



2027 | MARKETING PROPOSAL SARAH AND MLK DEVELOPMENT PROJECT

Proposed by:
BEON
Technology and





About Us

· WORK ·
HARD

Easton Development Corporation Proposal for Immersive Residential Incubator Development Project

ABOUT US

We are yearning to receive the honor to develop on the Martin Luther King Corridor, nicknamed the Avenue of Dreams, with an immersive technology institute.

NYROBEONKA LLC is a prestigious community driven developer of technology. We have reimagined the way black innovator's ideas are brought to life. Our development team believes in the dreams of black solutions. We help local governments, non profits, start up businesses, and inventors through consulting and project managing by using sweat equity as a means of cutting cost. We trade our time as capital to lead projects to completion thereafter collecting our non-traditional profits.

Currently, we work with 2 non profits, 1 local government entity, 3 start-up businesses, and have 20 donated inventions. When we select our clientele, we prioritize them according to how they align with our mission to transform the world through revolutionary disruptive technology.

We don't just accept the brightest ideas but we cultivate the premature ones and turn them into competitors in the global market. Our founder has over 8 years in strategic branding and production. She translated those skills into building a revolutionary music streaming marketplace. We will have this product launched by summer of 2023.

The reason why we get started building big tech with limited resources is because when money is involved resources are wasted. People will over value their skills, whereas time will permit quality skills when everyone has the same vision. We will get better as long as we know what the outcome should look like. We want to find committed people to spend our very limited resources with and so far that has saved us the most money with the highest quality of work. Our goal is to build global products so we can be compensated well for believing in ourselves just like we believe in our clients who need our services.

Our services come with a culture shock yes we know but we must embody disruptive with every sense of the word. Shocking the cultures comes with embracing our technology. .



The BEON Immersive Technology Incubator is a low income program that will support college students with housing and a supportive network. We intend to hire each student resident aligned with our mission. Students attending Harris Stowe University, Saint Louis University, STLCC, or UMSL are eligible .

Programs

Services

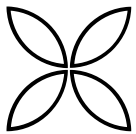
Our services consist of consulting for nonprofits and local government entities, and project managing for startups and inventors. These are paid services that balance each other so that we are able to cut costs without sacrificing their valuable resources.



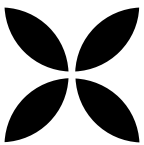
The Project

• WORK •
HARD

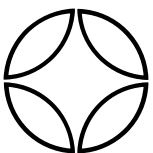
The Project



This Project will sit right outside a historic Community on a street nicknamed the avenue of Dreams, and is currently a renewed focal point for major development.



We want a silicone valley all our own and what better way than to start enacting the dreams of young black professionals on the Martin Luther King Corridor right outside the historic Ville Neighborhood .



A business district of this magnitude will concentrate tax dollars into our community along the corridor. Our incubator will be the first of its kind to transition students from inventor to business owner with their own facility along the corridor.

Case study 1

Avenue Of Dreams Documentary

The struggles of Black people in cities like Baltimore and St. Louis are examined through old, abandoned buildings that populate streets named for King. The poor conditions of the properties reflect systemically racist policies that continue to prevent the development of Black communities.

Nneka N'namdi, the founder of Fight Blight Bmore, leads a campaign to revitalize underdeveloped neighborhoods in Baltimore and address elements that have led to decline in some areas of the city. She points to practices like redlining and other policies that created segregation and economic inequality across Black neighborhoods throughout the city.



Case study 2

Los Angeles Times Article

The problem, in Kapor Klein's estimation, is not one of education but of access and support. A number of Black tech professionals agree that the industry's reliance on personal relationships to grant access and opportunity is partly to blame, producing a network effect that militates against Black and Latino inclusion.

Black investors make up less than 1% of venture capitalists. And it's a small world to begin with. In 2018, just 713 individual investors at large venture funds, defined as having more than \$250 million under management, had the power to lead deals, sit on boards, and write checks to invest in companies, according to an Information survey. Of that group, 11 were Latino and seven were Black.

"I've spoken to a black VC who could run circles around me intellectually on finance, product, you name it, but didn't know you needed strong references to go to LPs credibly," Maqubela said. "It is a testament to the structural nature of how venture capital is broken."



Classy Design

Project Specification

Specifically this project is to disrupt the way black techies are supported throughout their career. Some of our brightest minds are imprisoned in cages that our circumstance and environment prevent us from seeing the door is open.

Black Techies typically come from networks and backgrounds that have zero experience and know how in this industry. We may even be black sheep in our family and already feel out of place. Or we battle code switching and when we enter white tech spaces we become outcasted.

The BEON Immersive Technology Incubator is just the first step to an institute that disrupts the industry of higher education. We envision affordable housing for every resident, a part time job working directly with our community partners within their skill sets. Scholarships to our a luxurious Harris Stowe State University and the freedom to navigate within productivity.

We want to nurture and support the minds who want to work solving problems or connecting solutions with tech. Let's get history right this time, BE ON our side.

Project Timeline

Year 1

The first year has been spent designing the architecture and estimates for development.

We are pulling permits and getting our teams in order for when our funding is secure.

Year 2

The Development of our building will take 4.5 months. the building is as commercial residential building with 6 lofted apartments. with communal areas for meeting space work stations, lectures, and hang outs.

Year 1	Plan
Year 2	Develop
First 2 Months	On Boarding
Last 2 Months	Launch



Your investment is in
good hands with us

