

COMPANY OVERVIEW: Bloc By Block News is a one-stop-shop to trustworthy news and information across the state of Maryland. We help Marylanders decipher the news in an easily digestible way to make informed decisions about what is happening in their communities. We offer a newsletter, website, Facebook page, and mobile app (coming soon). Additionally, we are a media cooperative owned by newsreaders and news producers.

CHALLENGE: 49% of Marylanders we spoke to told us that it's challenging to find local news, and under 1% found it hard to get national news. Without access to substantive local news, multiple studies have found that people are less likely to vote. They are more susceptible to dangerous hyper-partisan agendas. The lack of access to newspapers overwhelmingly negatively impacts Black and Brown, the poor, and rural communities.

SOLUTION: Our flagship product is the Bloc by Block News newsletter, website, and app (coming soon) that delivers local news and information covering counties, cities, towns, and neighborhoods throughout Maryland. It will aggregate hyper-local content from vetted news publications and media outlets. Bloc By Block News is filling a need and refocusing residents' attention on local issues by providing hyperlocal, trustworthy news and information. Because in reality, our local leaders—mayors, school board members, and city council legislatures—are the people who impact our lives the most.

MARKET: Our target market is Maryland's 2.3 million civically engaged residents who voted in 2018, a presidential election off-year. We plan to keep Marylanders well informed between elections.

MILESTONES: We launched our newsletter in early April 2021 and have since seen 21% growth in email signups. That's on the high-end of average email signup conversion rates. Our CEO had raised \$60,000 in grants and business plan prize competitions, including getting accepted to Start.coop, America's leading business accelerators for cooperatives, and the Johns Hopkins Social Innovation Lab. We've accomplished an incredible amount of business innovation and technical development under the hood, and what's left is to finish coding and ship the app to the app store.

REVENUE MODEL: Our revenue model is via advertising in our newsletter, website, and eventually the app. We also intend to drive revenue through event ticket sales, direct reader revenue through membership, and grants supporting our journalism.

COMPETITIVE ADVANTAGE: Our deep focus on news from one state, this time, Maryland, offers us a competitive advantage of displaying more new sources than Apple News or Google News, other news aggregators, and an authentically local mission to Marylanders. This earns Bloc By Block News increased user loyalty and market share.

COMPANY NEEDS: Our venture is looking for a founding Board of Directors, and also to code our app and ship it to the app store. We're looking for angel investment of \$125k which will go towards producing local news and tech development.

Bloc By Block News

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Website URL: www.blocbyblocknews.com

Social Media Accounts: www.facebook.com/Bloc-by-Block-News

■ KEY PERSONNEL

Kevon Paynter, CEO, brings over 7 years of journalism experience, three years in community organizing, and two years in mobile app design to this venture.

Christina Sturdivant, Editorial Director, has a decade of journalism experience and has published in respected outlets from The Afro, Washingtonian magazine, and Washington Post

Total # Employees/Team Members: 8

Total # Advisors: 4

Total # Investors: 5

■ COMPANY STATUS

Founded: 2019

Industry: Media

Company Registration Status: Maryland Consumer Cooperative + Fiscal Sponsored project.

Total Funds raised to date: \$61,000

■ RECOGNITION

[Bloc by Block News – putting the power of media in the people's hands](#) published by UK.Coop, April 7, 2021

[Bloc by Block News](#) published by Halcyon House, March 31, 2021

[Meet the Entrepreneur: Bloc by Block News](#) published by Johns Hopkins Social Innovation Lab blog, March 31, 2021

[Seven entrepreneurs share the moment that inspired their cooperative business](#) published by Start.coop, March 18, 2021

[A New Business Model Emerges: Meet the Digital News Co-op - Non Profit News](#) published by Nonprofit Quarterly, March 3, 2021

[Power Moves: These Baltimore tech firms are growing sales and biz dev teams to start 2021](#) published by Technical.ly, January 7, 2021