

June 11, 2024

**Funding Request:**

Loan Amount: \$50,000

Line of Credit: \$25,000

**Project Overview:**

Project Title: E-Book on Historic Black Churches

Initial Location: Southeast Michigan

**Project Description:**

- Objective: To create an online e-book featuring historic black churches, starting in the southeast Michigan area.
- Content: The e-book will include:
  - Virtual tours of church interiors and sanctuaries.
  - Exterior drone shots of the buildings.
- Data Collection: Churches will complete a questionnaire providing basic information to be included in the e-book.
- Publication Process:
  - The e-book will be published online as soon as information and photos of the first church are collected.
  - The e-book will expand continuously as more churches provide their information and photos.

**Funding and Revenue:**

- Sources of Funding:
  - Investors
  - Bank loans
- Revenue Streams:
  - Sales of the e-book
  - Future sales of a hardcopy version of the book

**Implementation Plan:**

- Initial Phase:
  - Begin in southeast Michigan.
  - Collect information and photos from the first church.
- Expansion:
  - Continue adding churches to the e-book as information is gathered.

**Timeline:**

- Month 1: Finalize project plan, contact initial churches, and begin data collection.
- Month 2-3: Collect and compile information and photos for the first set of churches.
- Month 4: Launch the initial version of the e-book online.

- Month 5-12: Continuously add new churches to the e-book, market the e-book, and plan for the hardcopy version.

#### **Budget Breakdown:**

- Data Collection and Photography: \$15,000
- Website and E-Book Development: \$10,000
- Marketing and Promotion: \$10,000
- Operational Costs (travel, equipment, etc.): \$10,000
- Contingency: \$5,000

#### **Marketing Strategy:**

- Online Marketing:
  - Use social media platforms to reach potential buyers.
  - Leverage SEO to increase visibility in search engines.
  - Collaborate with influencers in the history and cultural preservation niches.
- Community Engagement:
  - Partner with local historical societies and cultural organizations.
  - Host virtual events and webinars to showcase the e-book
- Press and Media:
  - Send press releases to local and national media outlets
  - Engage with bloggers and journalists interested in historic preservation.
- Marketing and Sales:
  - Promote the e-book to potential buyers interested in historic black churches.
  - Plan for the publication of a hardcopy book in the future.

#### **Estimated Sales:**

##### Year 1: original

- E-Book Sales:
  - Initial Launch: \$75,000 (estimated 5,000 copies at \$15 each)
  - Ongoing Monthly Sales: \$15,000/month (estimated 1000 copies at \$15 each)
- Total Year 1 E-Book Sales: \$255,000
- No Hardcopy Sales:

##### Year 2:

- E-Book Sales:
  - Ongoing Monthly Sales: \$18,750/month (estimated 1,250 copies at \$15 each)
- Total Year 2 E-Book Sales: \$225,000

- Hardcopy Sales:
- Ongoing Monthly Sales: \$1,225/month (estimated 25 copies at \$49 each)
- Total Year 2 Hardcopy Sales: \$14,700

Year 3:

- E-Book Sales:
- Ongoing Monthly Sales: \$10,500/month (estimated 700 copies at \$15 each)
- Total Year 3 E-Book Sales: \$126,000
- Hardcopy Sales:
- Ongoing Monthly Sales: \$1,225/month (estimated 25 copies at \$49 each)
- Total Year 3 Hardcopy Sales: \$14,700

**Summary:**

• Total Estimated Sales Year 1:	\$ 255,000
17,000 Website Subscriptions	
No hardcopies produced – no sales	
• Total Estimated Sales Year 2:	\$ 239,700
15,400 Website Subscriptions	
300 Hardcopy Sales	
• Total Estimated Sales Year 3:	\$ 140,700
8,400 Website Subscriptions	
300 Hardcopy Sales	
<b>Total Projected 3 Year Sales</b>	<b>\$ 638,400</b>

**Websites:**

<https://HistoricChurches.org>  
<https://GeekTechCenter.com>

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Larry McCall MS-BBA  
 CEO  
 GeekTechCenter.com LLC  
 Phone: 855-836-0500  
 6125 Boyne Drive  
 Ypsilanti, MI 48197-1040