STRATEGIC GROWTH THROUGH INCLUSIVITY

Unleasing the Power of BEN to Elevate Amazon's Brand

Presented by: The "Dream Team" 2.0

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MEET OUR TEAM



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EXECUTIVE SUMMARY

DATA DRIVEN IMPACT

BEN investment would bring ethical progress & financial returns

BOTTOM LINE UP FRONT

- Elevate BEN to a Business Resource Group
- Enhance the Black Accelerator Program
- Pilot Farmer's Market Expo in Baltimore
- Establish a STEM Education in Baltimore
- Integrate BEN insights into product development and marketing

PROJECTED OUTCOMES:

Revenue is projected to grow $6.6 Billion in a 10 year span

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AMAZON'S DEI MISSION & ERGS ROLE

35% MORE LIKELY TO OUTPERFORM THEIR PEERS FINANCIALLY

AMAZON'S DEI MISSION:

- Create inclusive experiences everywhere
- Integrate DEI into all aspects of work
- Foster a culture of belonging and success

EMPLOYEE RESOURCE GROUPS (ERGS)

- 13 groups since 90s
- Professional development for underrepresented groups
- Insights to enhance Amazon's culture and business strategies

ACTION:

- Diverse hiring and development programs
- Inclusive culture initiatives
- Partnerships with diverse vendors and community organizations

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BEN OVERVIEW

Mission of BEN:

- Amazon's Black Employee Network (BEN) was founded in August 2005, with the primary mission of supporting Black employees and championing diversity throughout the company's workforce

Target the three E’s

- Engage, Empower, and Elevate

Categories of Activities:

- Philanthropy
- Employee Development
- Employee Engagement

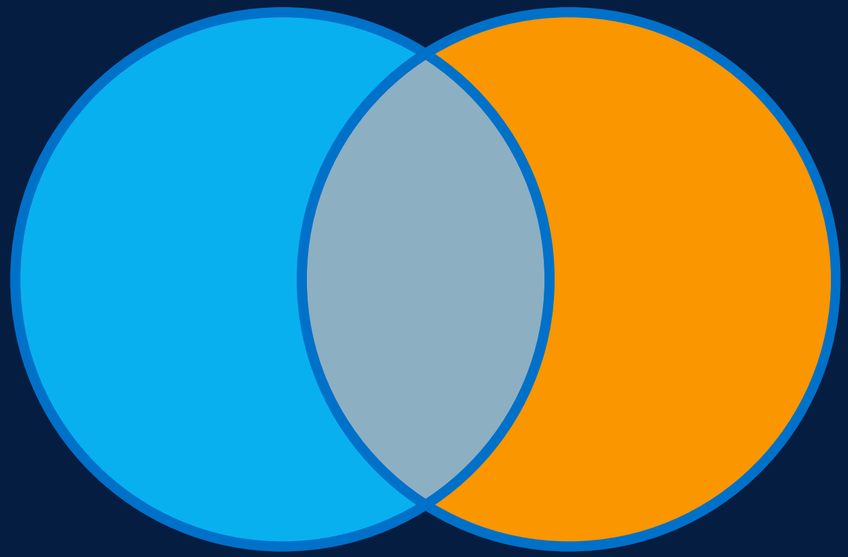
Key stats about BEN:

- **26.5%** of Amazon identify as black
- Majority of members work in fulfillment roles
- **28** corporate chapters globally
- **13,500+** members worldwide



Synergies with Amazon's DEI Goals

black employee network BEN



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Empowering BEN is Strategic: It drives innovation, talent acquisition, positive brand perception, and financial growth

Shared Values:
Both Amazon and BEN are committed to diversity, equity, and inclusion (DEI), fostering a sense of belonging, and making a positive impact on communities

Complementary Strengths:

- Amazon: Global reach, vast customer base, diverse product offerings, technological innovation.
- BEN: Deep understanding of Black experiences, cultural insights, strong community relationships, passionate employee base

SWOT ANALYSIS

(Strengths, Weaknesses, Opportunities, and Threats)

STRENGTHS

- Established infrastructure and talent pool
- Brand alignment with Amazon's DEI commitment
- Networking opportunities and potential for innovation

OPPORTUNITIES

- Transition to a BRG for greater influence
- Community Partnerships
- Talent Pipeline
- Acceleration
- Recognition and Compensation

WEAKNESSES

- Limited resources and scope.
- Challenges amplifying voices internally
- Mostly volunteer-led, leading to burnout
- Lack of leadership buy-in

THREATS

- Sustainability issues due to volunteer reliance and low retention
- Potential internal resistance
- Competition from other companies with more developed ERGs

Black Accelarator Program

Black Accelarator Program (E-commerce)

- Grant program that helps advance equity and growth for Black-Owned Businesses
- **$150 Million** investment into the program

Enhancing Accelerator

- Partner with non-Amazon and non-e-commerce Black-Owned Businesses
- Online Selling Support: Provide workshops and one-on-one mentorship to help businesses grow their online customer base
- Community Engagement: Organize fundraisers, music festivals, and non-tech events to bring the community together

Farmer's Market Expo

- Provide a platform for Black-Owned Businesses to showcase and sell products to the public
- Constantly introducing new businesses and new products per event

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STEM EDUCATION PROGRAM



- BEN has worked with AWS's Community Engagement Team and BASICS International to provide STEM education to children in Accra, Ghana
  - 3 week program
  - AWS Educate program
  - AWS DeepRacer
  - Arts and crafts
  - Coding
  - Reading

- Accra program –> Baltimore
  - Focus on low-income, minority school districts
  - **40%** of Baltimore high schools failed the math state exam
- Execution
  - Extend program duration to **10 weeks (semester)**
  - STEM education -> internship -> full-time jobs
  - Start in Baltimore, plan national expansion
- Partnerships
  - Black Girls Code
  - The Hidden Genius Program
-
- Why
  - Programs -> full-time roles at Amazon



WHY BALTIMORE?

- Potential growth in healthy food supply
- Opportunity to invest in educational resources
- A chance to create a more equitable community
- Opportunities to combat Declining Population
- A chance to modernize and update Infrastructure
- Potential to attract new industries and businesses

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ACTIONABLE IDEAS FOR BEN INTERNALLY:

Gather & Track Metrics:

- Engagement
- Retention
- Promotion Rates
- Employee Surveys
- Diversity reports
- Track applicant demographics and conversion rates



Communication:

- Send out bi-weekly Newsletters
- Amplify Voices: Create platforms to showcase BEN members' expertise
- Advocacy: Lobby for more resources and formal recognition from leadership
- Highlight BEN in recruiting materials

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INCENTIVES

Additional Paid Time Off

For every Amazon ERG engagement completed, employee receive 4 hours of PTO

Monetary Rewards

BEN Members who participate in at least **2** community engagement events will be eligible to join a raffle every quarter

1st Prize: Trip with a destination of choice ($3,000 Value)

2nd Prize: Spa/ Massage (Relaxation Day with $1,000 Value)

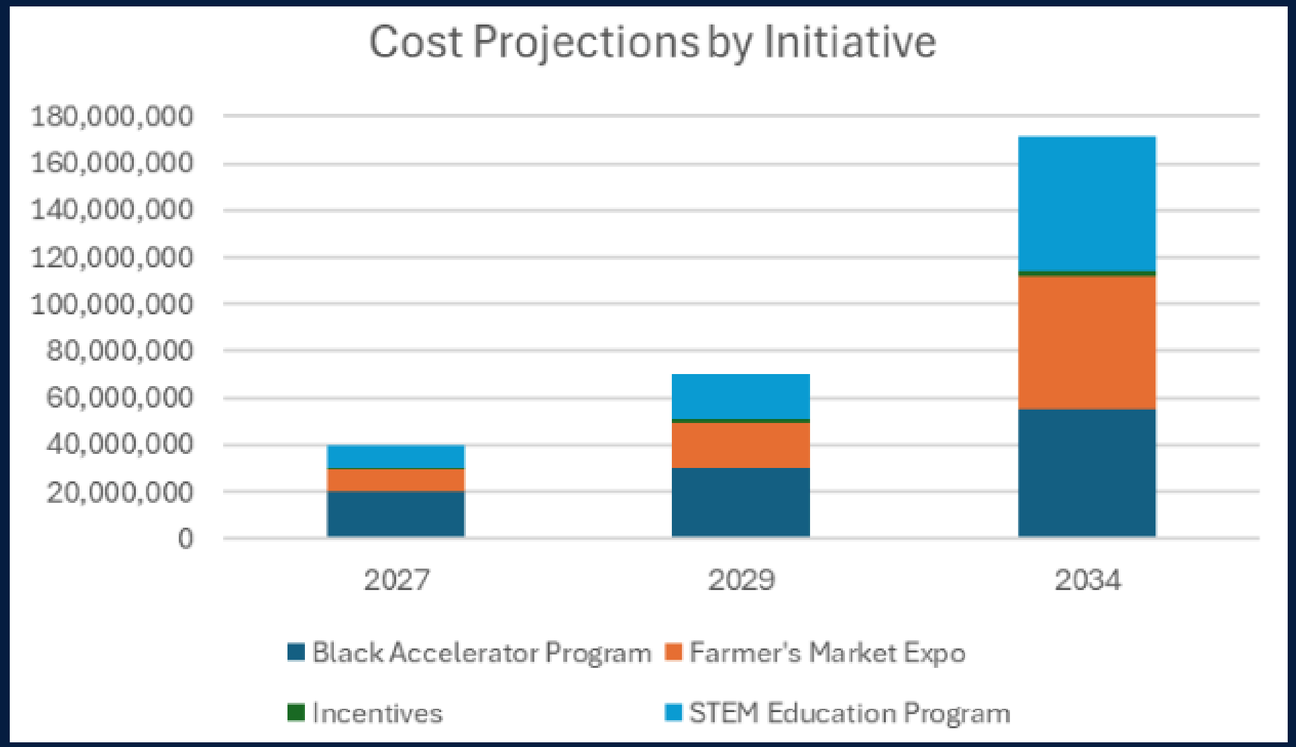
3rd Prize: $500 Gift Card

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10 YEAR COST BUDGET

PROPOSED COST

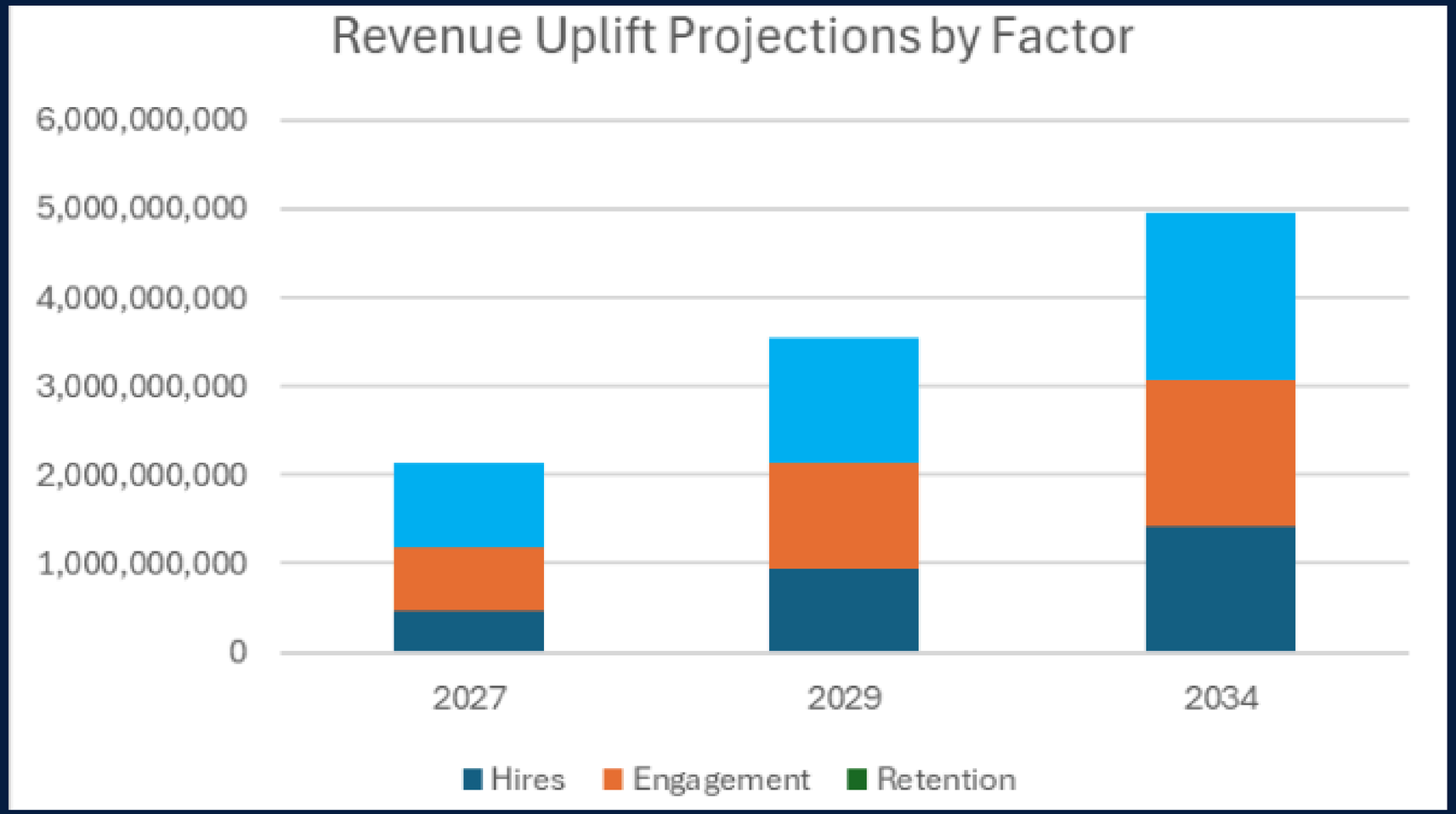
3-Year Cost: **$40M**
5-Year Cost: **$70M**
10-Year Cost: **$170M**



AMAZON TOTAL REVENUE IN 2023 **$578 BILLION**

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10 YEAR REVENUE PLAN



3-Year Rev: **$2.8B**

5-Year Rev: **$4.7B**

10-Year Rev: **$6.62B**

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THANK YOU!

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APPENDIX – ANNUAL REPORT

Full Year 2023

- **Net sales** increased 12% to $574.8 billion in 2023, compared with $514.0 billion in 2022. Excluding the $0.1 billion unfavorable impact from year-over-year changes in foreign exchange rates throughout the year, net sales increased 12% compared with 2022.
  - North America segment sales increased 12% year-over-year to $352.8 billion.
  - International segment sales increased 11% year-over-year to $131.2 billion.
  - AWS segment sales increased 13% year-over-year to $90.8 billion.

APPENDIX - COST BREAKDOWN BY INITIATIVE

- Gift Raffle
  - Annual cost: $18,000 (Incentives) + $200,000 (Administration)
- Enhancing Black Accelerator Program
  - Initial Investment: $5M
  - Annual Cost: $5M in fundraiser events and festivals
- Farmer’s Market Expo
  - Initial investment: $2M
  - Expansion to other cities: $1M
  - Program Administration: $500K
- STEM Education Program
  - Initial investment: $2M
  - Expansion: $1M
  - Program Administration: $500K

APPENDIX - TOTAL COST (3-YR)

3-Year Total Cost: $40M

- Enhance Black Accelerator Program:
  - Partnership Development: $5M initial investment
  - Fundraiser Events: $2M annually
  - Music Festivals: $3M annually
  - Total (3 Years): $5M + ($2M * 3) + ($3M * 3) = $5M + $6M + $9M = $20M
- Farmer’s Market Expo:
  - Baltimore Launch: $2M initial investment
  - Expansion to Other Cities: $1M annually per city (assume 2 cities)
  - Marketing & Logistics: $500K annually
  - Total (3 Years): $2M + ($1M * 2 * 3) + ($500K * 3) = $2M + $6M + $1.5M = $9.5M
- Community Engagement Incentives:
  - Raffle Prizes: $18K annually
  - Program Administration: $200K annually
  - Total (3 Years): ($18K * 3) + ($200K * 3) = $54K + $600K = $654K
- AWS Educate Program Expansion:
  - Baltimore Setup: $2M initial investment
  - National Expansion: $1M per city annually (assume 2 cities)
  - Program Operation: $500K annually
  - Total (3 Years): $2M + ($1M * 2 * 3) + ($500K * 3) = $2M + $6M + $1.5M = $9.5M

APPENDIX - TOTAL COST (5-YR)

5-Year Total Cost: $70M

- Enhance Black Accelerator Program:
  - Partnership Development: $5M initial investment
  - Fundraiser Events: $2M annually
  - Music Festivals: $3M annually
  - Total (5 Years): $5M + ($2M * 5) + ($3M * 5) = $5M + $10M + $15M = $30M
- Farmer's Market Expo:
  - Baltimore Launch: $2M initial investment
  - Expansion to Other Cities: $1M annually per city (assume 3 cities)
  - Marketing & Logistics: $500K annually
  - Total (5 Years): $2M + ($1M * 3 * 5) + ($500K * 5) = $2M + $15M + $2.5M = $19.5M
- Community Engagement Incentives:
  - Raffle Prizes: $18K annually
  - Program Administration: $200K annually
  - Total (5 Years): ($18K * 5) + ($200K * 5) = $90K + $1M = $1.09M
- AWS Educate Program Expansion:
  - Baltimore Setup: $2M initial investment
  - National Expansion: $1M per city annually (assume 3 cities)
  - Program Operation: $500K annually
  - Total (5 Years): $2M + ($1M * 3 * 5) + ($500K * 5) = $2M + $15M + $2.5M = $19.5M

APPENDIX - TOTAL COST (10-YR)

10-Year Total Cost: $170M

- Enhance Black Accelerator Program:
  - Partnership Development: $5M initial investment
  - Fundraiser Events: $2M annually
  - Music Festivals: $3M annually
  - Total (10 Years): $5M + ($2M * 10) + ($3M * 10) = $5M + $20M + $30M = $55M
- Farmer’s Market Expo:
  - Baltimore Launch: $2M initial investment
  - Expansion to Other Cities: $1M annually per city (assume 5 cities)
  - Marketing & Logistics: $500K annually
  - Total (10 Years): $2M + ($1M * 5 * 10) + ($500K * 10) = $2M + $50M + $5M = $57M
- Community Engagement Incentives:
  - Raffle Prizes: $18K annually
  - Program Administration: $200K annually
  - Total (10 Years): ($18K * 10) + ($200K * 10) = $180K + $2M = $2.18M
- AWS Educate Program Expansion:
  - Baltimore Setup: $2M initial investment
  - National Expansion: $1M per city annually (assume 5 cities)
  - Program Operation: $500K annually
  - Total (10 Years): $2M + ($1M * 5 * 10) + ($500K * 10) = $2M + $50M + $5M = $57M

APPENDIX - ROI BY INITIATIVE

Total Revenue Uplift Projections by Initiative:

- Enhance Black Accelerator Program:
  - 3-Year: $1.063125B
  - 5-Year: $1.771875B
  - 10-Year: $2.480625B
- Farmer’s Market Expo:
  - 3-Year: $531.5625M
  - 5-Year: $885.9375M
  - 10-Year: $1.2403125B
- Community Engagement Incentives:
  - 3-Year: $265.78125M
  - 5-Year: $442.96875M
  - 10-Year: $620.15625M
- AWS Educate Program Expansion:
  - 3-Year: $413.4375M
  - 5-Year: $708.75M
  - 10-Year: $1.0040625B

APPENDIX - TOTAL ROI

Revenue Uplift Projections

- 3-Year Projection: $2.835 Billion
  - Hires: +10% (1,350 new hires) = $472.5 Million
  - Retention: +15% (2,025 more retained) = $708.75 Million
  - Engagement: +20% (2,700 more engaged) = $945 Million
- 5-Year Projection: $4.725 Billion
  - Hires: +20% (2,700 new hires) = $945 Million
  - Retention: +25% (3,375 more retained) = $1.18125 Billion
  - Engagement: +30% (4,050 more engaged) = $1.4175 Billion
- 10-Year Projection: $6.615 Billion
  - Hires: +30% (4,050 new hires) = $1.4175 Billion
  - Retention: +35% (4,725 more retained) = $1.65375 Billion
  - Engagement: +40% (5,400 more engaged) = $1.89 Billion

Assumptions:

- Average Revenue per Employee: $350,000
- Current Black Employee Count: 13,500.

APPENDIX - ROI: BLACK ACCELERATOR

- Percentage Increase in Hires: 5%, 10%, 15% (3, 5, 10 years)
- Percentage Increase in Retention: 7.5%, 12.5%, 17.5% (3, 5, 10 years)
- Percentage Increase in Engagement: 10%, 15%, 20% (3, 5, 10 years)

Revenue Uplift Calculations:

- 3-Year Projection:
  - Hires: 675 new hires * $350,000 = $236.25M
  - Retention: 1,012.5 more retained * $350,000 = $354.375M
  - Engagement: 1,350 more engaged * $350,000 = $472.5M
  - Total Revenue Uplift: $1.063125B
- 5-Year Projection:
  - Hires: 1,350 new hires * $350,000 = $472.5M
  - Retention: 1,687.5 more retained * $350,000 = $590.625M
  - Engagement: 2,025 more engaged * $350,000 = $708.75M
  - Total Revenue Uplift: $1.771875B
- 10-Year Projection:
  - Hires: 2,025 new hires * $350,000 = $708.75M
  - Retention: 2,362.5 more retained * $350,000 = $826.875M
  - Engagement: 2,700 more engaged * $350,000 = $945M
  - Total Revenue Uplift: $2.480625B

APPENDIX – ROI: FARMER'S MARKET

Initiative 2: Farmer's Market Expo

- Percentage Increase in Hires: 2.5%, 5%, 7.5% (3, 5, 10 years)
- Percentage Increase in Retention: 3.75%, 6.25%, 8.75% (3, 5, 10 years)
- Percentage Increase in Engagement: 5%, 7.5%, 10% (3, 5, 10 years)

Revenue Uplift Calculations:

- 3-Year Projection:
  - Hires: 337.5 new hires * $350,000 = $118.125M
  - Retention: 506.25 more retained * $350,000 = $177.1875M
  - Engagement: 675 more engaged * $350,000 = $236.25M
  - Total Revenue Uplift: $531.5625M
- 5-Year Projection:
  - Hires: 675 new hires * $350,000 = $236.25M
  - Retention: 843.75 more retained * $350,000 = $295.3125M
  - Engagement: 1,012.5 more engaged * $350,000 = $354.375M
  - Total Revenue Uplift: $885.9375M
- 10-Year Projection:
  - Hires: 1,012.5 new hires * $350,000 = $354.375M
  - Retention: 1,181.25 more retained * $350,000 = $413.4375M
  - Engagement: 1,350 more engaged * $350,000 = $472.5M
  - Total Revenue Uplift: $1.2403125B

APPENDIX - ROI: INCENTIVES

- Percentage Increase in Hires: 1.25%, 2.5%, 3.75% (3, 5, 10 years)
- Percentage Increase in Retention: 1.875%, 3.125%, 4.375% (3, 5, 10 years)
- Percentage Increase in Engagement: 2.5%, 3.75%, 5% (3, 5, 10 years)

Revenue Uplift Calculations:

- 3-Year Projection:
  - Hires: 168.75 new hires * $350,000 = $59.0625M
  - Retention: 253.125 more retained * $350,000 = $88.59375M
  - Engagement: 337.5 more engaged * $350,000 = $118.125M
  - Total Revenue Uplift: $265.78125M
- 5-Year Projection:
  - Hires: 337.5 new hires * $350,000 = $118.125M
  - Retention: 421.875 more retained * $350,000 = $147.65625M
  - Engagement: 506.25 more engaged * $350,000 = $177.1875M
  - Total Revenue Uplift: $442.96875M
- 10-Year Projection:
  - Hires: 506.25 new hires * $350,000 = $177.1875M
  - Retention: 590.625 more retained * $350,000 = $206.71875M
  - Engagement: 675 more engaged * $350,000 = $236.25M
  - Total Revenue Uplift: $620.15625M

APPENDIX - ROI: STEM EDUCATION PROGRAM

- Percentage Increase in Hires: 1.25%, 2.5%, 3.75% (3, 5, 10 years)
- Percentage Increase in Retention: 2.5%, 5%, 7.5% (3, 5, 10 years)
- Percentage Increase in Engagement: 5%, 7.5%, 10% (3, 5, 10 years)

Revenue Uplift Calculations:

- 3-Year Projection:
  - Hires: 168.75 new hires * $350,000 = $59.0625M
  - Retention: 337.5 more retained * $350,000 = $118.125M
  - Engagement: 675 more engaged * $350,000 = $236.25M
  - Total Revenue Uplift: $413.4375M
- 5-Year Projection:
  - Hires: 337.5 new hires * $350,000 = $118.125M
  - Retention: 675 more retained * $350,000 = $236.25M
  - Engagement: 1,012.5 more engaged * $350,000 = $354.375M
  - Total Revenue Uplift: $708.75M
- 10-Year Projection:
  - Hires: 506.25 new hires * $350,000 = $177.1875M
  - Retention: 1,012.5 more retained * $350,000 = $354.375M
  - Engagement: 1,350 more engaged * $350,000 = $472.5M
  - Total Revenue Uplift: $1.0040625B

APPENDIX - WORKS CITED

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