



SMART
City

PRESS KIT



Define yourself B4 the world does.

What is B4 SMART City?

B4 SMART City is a community-first digital platform where Black and Brown people connect, build community, and open doors for one another. One profile. Real relationships. The whole community behind you.



A profile that introduces you right
Show the world who you are before it decides for you.



A community built for opportunity
Students, professionals, creators, and brands in one place.



Real connections, real doors
Move beyond followers to relationships that actually open doors.



Your network, owned by you
Community-first by design. Your data is never the product.

WHO IT'S FOR

Students

Professionals

Creators

Brands

Businesses

Turn the page to learn the why behind B4 SMART City.



About B4 SMART City

WHO WE ARE

B4 SMART City is an empowerment platform where black and brown people are coming to build something special—for us and by us. Together, we will redefine how we connect, build, and create opportunity in the digital age. We believe relationships are among the most valuable assets individuals and organizations possess, yet existing digital platforms are not designed to help users own, manage, and leverage the value created through their networks. B4 is creating a user-controlled ecosystem where identity, trust, and social capital become tools for personal, professional, and economic growth.

WHAT WE DO

At its core, B4 SMART City is building relationship infrastructure differently. Unlike the current tools and traditional networking platforms available, B4 will provide a digital gateway into a unified ecosystem that connects identity, relationships, community engagement, and commerce. Our community-first design protects users from predatory data practices by ensuring user data protection is foundational, rather than an afterthought; and creating a culture where connections are empowering, rather than transactional. People are exhausted by surface-level social media driven by opaque algorithms, B4 brings transparency and intentionality back to digital engagement and helps our community members move beyond followers and to build real relationships, real opportunities, and real community.

WHY IT MATTERS

B4U. Defining yourself before expectations is not easy to do—but identity matters. We create a safe, empowering space to define yourself B4 the world does; before algorithms, before stereotypes, before access is granted or denied.

B4Us. We honor those who came before us while we expand what's possible through the relationships we build together – Authentic connection should be prioritized over attention.

B4All. As an inclusive platform, B4 amplifies shared opportunities that's visible to all and meaningful to some. If it resonates, then it's for you.

WHEN DO WE START

Our time is now. Together we are the answer.

HOW WE ARE BUILDING

OUR VISION is building the infrastructure for economic connection, discovery, and circulation.

OUR MISSION is to make supporting BIPOC businesses, creators, events and culture frictionless in everyday life. B4 helps people turn their social connections into meaningful opportunities for growth, collaboration, and success.

B4 SMART City

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GINA DIGGS

FOUNDER BIO

Gina Diggs is a visionary entrepreneur, social impact founder, and technology strategist with more than 25 years of leadership experience spanning aerospace, consulting, community development, and digital innovation. She is the Founder and CEO of B4 SMART City, a transformative tech platform designed to connect culture, commerce, and community through digital empowerment and social capital-building initiatives.

Before launching B4, Diggs built an accomplished career working with organizations including NASA, the Department of Defense, the Federal Aviation Administration, Booz Allen Hamilton, and the United States Air Force. Throughout her corporate and military career, she specialized in strategic consulting, operational transformation, and large-scale program management, overseeing multimillion-dollar portfolios and leading high-performing teams across complex initiatives.

During her tenure at Booz Allen Hamilton, Gina became known for her innovative leadership and ability to transform broken systems into scalable solutions. Her work helped grow a client organization's efficiencies by 180% using industry best practices while leading her team in earning prestigious firm-wide recognitions.

Beyond corporate success, Diggs has consistently demonstrated a deep commitment to community impact. She led pro bono initiatives that helped revitalize struggling domestic violence and homeless shelters in Virginia, transforming organizations on the brink of closure into award-winning community resources recognized at both the state and national levels.

Inspired by the social and economic challenges highlighted in 2020, Diggs founded BLACKBiz Foundation and later launched B4 SMART City to help bridge gaps in access and digital equity. The platform is built around the company's B.O.L.D. pillars: Building Access, Offering a Digital Economy, Loyalty to Community Causes, and Directly Growing Social Capital.

A semifinalist in Pharrell Williams' Black Ambition accelerator program, Diggs has positioned B4 SMART City with becoming one of the first community-centered "super app" concepts in the Western market, combining networking, digital identity, commerce, and community engagement into a single ecosystem.

Gina holds a Bachelor's degree from the University of Virginia and an MBA from California State University, Long Beach. She credits her faith, family, and life experiences as the driving forces behind her mission to build transformative infrastructure rooted in empowerment and long-term impact.



OFFICIAL PRESS RELEASE

B4 SMART City Announces Juneteenth Launch of Transformative New Digital Platform

FOR IMMEDIATE RELEASE

ATLANTA, GA – June 3, 2026 – B4 SMART City, an emerging technology platform founded by social impact entrepreneur Gina Diggs, announced the official Juneteenth launch of its highly anticipated digital empowerment platform designed to connect students, professionals, creators, and brands through culture, commerce, and community.

Positioned to become one of the first culturally focused “super apps” in the Western market, B4 SMART City combines networking, digital identity tools, business connectivity, and social capital-building features into a single ecosystem aimed at increasing access and opportunity for underserved communities. “I’m a social impact founder,” said Diggs. “B4 SMART City is an empowerment platform that helps students, professionals, and brands get seen, connected, and postured for opportunity. It’s really about where culture connects to commerce.”

The inspiration behind the company emerged in 2020 during a pivotal moment of national reflection and social unrest. Diggs, who previously spent more than two decades in aerospace and strategic consulting working with organizations including NASA, the Federal Aviation Administration, and the Department of Defense, said the moment challenged her to build something transformative for her community. “I asked myself: Why can’t I build a legacy that’s impactful, long-lasting, and strategic?” Diggs explained. “That’s where this all started.”

Prior to launch, B4 SMART City underwent years of research, validation, and community development. The company also pursued a multimillion-dollar federal digital equity initiative before pivoting its strategy into a leaner market-ready launch following shifts in federal funding priorities. Now entering beta testing with an exclusive group of early users, the platform is preparing for its first public rollout during Juneteenth weekend celebrations in Atlanta. “If there’s any day that represents economic and cultural empowerment, it’s Juneteenth,” Diggs said. “Juneteenth is not the finish line; it’s the starting line.”

The platform’s future rollout includes targeted pathways for students, professionals, and brands, beginning with strong activation throughout Atlanta University Center institutions including Morehouse College, Spelman College, Clark Atlanta University, and Morris Brown College. Diggs says B4 SMART City’s mission centers around helping communities organize digitally while increasing access to meaningful networks and opportunities. “We are not outnumbered. We are out-organized,” Diggs said. “I’m simply building a platform that helps us move together.”

The company’s branding also carries deep cultural symbolism. Its logo represents unity, collective power, economic growth, and historical themes connected to resource-sharing and community support. Diggs, a semifinalist in Pharrell Williams’ Black Ambition accelerator program, says the platform’s vision extends beyond technology into long-term community infrastructure. “Even my corporate background prepared me,” she said. “I used to build sophisticated infrastructure for aviation and defense, and now I’m building sophisticated infrastructure called relationships.” B4 SMART City is expected to officially debut its MVP (minimum viable product) during Juneteenth weekend with additional feature expansions planned through future releases.

B4 SMART City

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