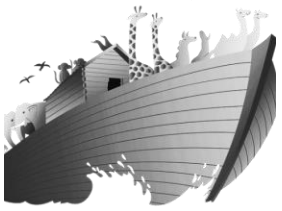


THE ARK PROJECT



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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# INTRODUCTION

## The Ark Project LLC

### Together We Can Defeat Systematic Oppression

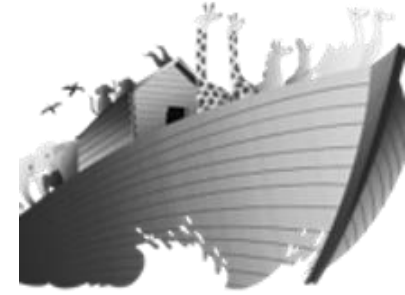
Our mission is to establish a truly powerful economic system independent and aside from the one that has oppressed (willie lynch, civil rights and social injustice) us for hundreds of years. One that will gain the trust and support once again of our own. Our mission is to embrace what was and is written concerning these and other matters. Our mission is to reach out and connect with our prominent brothers and sisters and convince them to aid and assist in this mission only because it is the right thing to do. Our mission is to defeat systematic oppression with:

**B.E.E.P. Inc. The Black Economic Empowerment Plan.**



### 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



# Project Summary

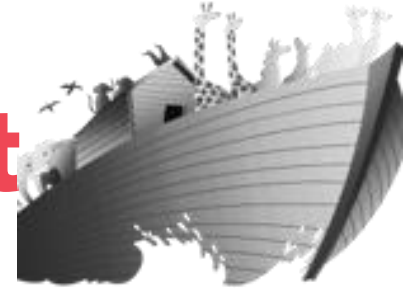
**If We Continue To Ignore The Causes, We'll Never Ever Be Able To Fix The Problems**

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

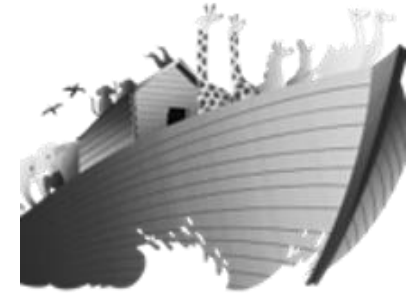


## We Need To Change The Direction Of Our Economic Trajectory

1.3 Trillion Dollars Yearly

97% Extracted and/or Given To Others

For Black consumers, who command \$1.3 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](http://Nielsen.com)]



# Objectives

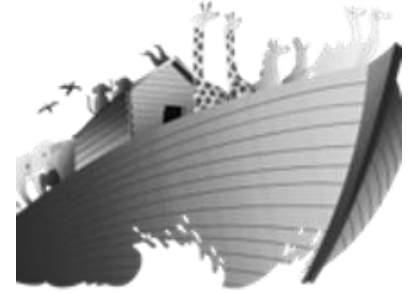
## We Must Create Our Own Economic System.

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](http://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.

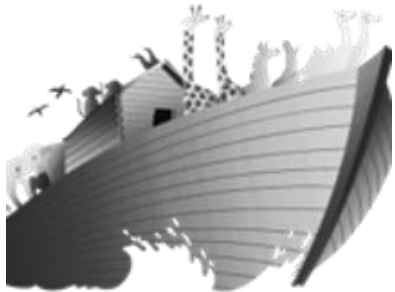
Blacks are 20% more likely than the total population to say they will “pay extra for a product that is consistent with the image I want to convey.”

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](http://Nielsen.com)]

# Interlocking Directorate Multiple Corporations

- (Holding Company) PJP Inc. Organization Financial Account
- Money Never Leaves (Perpetual Growth)
- Profit From All businesses Will Recycle Into (Umbrella) Account
- 12 Board Members Each Added To Bank Account
- 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 America and Simply To Put Them In Our Own Pockets (\$1.3 Trillion/Year)





# Key Personnel

Provide an organization chart of the project management team.



Plan Director  
Raheem  
Muhammad



You



You



You



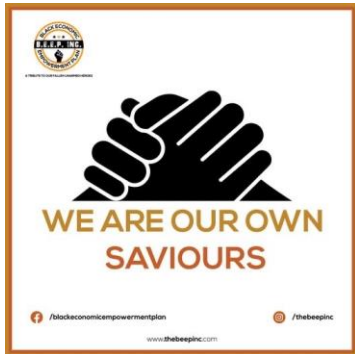
# Evaluation

Discuss how and when the project will be evaluated together.



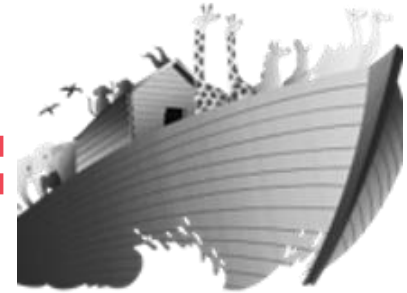
# Endorsements

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

