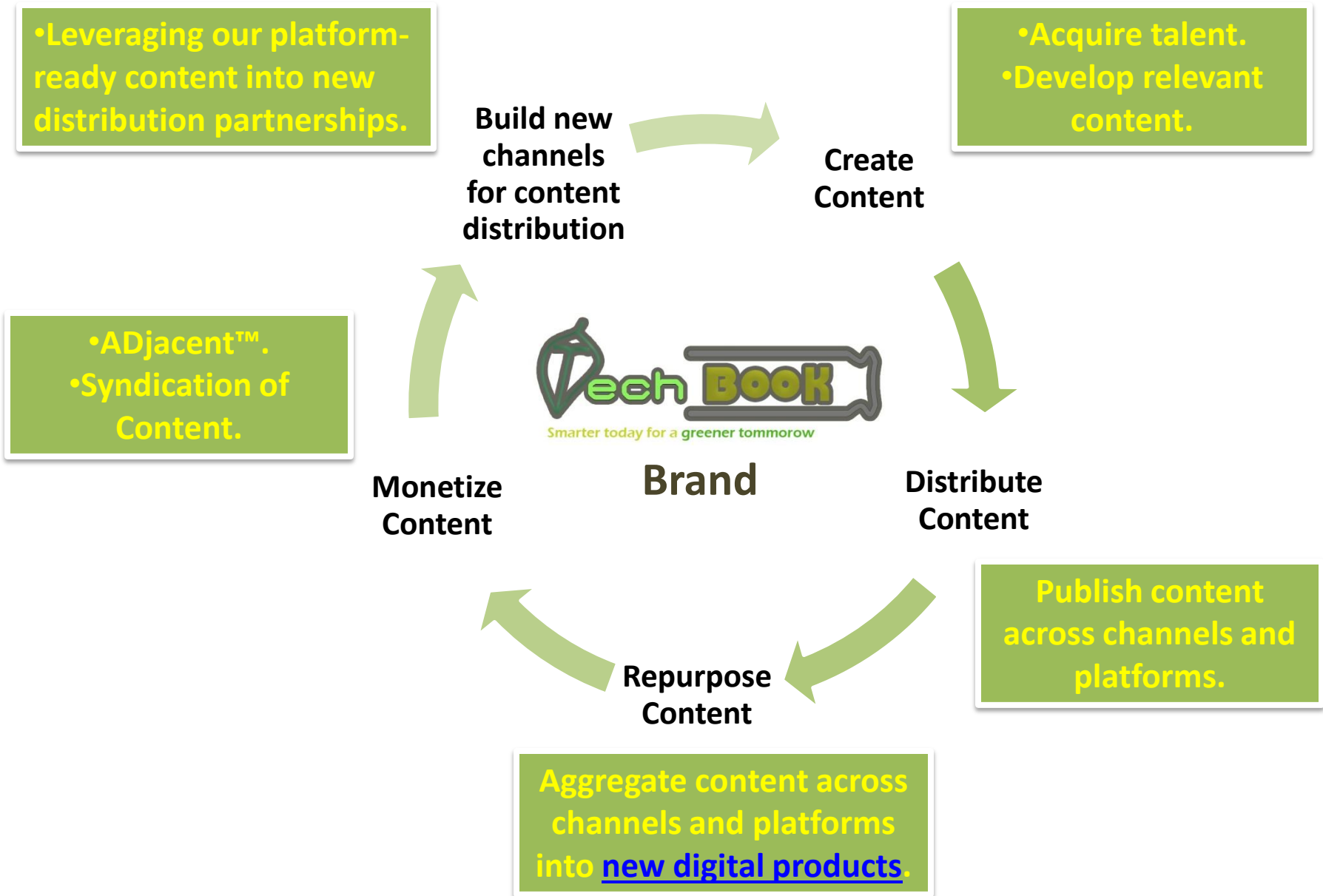
**Strong  
competitive  
position**

**Content rich  
company**

**Large  
addressable  
market**

**World-class  
talent  
roster**

# Techbook Online's business model



## Growth drivers over the next 1-2 years.



**Strategic media partners:**  
Comcast, GoodMenProject, Criticl,  
900amWURD, The Dr. Vibe Show.

**B.O.L.D: Techbook Online's Board of  
Leaders and Doers is an ever-increasing  
talent roster full of writers and thinkers.**

**Live events**

**Investments in  
diversified content  
and video.**

## Contact



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**For more information visit: [www.techbookonline.com](http://www.techbookonline.com)**