

The image features a background photograph of two hands exchanging US dollar bills. One hand, appearing to be from a person of African descent, is on the left, holding a bill. The other hand, from a person of European descent, is on the right, also holding a bill. The bills are partially obscured by a large, semi-transparent grey circle that dominates the center of the frame. To the left of this circle is a smaller, solid black circle. On the right side, there are several thin, white concentric circles. The text 'The Dilemma of the Black Dollar' is superimposed in white, bold, sans-serif font across the center of the image, partially covering the hands and the grey circle.

The Dilemma of the Black Dollar



Hello!

We are Cocoa & Company.

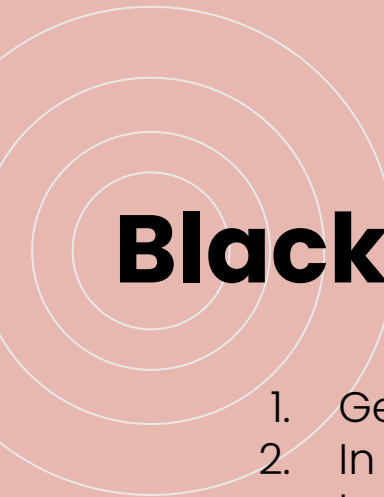
A black millennial management consulting organization dedicated to foster business, communities, and a network of professionals and entrepreneurs.



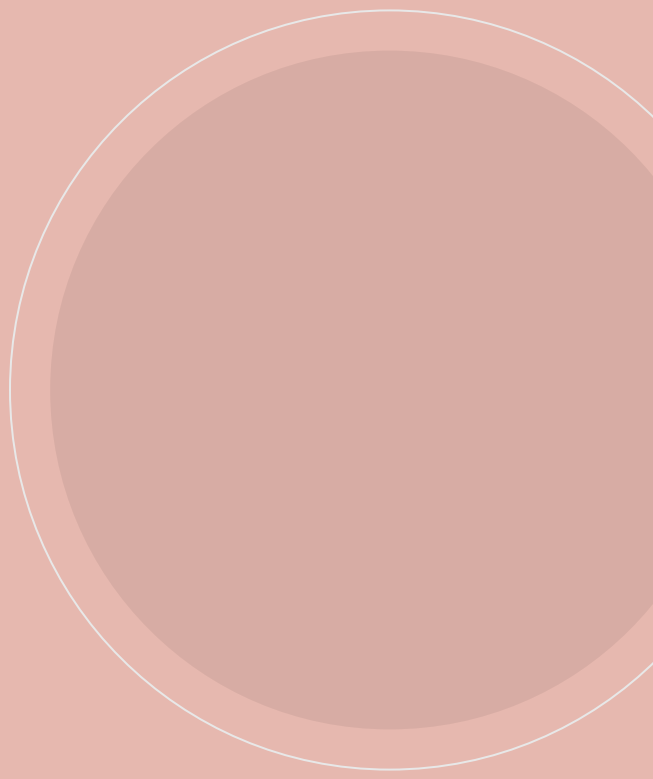
Black millennials are the most influential economic players in the economy with some of the most purchasing power and as trailblazers in American culture.

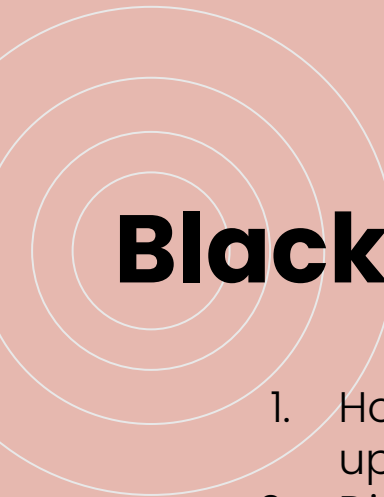
Influence

- 73% of Whites and 67% of Hispanics believe Blacks influence mainstream American culture.
- Popular Phrases: "On fleek", "Reclaiming my time", "Issa..."
- Popular Dance Moves: Shoot, Milly Rock

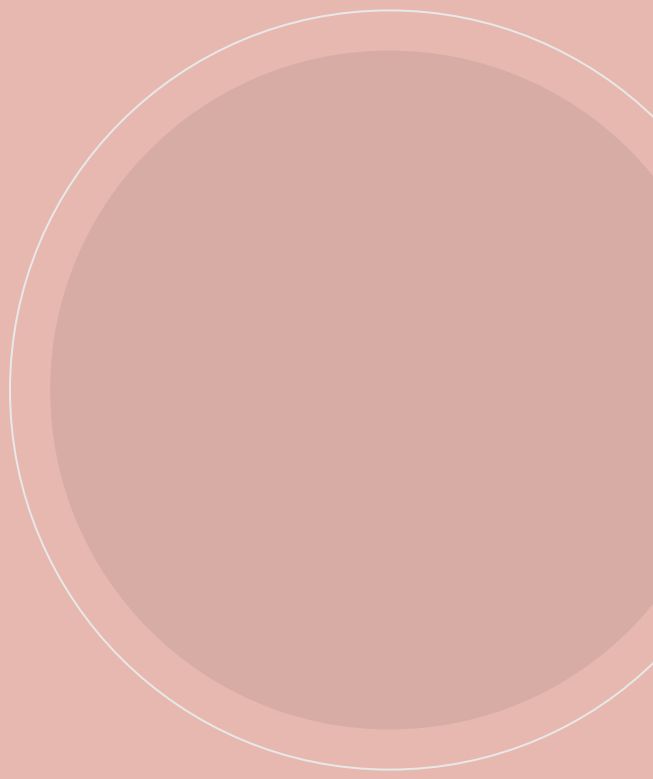


Black Businesses

1. Get into groups
 2. In 1 minute, list as many Black businesses/organizations as you can
- 



Black Businesses

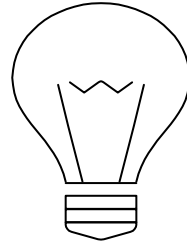
1. How many businesses did you come up with?
 2. Did you mention any of your friends' businesses that they may have?
 3. Now, how many of those on your list do you actually put your money into?
- 



But what of the Black Dollar?

The Dilemma of the Black Dollar

Discussion: Why do we have some of the most
purchasing power?



Black Dollar

The Black Dollar is circulated for less than 6 hours, while other communities can circulate their dollar for up to a month.

A Brief Comparison

Latinx/Hispanic

- Millennials at \$200 billion BP
- Total BP Larger than Australia's GDP
- Largest minority market

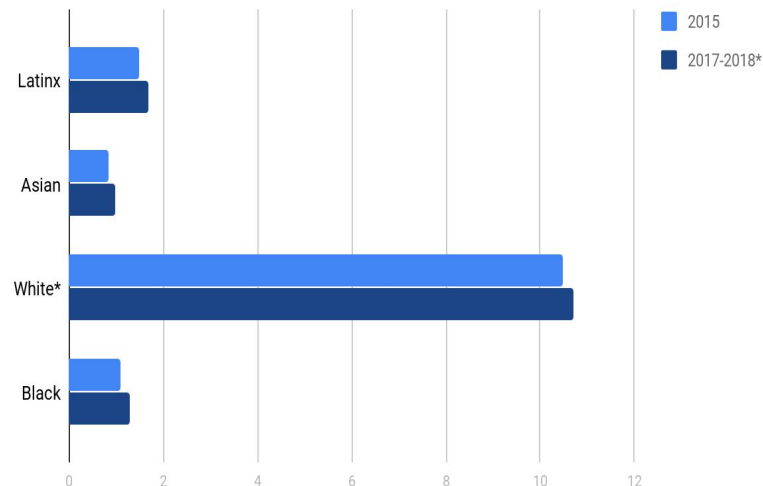
White

- Estimated over \$10 trillion in BP
- Own more than 10x the wealth of Latinx and African-American

Asian

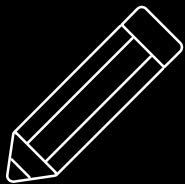
- 31.5% growth in BP since 2014
- Rapid population growth
- Expected to reach \$1.3 trillion in 2022

Purchasing Power



Increase Black Dollar Circulation!





Cocoa & Company's Impact Forum



The background is black. A large white circle is centered on the slide. To the top-left of this circle, there are three overlapping circles in shades of gray. To the bottom-right, there are several concentric white circles of varying diameters.

Impact

What are ways that businesses can make
an impact?



Many companies employ their efforts through different methods – making a public statement, business models, hiring practices, etc.



Believe in something.
Even if it means sacrificing everything.



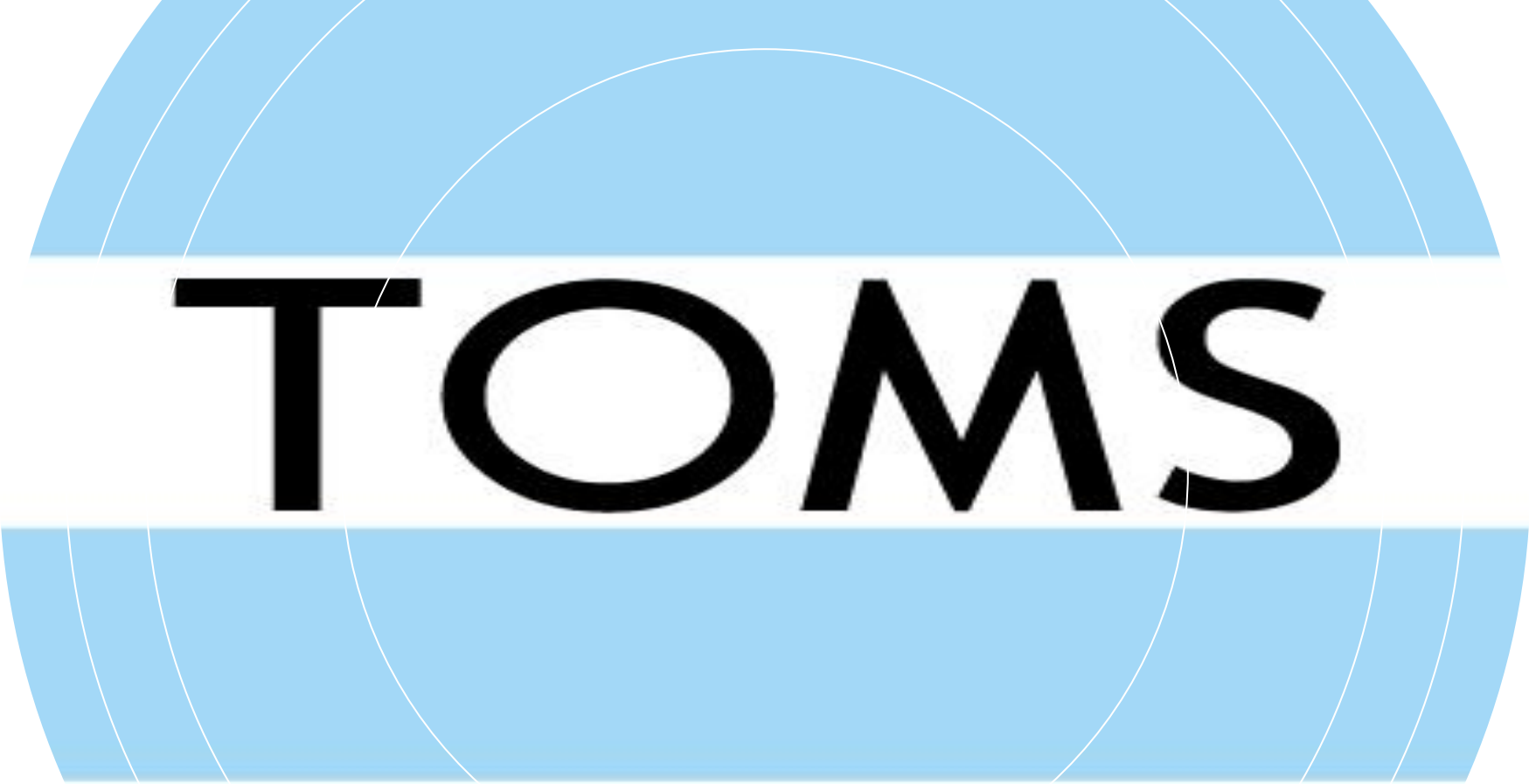
Just do it.

Public Statement

Nike

- Colin Kaepernick's ad
- One of the more popular, controversial faces of the Black Lives Matter movement
-



The logo features the word "TOMS" in a bold, black, sans-serif font, centered within a white horizontal band. This band is flanked by two light blue semi-circular shapes, each containing several thin, white, concentric curved lines that create a ripple effect.

TOMS

One for One

Business Model

Toms

- “One for One” business model
- consistently donates shoes to folks by charging their customers more
- Has donated more than +60 million pairs of shoes globally





Hiring Practices

Issa Rae

- Insecure on HBO
- Providing voices to black actresses, actors, and writers while creating a hit show that shows the diversity and commonalities of black millennials as they navigate careers, friendships, and love





\$162,000,000,000

Black millennial purchasing power

6 hours

Circulation of the black dollar

?

How can we utilize this money and use businesses to increase this circulation and impact our community positively?



IMPACT FORUM

1

BRAINSTORM GROUP IDEA

2

PITCH YOUR GROUP'S IDEA

3

"INVEST" IN YOUR FAVORITE
IDEA

PITCH





Thanks!

Any questions ?

For more information:
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