



***In
The
Black***

Logline

Learning from the
personal wealth journeys
of successful Black people.



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In The Black
is an interview-
based financial
show.

Each episode is a conversation with an individual who has built personal wealth for themselves.

The show will follow their journey of wealth learning and building, with a goal of providing unique personal insights into how each individual found their way.





We will speak to salaried successes, entrepreneurs, investors, creatives and athletes, multi-generational wealth holders, truckers, farmers, anyone who has built and retained wealth will contribute to building the body of knowledge that *In The Black* will provide.

Unlike other financial shows like *Mad Money* or *How to Get Rich*,

***In The Black's* interview format opens the doors to myriad success stories**

with a goal of providing road maps for all individuals looking to build their wealth, starting from where they are now.

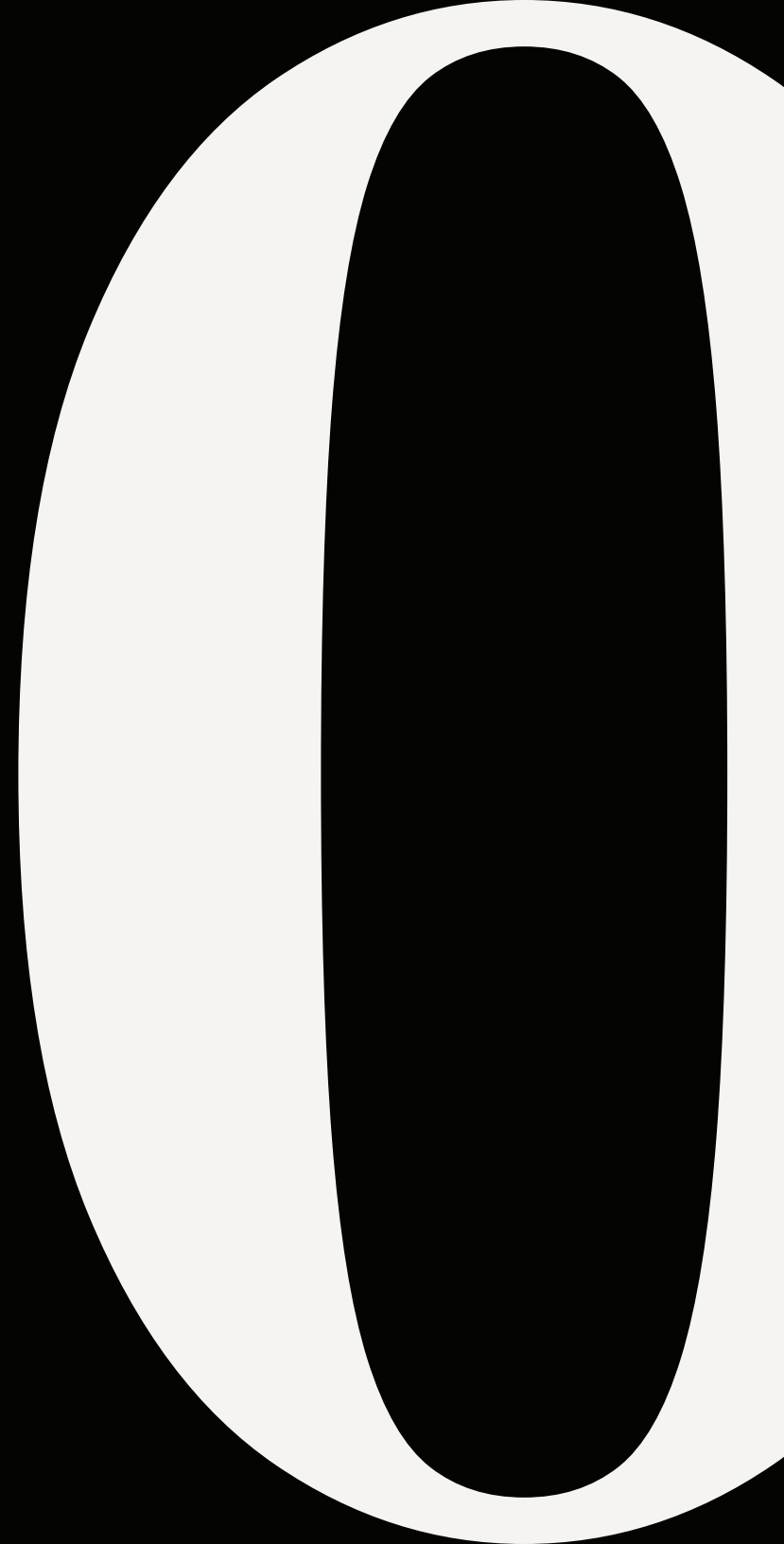
According to the U.S. Department of Labor's website, the organization *Prosperity Now* predicts that the average net worth of Black Americans will fall to an average of

z e r o

by 2053 if there is not a reversal of the trends we are seeing.

Source:

<https://www.dol.gov/sites/dolgov/files/EBSA/about-ebsa/about-us/erisa-advisory-council/2021-gaps-in-retirement-savings-based-on-race-ethnicity-and-gender-watkins-written-statement-06-25.pdf>



Connection

My father was the 825th qualified chartered accountant in Nigeria. He worked in the US, UK and Nigeria, gaining a wealth of financial knowledge. He taught me the fundamentals of building wealth. I learned from him the discipline and the money management skills needed to advance financially. He taught me the difference between making money - as in simply working and being paid, and building wealth - that with deliberate plans anyone can build a more fiscally stable life for themselves.

I truly believe that wealth is possible for anyone, and In The Black is my goal to provide the tools for everyone to be able to live this dream.

Sincerely, Timothy Offor

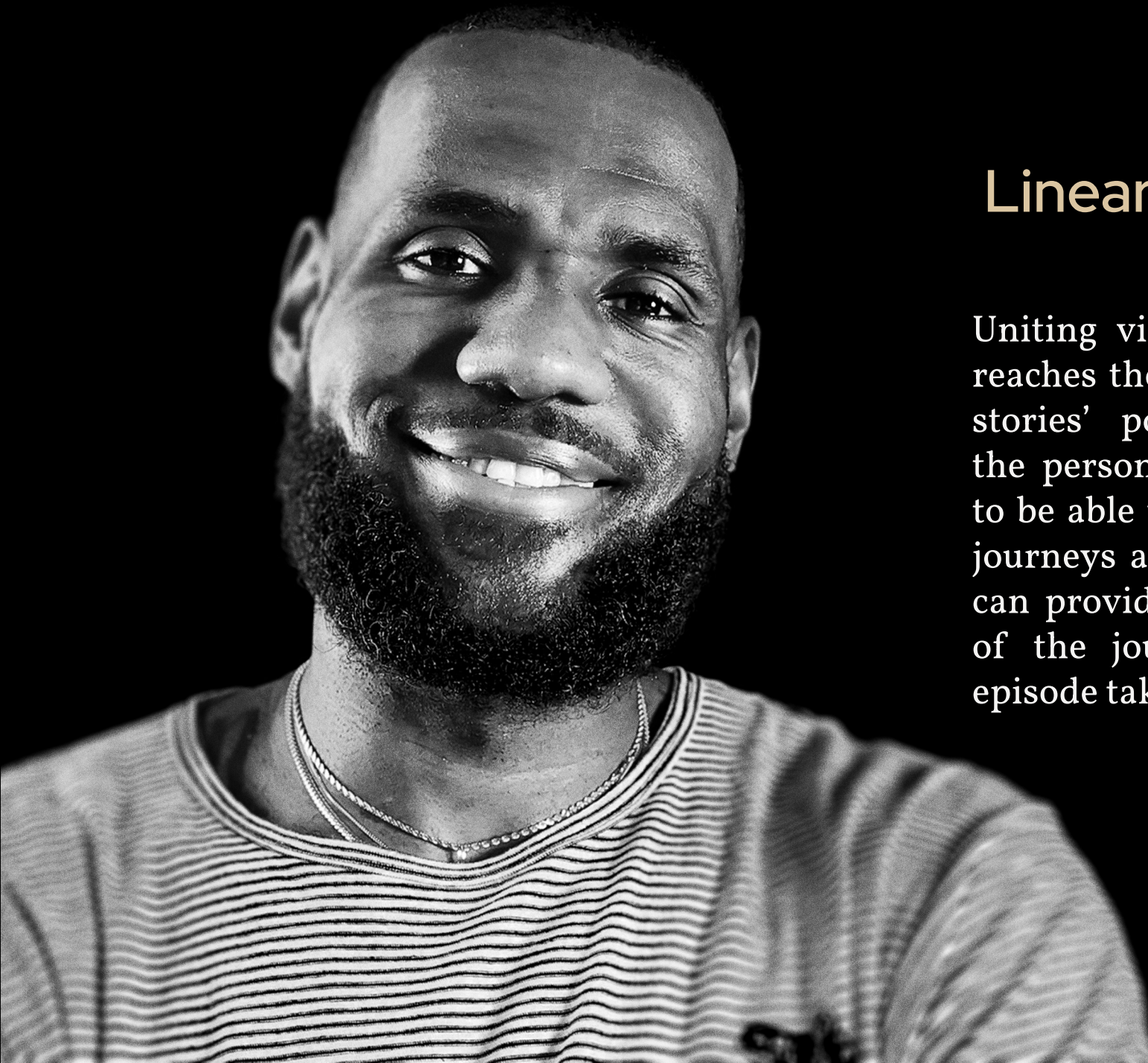
Natively Cross-platform



***In The Black's* interview format provides native cross-platform content.**

- Linear Episodes
- Podcast Episodes
- Native Socials Cutdowns





Linear Elevation

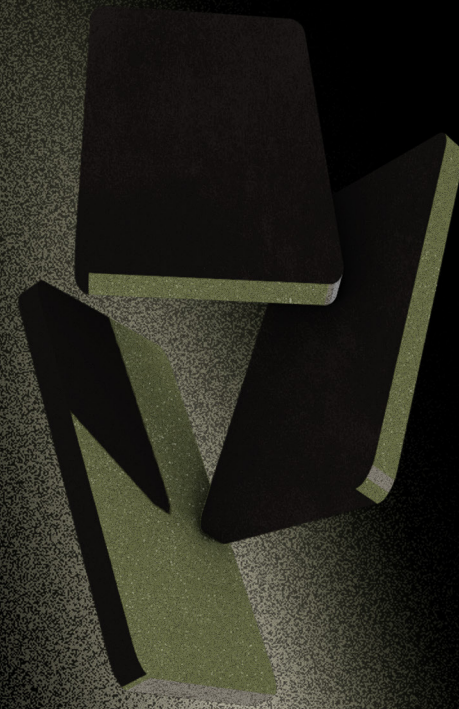
Uniting visuals with story reaches the height of these stories' potential. To see the person tell their story, to be able to visualize their journeys and learnings, we can provide the full power of the journey that each episode takes us on.

Natural Podcasts

The interview format of *In The Black* makes this show a natural podcast as well. Subscribed listeners will be able to access the extended conversation on all podcast platforms.

Native Socials Cutdowns

Our focus on key learnings and insights means socials cutdowns from In The Black are native fits. These shorter soundbites will carry useful ideas so the ITB TikTok and Instagram accounts will become powerful financial tools.



Longevity

We believe the simplicity of our interview format is appealing and enduring for audiences who want to connect to people on an individual level.

45

Finding Your Roots recently crossed the 100 episode benchmark.

80

85

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Cinematographer Roger Deakins' podcast *Team Deakins*, in which he interviews one colleague per episode about their career, is at 241 episodes at this time.

90

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We believe *In The Black* has the power to join these shows as long-running cultural touchstones.

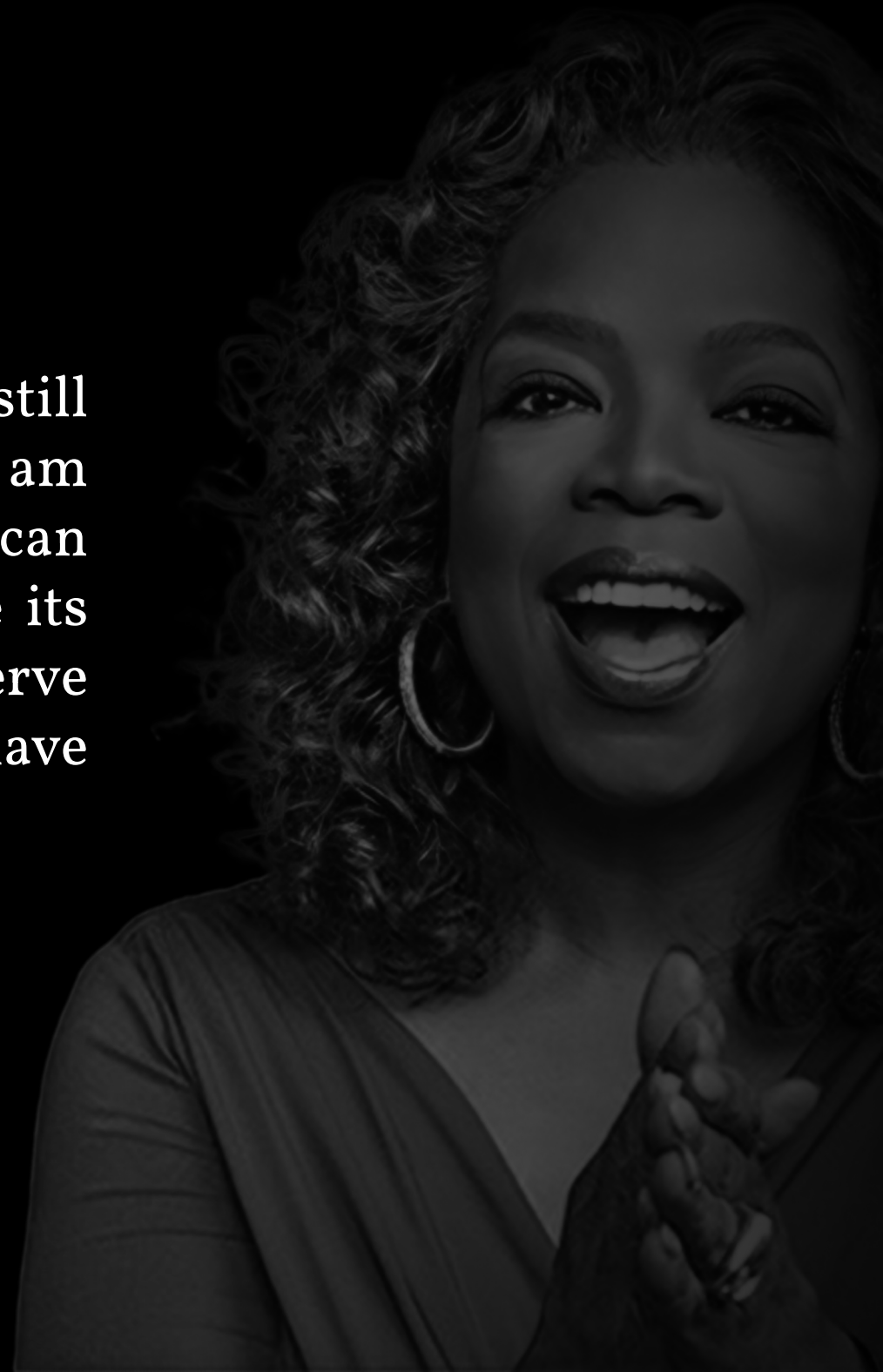
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100

All these many years later, I still know I am not my income. I am not the lifestyle my income can afford me. I let money serve its purpose. But I don't live to serve money. I think that's why we have such a beautiful relationship.

Oprah Winfrey



There's Hope

Several reports, and many reprints and re-interpretations of these reports, suggest the average net worth of Black Americans will fall to \$0 in less than three decades.

But

According to Barron's, The Association of African American Financial Advisors projects that Black Americans' Wealth could reach \$103 Trillion in that same time.

Partner with Us

Let's close the wealth gap and give everyone the tools they need to reach financial freedom for themselves and their families.

Let's get to \$103 Trillion, instead of zero.

Let's make *In The Black* the financial tools program to light the way for a successful future.



Seamless brand integration

As a show that exclusively discusses personal and positive wealth-building experiences, *In The Black* is a seamless fit for a brand partnership with financial institutions, investment and wealth management companies, banks and credit card companies.

We would love to find a single brand host partner that believes in our mission of helping people improve their financial lives.

Money is plentiful for
those who understand
the simple laws which
govern its acquisition.

George S. Clason,
The Richest Man in Babylon

COCO
BUTTER



COCO
BUTTER

Founders Tim Offor and Ian McClellan met at USC's graduate MFA program for producing film and television. Tim is from Brooklyn and Ian is from Los Angeles. Coco Butter's clients include Visa, Marvel Studios, Neutrogena Studios, Walgreens and Walmart.

COCO
BUTTER

Coco Butter is a comprehensive content studio, the culmination of a desire to raise the bar across productions, from the quality of the storytelling and images created, to the standards that crews are held to and treated with. They both share a dream of developing Coco Butter into an inclusive, industry-leading hub that is recognized for the values of creative inspiration, honest collaboration and hard work exemplified by its founders.

Coco Butter is an NMSDC-certified diverse-owned MBE

THANKS

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