



BLACKWOLF APP

MEET THE TEAM



Jordan Smith



Conley Quick



Sunwoo Kim



Barrett Benton

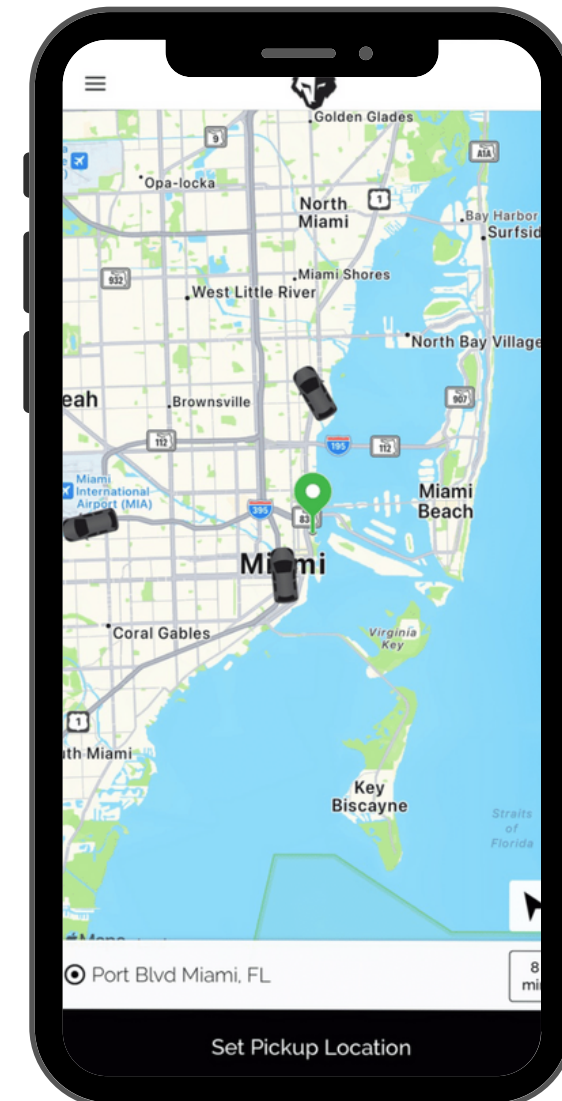


Riley Laney



COMPANY OVERVIEW

BlackWolf provides luxury, secure rides by connecting riders with trained drivers with security based backgrounds through an easy-to-use app.



HISTORY

MAY 2023

- Black Wolf is founded by Kerry King Brown, inspired by a client's experience with human trafficking.

MID 2023

- The app launches in Atlanta, offering both armed and unarmed driver options.

LATE 2023

- Expands to Miami, Orlando, Nashville, and Phoenix, gaining rapid traction.

EARLY 2024

- Hits 300,000 users nationwide, boosted by viral social media campaigns.

MID 2024

- Announces plans to launch in Austin, Houston, and Dallas by the end of 2025.



KEYWORDS

- Safety
- Reliable
- Community
- Professional
- Innovative



MISSION

BlackWolf is redefining rideshare apps by combining luxury services and vehicles with trained security professionals to provide a luxurious and safe rideshare experience.



VALUES

- Safety First
- Reliability
- Commitment to Families
- Professionalism



ADVERTISING PROBLEM



Consumers feel unsafe
using rideshare apps



COMPETITORS



OBJECTIVE

Consumers should know BlackWolf is a safe
rideshare service

CORE MESSAGE

Safety



TARGET AUDIENCE

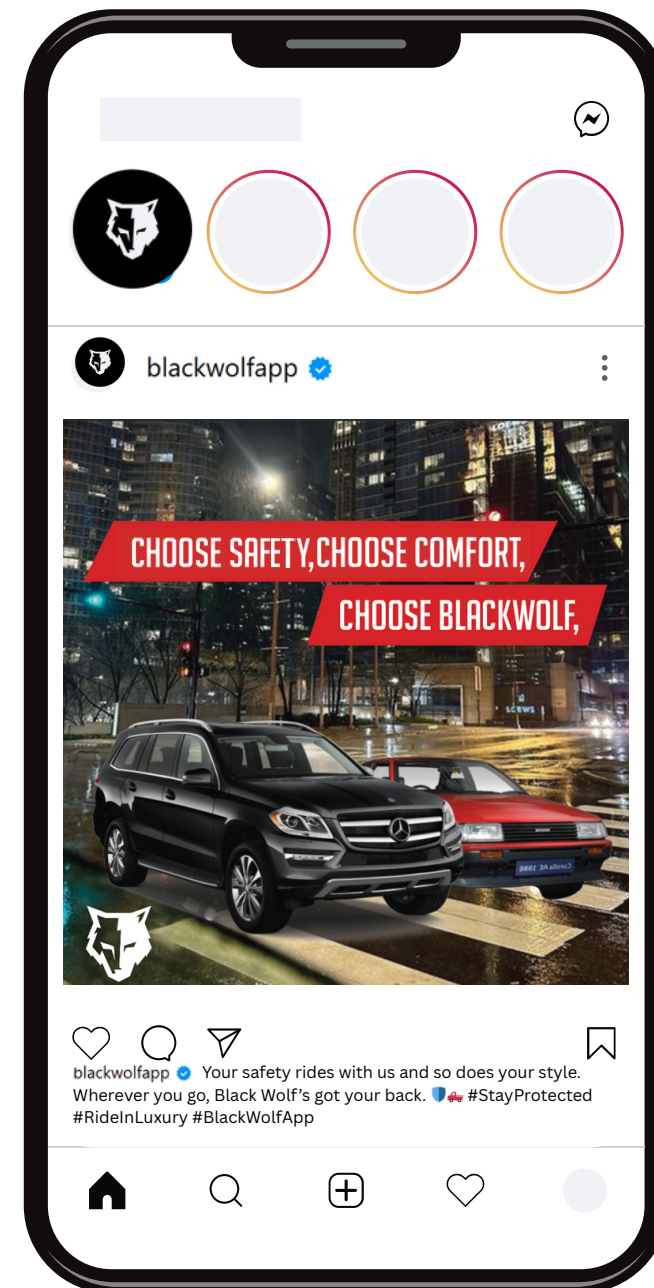
- Name: Janelle Martinez
- Gender: Female
- Age: 31
- Location: Atlanta, GA
- Education: Bachelor's in Business Administration
- Job: Marketing Manager
- Income: \$85,000
- Race: Hispanic
- Nationality: American
- Religion: Catholic
- Relationship Status: Single
- Family Status: Close to parents and younger brother



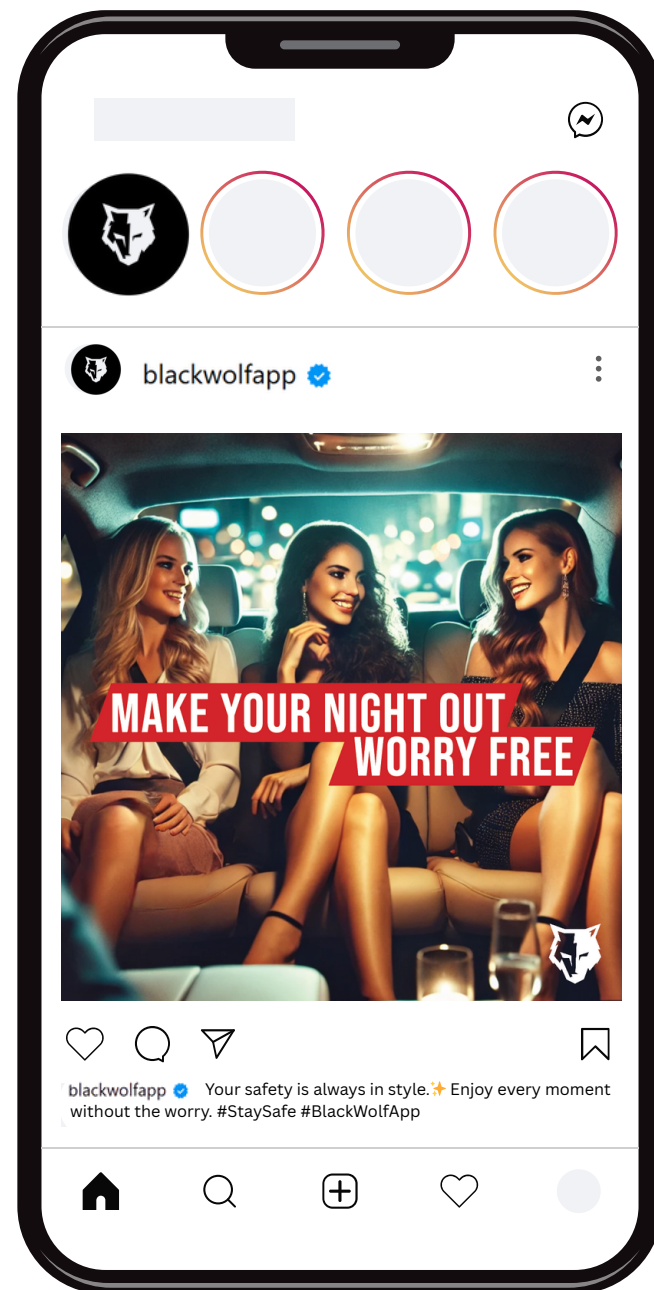
Janelle prefers experiences over material goods, often traveling and sharing moments on Instagram. After past uncomfortable ride share experiences, she seeks safer, more reliable options. Black Wolf Ride Share appeals to her for its blend of security and convenience.



STATIC SOLUTIONS



STATIC SOLUTIONS

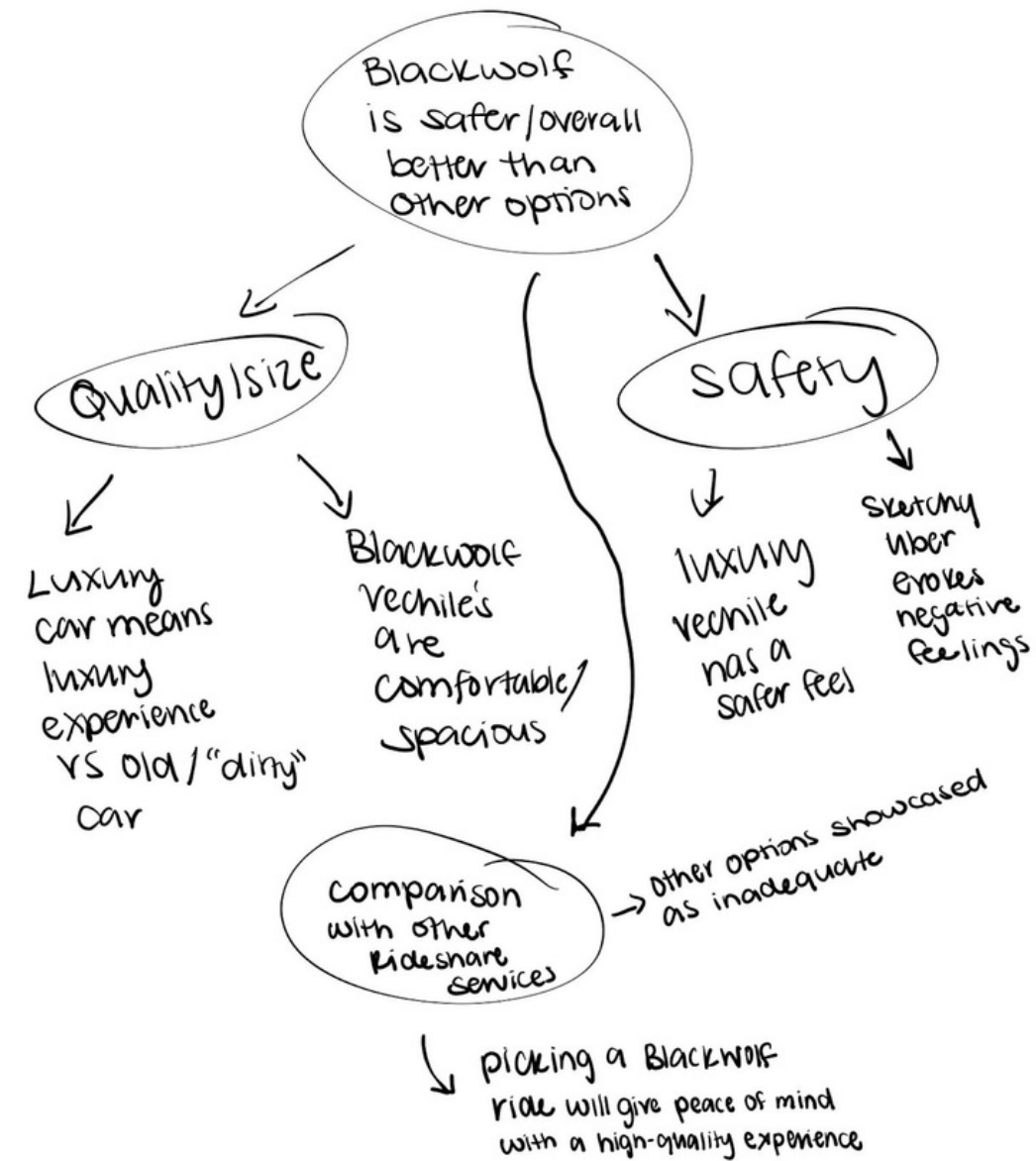


STATIC SOLUTIONS MIND MAP

Static #1

Core message: Choose safety, choose comfort

Instagram post

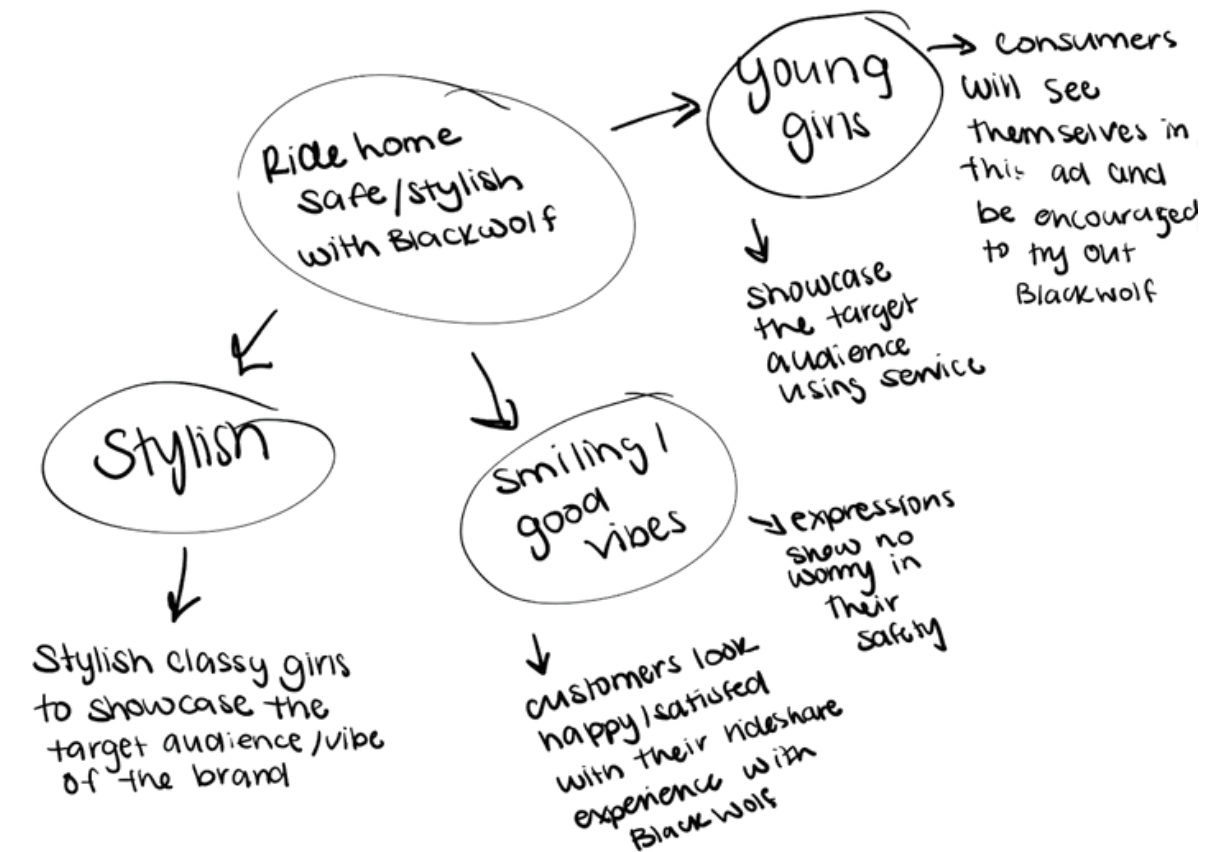


Static #2

Core message:

Fun night out, get back safe & sound

Instagram post



DYNAMIC SOLUTION

STORYBOARD CREATION

Dynamic deliverable for Black Wolf Ride Share App

SCENE 1



A YOUNG WOMAN STANDS ON THE CURB, GLANCING AT HER PHONE. SHE'S STYLISH BUT LOOKS TIRED, MAYBE AFTER WORK OR A NIGHT OUT.

SCENE 2



A BEAT-UP, RUSTY OLD SEDAN ROLLS UP. THE ENGINE SPUTTERS. ONE HEADLIGHT IS FLICKERING. SHE SQUINTS AT HER PHONE, CONFUSED: THE DRIVER HONKS CASUALLY. SHE HESITATES, CLEARLY UNCOMFORTABLE.

SCENE 3



SHE BACKS AWAY SLOWLY, HOLDING HER BAG CLOSER. TEXT OVERLAY: NOT ALL RIDES ARE CREATED EQUAL.

SCENE 4



A SLEEK, BLACK SUV GLIDES UP BEHIND THE OLD CAR. CLEAN. TINTED WINDOWS. SMOOTH MUSIC INSIDE. IT'S GIVING LUXURY. SAFETY. RELIEF. THE OLD CAR DRIVES AWAY. SHE OPENS THE SUV DOOR — INTERIOR LIGHTS GLOW. SHE SMILES WITH TOTAL RELIEF.

SCENE 5



SHE GETS IN. DOOR CLOSES WITH A SATISFYING CLICK. TEXT OVERLAY: CHOOSE COMFORT. CHOOSE SAFETY. CHOOSE BLACKWOLF. BRAND LOGO ANIMATES IN.

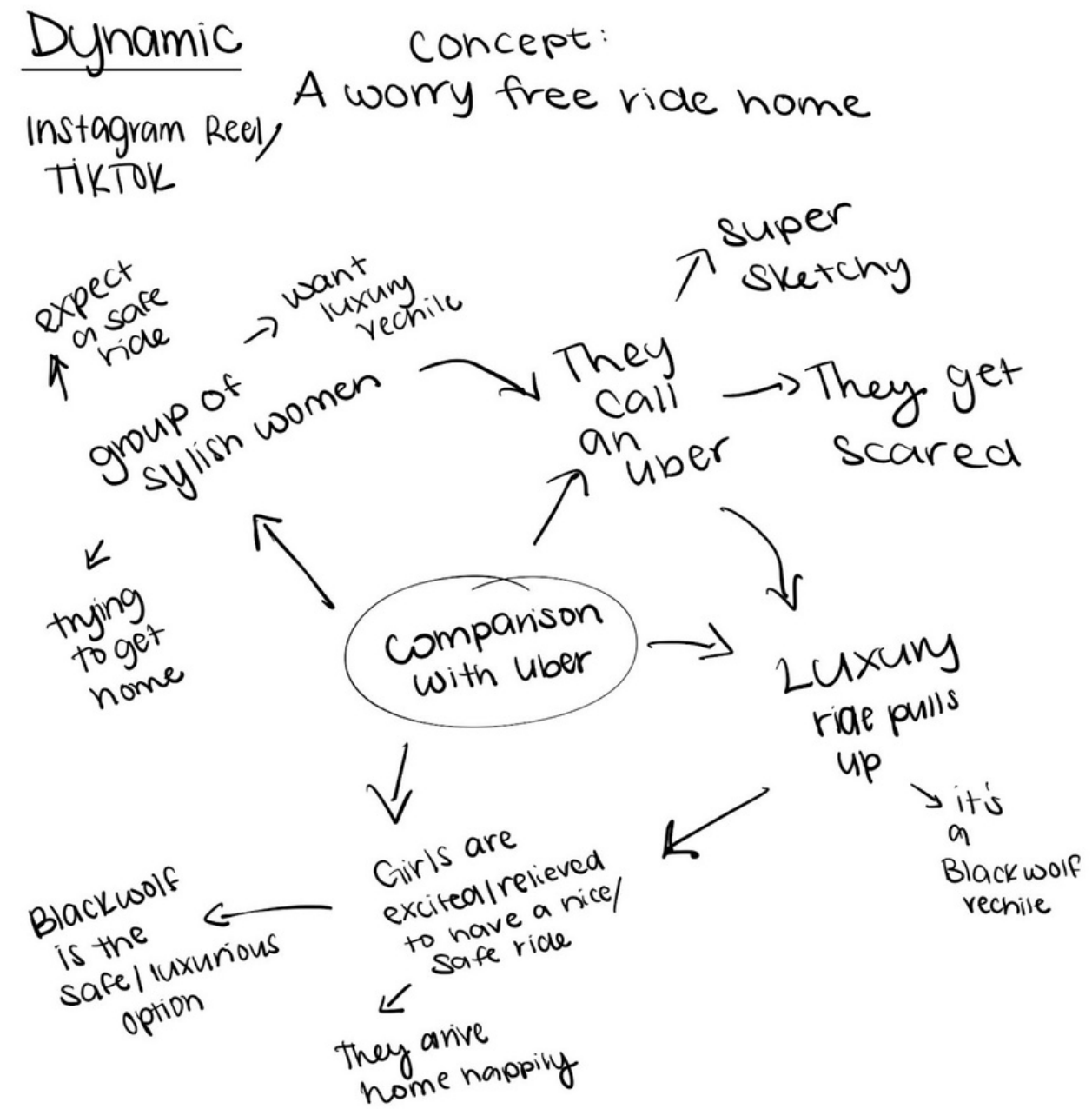
SCENE 6



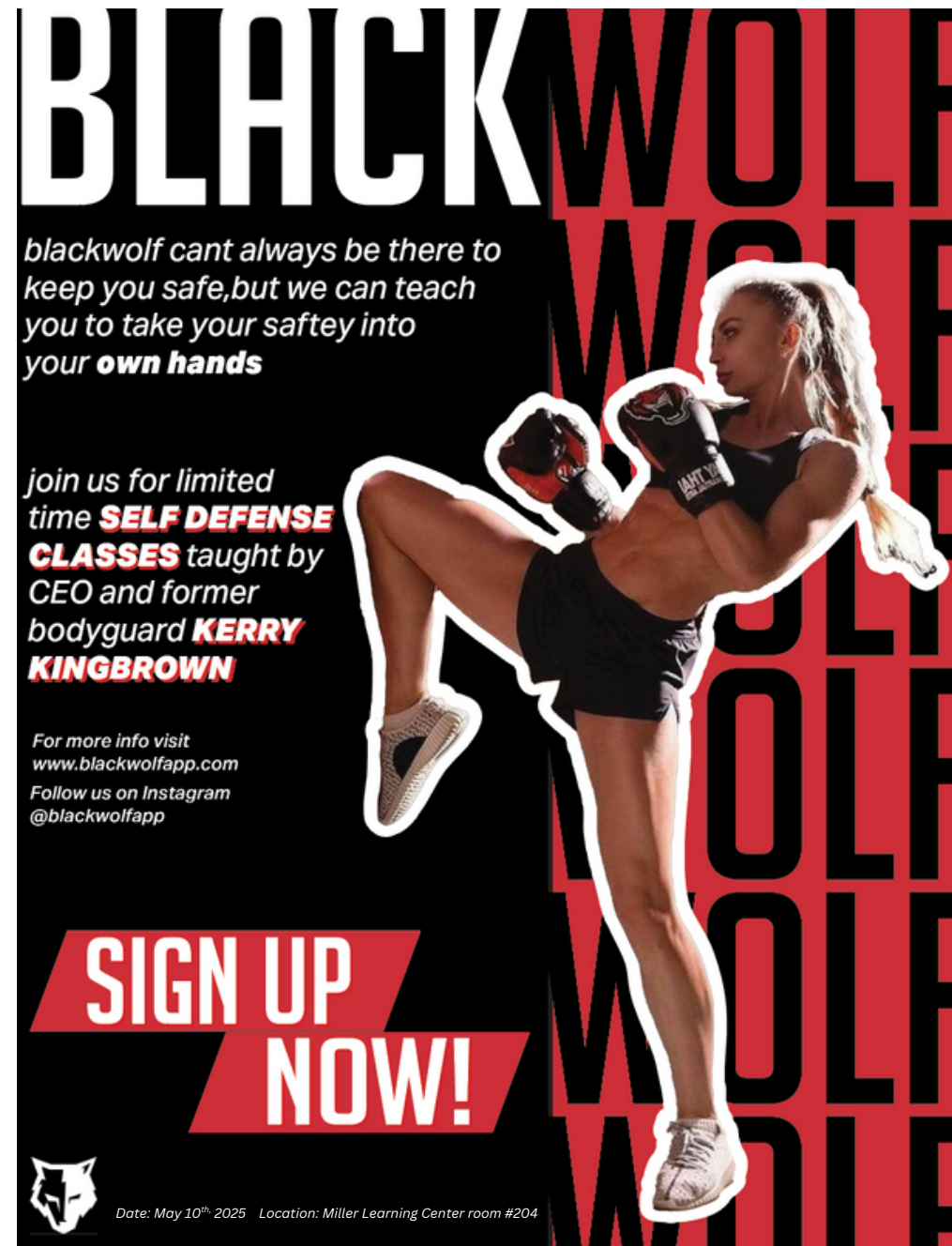
SUV PULLS AWAY SMOOTHLY INTO THE NIGHT.



DYNAMIC SOLUTION MIND MAP



WILDCARD



BLACKWOLF

*blackwolf cant always be there to keep you safe, but we can teach you to take your safety into your **own hands***

join us for limited time **SELF DEFENSE CLASSES** taught by CEO and former bodyguard **KERRY KINGBROWN**

For more info visit www.blackwolfapp.com
Follow us on Instagram @blackwolfapp

SIGN UP NOW!

 Date: May 10th 2025 Location: Miller Learning Center room #204



WILDCARD MIND MAP

Wildcard — Self-Defense
Class Flyer



THANK YOU!

